

NCLLR

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NORTH CAROLINA DRAMA

NCLR DESIGN: A NEW LOOK

by Dana Ezzell Gay, Art Director

When presented with the chance to continue working on NCLR as Art Director, I saw this as an exciting professional opportunity. Working on this journal has provided me with both provocative practice as a graphic designer and a unique teaching tool in my classroom.

I have worked for more than fourteen years as a freelance designer on many different projects - logo design, stationery, newsletter design, brochures, exhibition catalogues, posters, advertisements, exterior signage, and web design, just to name a few. And still, the opportunity to create a new design for this journal offered me a challenge to develop a strong, cohesive visual system for a much larger, comprehensive body of work - one that required the development of a new design concept and the creation of a comprehensive design style guide to assure consistency and efficiency of all visual elements throughout the journal.

Creating a new design for the journal has involved many steps and processes, which I began work on in the summer of 2008. The journal has not seen a truly "new design" since its conception in 1992. By creating a new identity, a new "look and feel" for the cover design, and a new visual system for all typography, style, and layout elements, I was able to focus on several primary issues

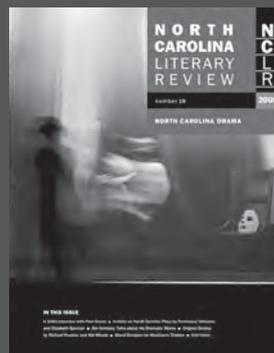
that were of great importance to me as an Art Director and graphic designer. These issues became my goals for the journal, and I hope that you will embrace the changes and appreciate their effectiveness. They include: 1. the consistency of typographic style and hierarchy; 2. the readability of titles and body text; 3. the consistent use of the layout grid that allows for flexibility and the consistent placement of elements; and 4. the establishment of a bottom horizontal zone of information where image captions, author bylines, footnotes, and other supplementary content can be found.

Ultimately, the beauty of design involves exploring the relationships between form and communication. I appreciate the opportunity to use my design experiences with NCLR in the graphic design courses I teach at Meredith College. I am able to discuss my methods of designing layouts with my students, and I am able to share with them the process of bringing together text and images in a cohesive way within the space of each page.

We hope that you enjoy NCLR's new look. Stay tuned for the new website that will become a useful source of information for news about North Carolina literature and all things NCLR. ■



TOP LEFT New horizontal lettermarks for NCLR



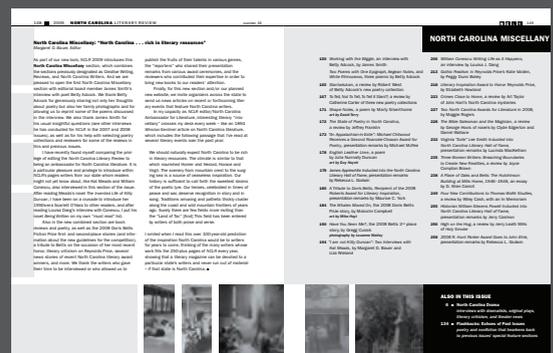
TOP CENTER Primary identity for NCLR

TOP RIGHT New masthead for NCLR cover



BOTTOM LEFT New vertical lettermark for NCLR

BOTTOM CENTER New NCLR cover design



BOTTOM RIGHT New table of contents spread used to introduce each section of the journal; the NC Miscellany table of contents from pages 148-149 shown here