

# THE REAL SHOW 2012

## CREATIVE BRIEF

### **Deliverable/s:**

Home screen and Article view design for the National Journal's native iPad and iPhone application.

### **"Real" Client:**

The National Journal Group, Inc.

### **About the Project:**

#### *Organization Description*

The National Journal is Washington's premier source of nonpartisan insight on politics and policy for more than four decades; regarded as the most credible, objective, and authoritative voice in the Washington D.C. area. National Journal properties include NationalJournal.com, National Journal, National Journal Daily, and National Journal Hotline; focusing on: breaking news, offering instant analysis and vital context, and delivering big picture perspective on the impact of new developments on the future of legislation, public policy, and political outcomes.

#### *Project Objectives*

The National Journal traditionally has had a strong print magazine presence, one that is constantly evolving to remain relevant in the digital age. In partnership with the design agency, Pentagram, a iPhone and iPad reading experience is to be designed to compliment a newly redesigned National Journal print magazine and online website experience.

The mobile iOS Apple applications will deliver engaging, timely and insightful National Journal content in an experience optimized for a mobile device; most specifically the Apple iPhone and iPad.

An initial home screen and article view are to be designed for the specific mobile device; taking into account device specifications, reader expectations, mobile portability as well as properly compliment the visual brand experience of the newly redesigned magazine and logo identity by Pentagram.

### **Target Audience:**

The primary audience for the mobile application will be English-speaking readers between the ages of 18 and 65 with an interest in political news, research and public policy. The audience will have a strong familiarity with the iPad and/or iPhone as consumers of news content on their mobile device frequently, daily.

### **Key Messages:**

The mobile app experience is to be beyond the print medium and more than the website. A true hybrid interface should exist that properly exemplifies the best of the redesigned print layout visual creative while maintaining the dynamic and extensible nature of the redesigned web presence.

An emphasis on the brand experience of the National Journal needs to be apparent in the mobile experience, that, while still adhering to the intuitive and expected inherent Apple brand experience that exists in popular devices such as the iPhone and iPad.

It's not a magazine on an iPad and it's not a website conformed to an iPhone; it's to be a unique reading experience specifically tailored for the specific mobile device in the context of the larger brand experience.

### **Creative Specifications:**

**Size** — Mobile app should be designed to the screen dimensions of the current generation iPad (1024x768) and iPhone (320x480). It's recommend to reference the Apple "Human Interface Guidelines".

**Brand Identity** — The National Journal logo has been provided as a vector (.eps).

**Brand Experience** — The redesigned National Journal Print Magazine as well as the website creative has been provided as a reference.

*Continued on page 2 >*

Mandatory — The app should contain:

- A functional navigation paradigm for accessing the various sections of the editorial content.
- A visually prominent National Journal brand logo mark.
- A highlight that profiles featured content
- A river that displays the latest articles
- An about/settings navigation button
- A mechanism to share article content with popular social networks.

Please refer to the attached wireframe. This wireframe is meant to illustrate the visual hierarchy. You are not required to adhere to this structure directly—feel free to explore other ways of presenting the required information.

Creative Direction — The design should be unique and engaging. Great reference apps for your design are:

- FlipBoard
- New York Times
- Readability

These apps are for inspiration only!

Copy — Please utilize real headline and body copy for your concepts pulled from the current National Journal website and/or magazine.

**Deliverables:**

Application's (both iPad & iPhone) home screen printed at 100% and mounted to double-black board.

Application's (both iPad & iPhone) article view printed at 100% and mounted to double-black board.