

CASESTUDY - Print

UA International Magazine



Gerii H
CREATIVE

account owner:



client:



Brief:

To create a "bumper issue" for the Christmas 98' Edition.
Improve design and also meet a tighter deadline.

Info:

Client: UA International Magazine
Date: Dec 1998
Media: Magazine

Account Owner: Architectural Publications Ltd, Belfast, N.Ireland

Gerii's Role: Magazine Designer, with responsibility for all layouts, ad production / inclusion and handover to printers.

6 months (6 issues)



Solution:

Via: PowerMac OS 9.2 with Quark4, Photoshop7, Illustrator and Freehand. Scanner. ISDN.

Designed all editorial page layouts and created 80% of their sales team's display ads.

Contact with ad agencies for ad supply (20%) on ISDN/disc.

Result:

Delivered the companies most successful issue.

- Over 100 pages
- record ad revenue
- designed new running heads
- designed new A-Master pages



Quark Xpress



80% of all Ads

Created 80% of display adverts in-house, from full page to 1/8 th page.