



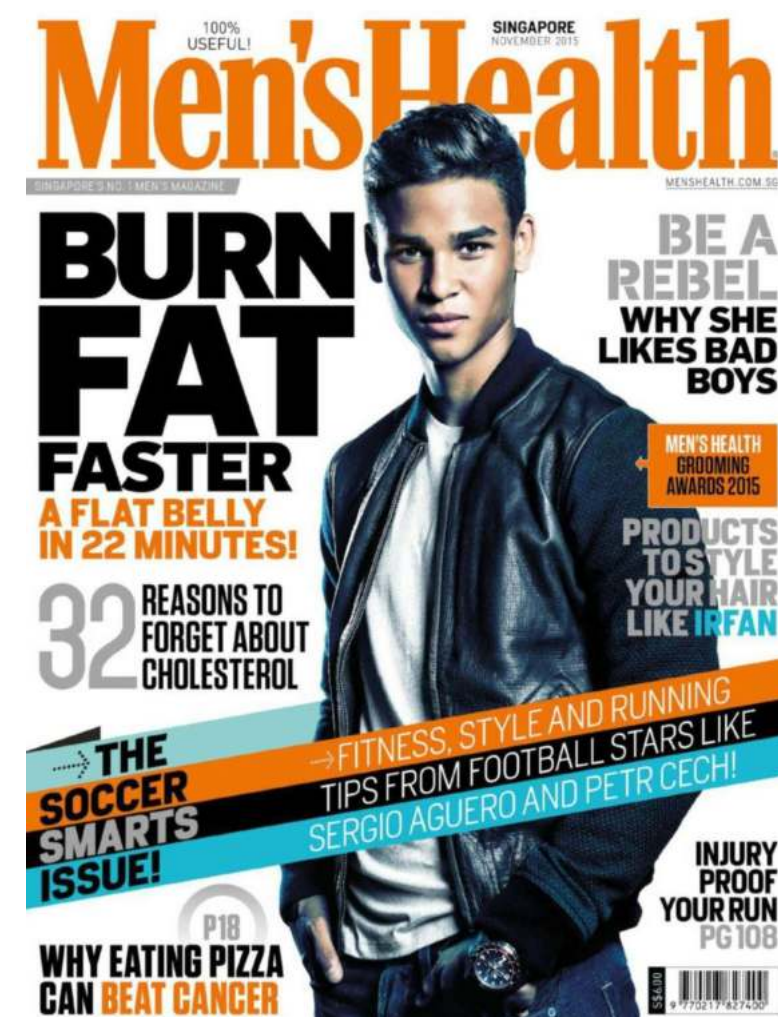
# Forkit

A magazine that focuses on news and information related to change in health and healthier lifestyles as the human body starts to age.





# About the Project



Many health related magazines contain imagery that can falsely advertise the “perfect health” and lead to no interest towards the chosen target audience.

Health articles in health related magazines can be great resources to reach your goals in fitness, weight, change in lifestyle, etc. But many of these publications contain information that do not target the general population due to the fact that publications like to add celebrity-centered images along with large subheads that do not give an ideal timeframe of living a healthy life. Some health articles will share super strict diets but are not sustainable and can backfire. In addition, large publications companies who focus on health related topics share ads that do not follow under the category of healthy lifestyles. The lack of transparency with these magazines are not as realistic as it may seem.

This is where the creation of Forkit has evolved. The concept behind Forkit shares healthy lifestyle articles that assist readers to make impactful health choices along with the pros and cons on activities, budget food choices, diets, recommended products, and other positive lifestyle changes.

*Note: The designer takes no credit on the articles in this magazine. All articles are credited to their authors.*



# Project Goals

Having clear goals gives you a clear focus on what you want the product to achieve. You can then take control of the direction of the idea and work towards achieving these goals.

## Goal 01

### Attract Readers to the Magazine

Readers should be able to pick up a magazine based on a friendly and unique front cover. The cover must be impactful as readers are intrigued by eye catching covers. Rather than showing food, the imagery should be unique to set apart from other competitors. Another way to stand out is using different paper mediums from competitors. Different paper textures can lead to a positive experience for readers as it associates with the quality of the magazine.

## Goal 02

### Approachable Content for Readers

Articles should not send negative connotation and/or content. Content should include pros and cons, articles that are backed by science/factual information but can be easily read, and variation of topics for all readers. Readers who are interested in this genre enjoy positive content that are straight to the point. Implementing quick and short articles can create a positive experience for readers and to quickly move forward to the following sections.

## Goal 03

### Various Imagery Styles for Articles

Imagery should uplift readers intentions of reaching a healthy lifestyle. To refrain from repetition, visual imagery must contain a typographic, photography, illustration, and found objects incorporated with the selected article. Variation of imagery styles provide a positive experience for viewers as it gives every reader a different feel for each article. In addition, various visual styles can connect with articles better.



# Audience Persona 01

An audience persona (also referred to as a buyer persona or customer persona) is a fictional profile that represent groups of similar people in your target audience. This can help you figure out how to reach people on a more personal level, while delivering the right messages.



**Name:** Alex Johnson

**Age:** 27

**Occupation:** College Student (Full-time)

**Location:** Los Angeles, CA

**About:** Alex is a busy college student pursuing a degree in Business Administration. Alex is passionate about health and wellness and has a strong interest in adopting a healthy and active lifestyle.

**Likes & Hobbies:** Outdoors hikes, biking, cooking, listening to music, watching movies, and reading.

**Personality:** Self-driven, motivated, creative thinker, and enjoys new challenges.

**Social Media:** Instagram and TikTok (follows fitness influencers, healthy food bloggers, and lifestyle coaches).

**Frustrations:** Alex often struggles to balance their coursework, part-time job, and social life. He sometimes feel exhausted and stressed, especially when he doesn't get enough sleep or neglect his exercise routine.

**Their Needs:** Alex needs a way to manage their time more effectively and incorporate healthy habits into their busy schedule. He is interested in learning more about nutrition and fitness to improve their overall health and wellness. He may benefit from resources to help them manage stress, sleep better, and prioritize self-care. A healthy lifestyle magazine that offers practical tips and advice on healthy living could be a valuable resource for Alex.



# Audience Persona 02

An audience persona (also referred to as a buyer persona or customer persona) is a fictional profile that represent groups of similar people in your target audience. This can help you figure out how to reach people on a more personal level, while delivering the right messages.



**Name:** Karen Vasquez

**Age:** 45

**Occupation:** Marketing Executive

**Location:** Chicago, IL

**About:** Karen is a busy professional woman who is passionate about her career and family. She is married with two teenage children and lives in the suburbs of Chicago. Karen is always on the go and is constantly looking for ways to stay healthy and fit.

**Likes & Hobbies:** Walks, biking with her family, cooking, reading, and yoga.

**Personality:** Motivated, organized, caring, and compassionate.

**Social Media:** Facebook and Instagram (follows health and wellness bloggers and fitness influencers).

**Frustrations:** Karen often struggles to balance her work and family life. She also finds it challenging to find time for herself to prioritize her health and wellness goals.

**Their Needs:** Karen needs a way to manage her stress and improve her overall health and wellness. She is interested in learning more about nutrition and fitness to improve her energy levels and boost her immunity. She may benefit from resources that offer practical tips and advice on healthy living, including meal planning, exercise routines, and stress management techniques. A healthy lifestyle magazine that offers insights and inspiration on how to live a healthier life could be a valuable resource for Karen.



# Design Solutions

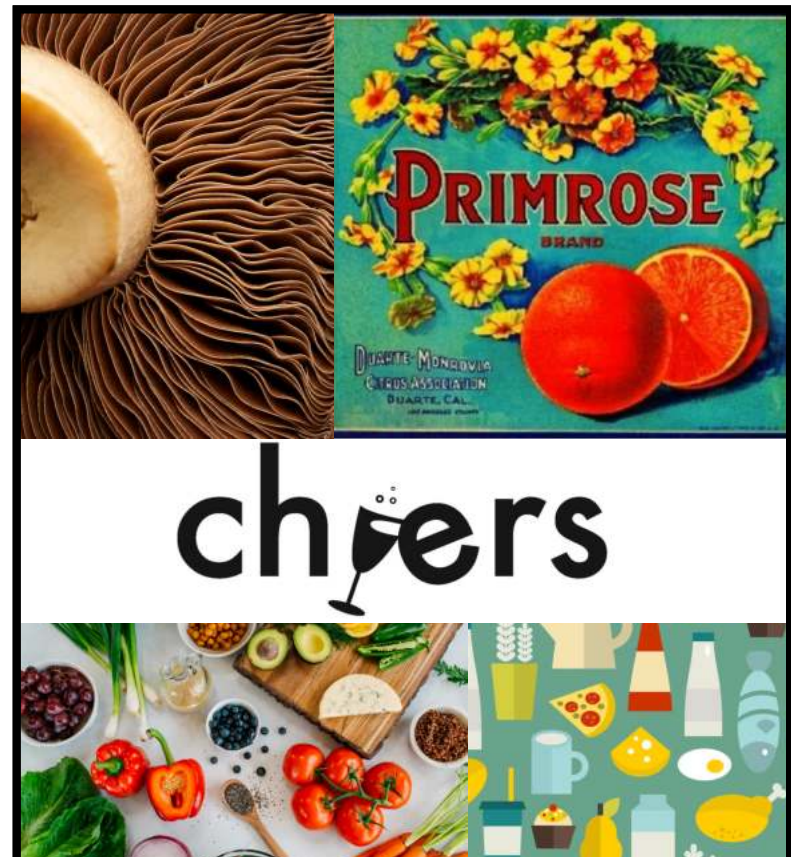
Here we will find creative solutions and design styles that help you target your goals. Keep in mind that these solutions can be changed throughout the sketch and design process.



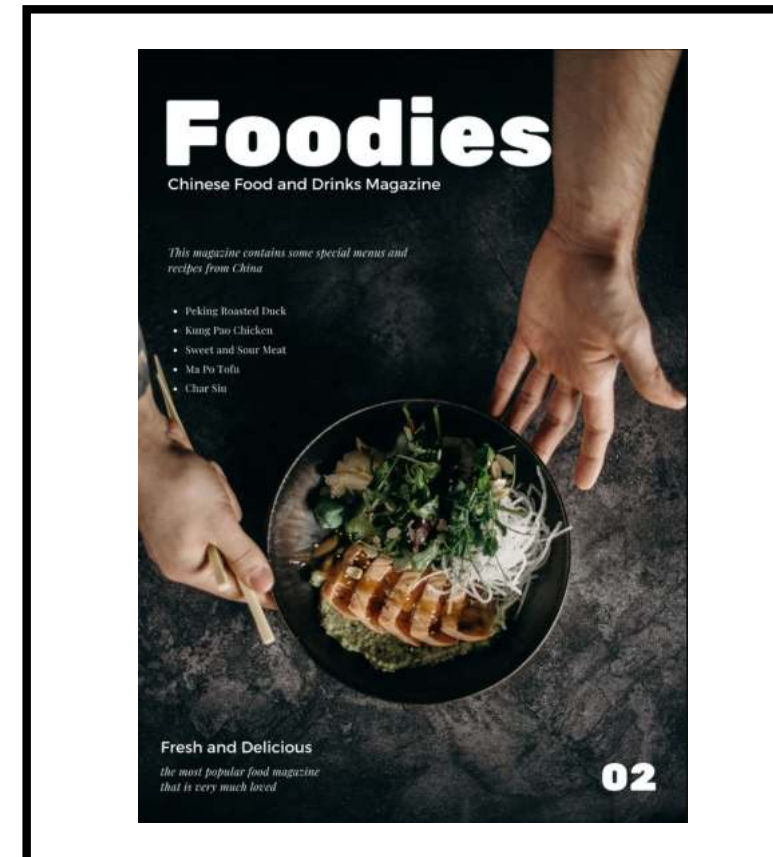
Using a combination of typefaces (script, san-serif, and serif), each feature and short stories will have its own type treatment to cohesively connect with the selection of articles. This will avoid repetition and create a sense of something new for every section.



Variations of paper mediums will be used to create a positive experience as the reader flips through the pages, creating a connection with the magazine.



Images will contain a typographic visual, photography, illustration, and images that incorporate found objects. This will break up the constant photographic images on every page and separate the magazine from our competitors who only use photographic images.



The cover will contain a center point of interest using unique photographic images for readers to be curious when selecting the magazine. Large masthead will be incorporated and will be the only text visual on the cover to refrain from text heavy covers.



# Moodboard

**Moodboards are curated selection of design elements that serve to visually communicate the initial images, concepts, colors, and styles for the project.**

## Direction:

This direction resembles healthy, organic, and balance. These images make readers feel at ease while also bringing positivity and enjoyment. Also, this creates a nice mix between bold and professional.

## Brand Words:

Modern, friendly, fresh, and bold

## Color Palette:

Colors consist of mostly muted colors. Muted colors will not take attention away from content and imagery used. Bright colors will be used selectively depending on color choice for background and content.

## Typography:

Fonts will include san-serif, handmade script, and serif. Font choices will be selected by the theme/feel of the content to give the same tone for readers.

Please note font and color choice may change in the design process.

Follows branding words of fresh and healthy. Macro shots of food draws readers into the imagery and creates a sense of curiosity.



Creative typographic visuals can play both roles of a article title and imagery.



Muted colors can create a subtle, calm, and soothing appearance while interplaying with different hues and tones.

Bold masthead creates a professional and simple aesthetic.



Contrasting colors create visual interest and enhance the vibrancy and saturation of each color. They create dynamic and energetic composition, while also providing a sense of balance and harmony. In addition, sets of contrasting colors draw readers to the page.

Custom script fonts can add a touch of elegance and personality. Twirls and loose script fonts represent fun and friendly appearance.

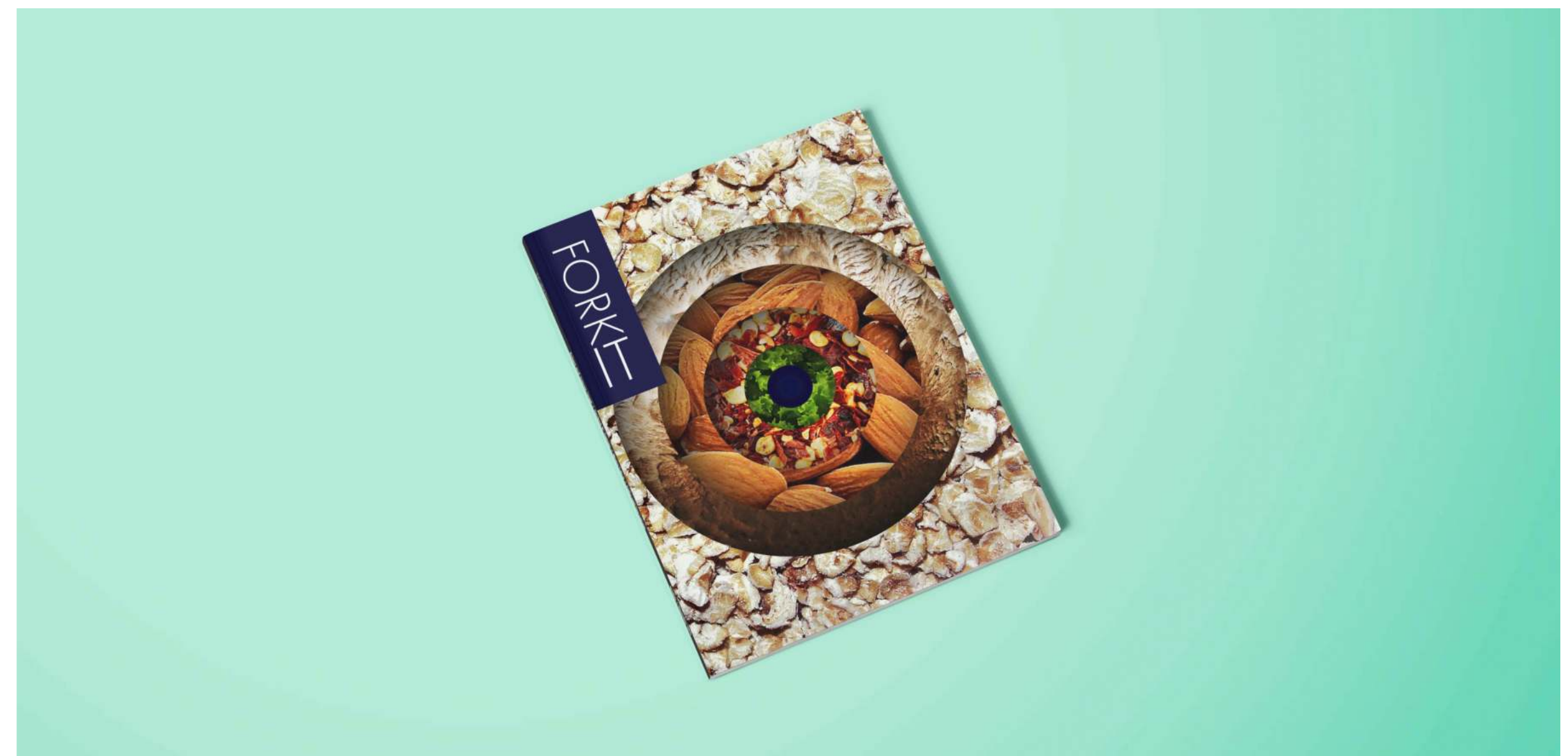
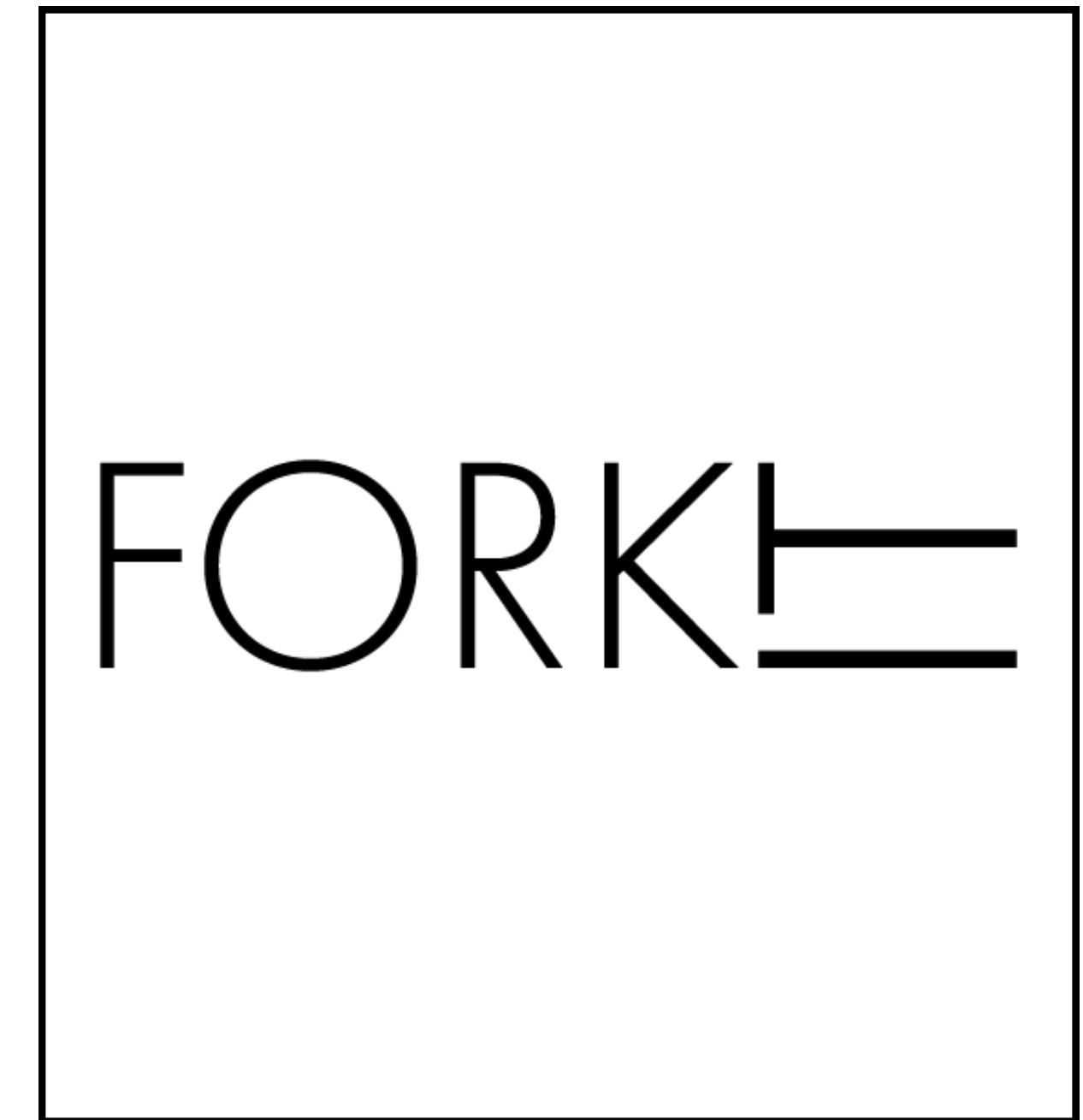
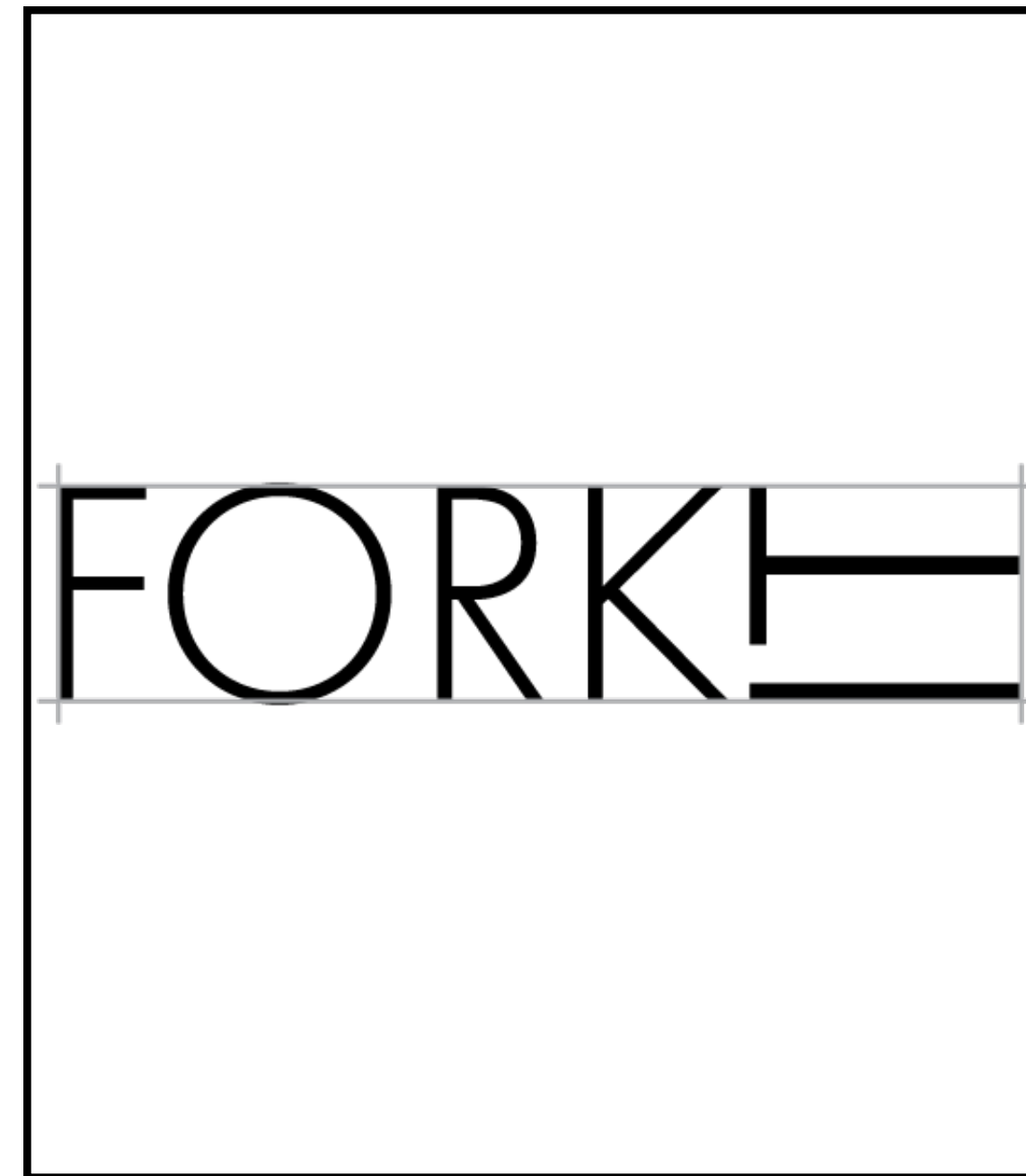






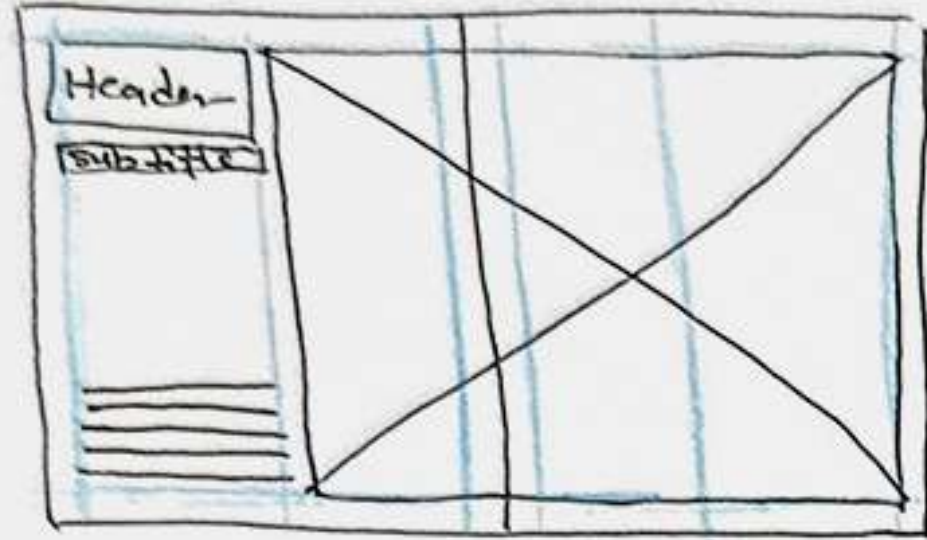
# Masthead (Application)

The designer use the font, FuturaPT to create the masthead. Futura works best for the masthead as this keeps a modern and clean aesthetic while keeping a abstract approach of cutlery and dinnerware.

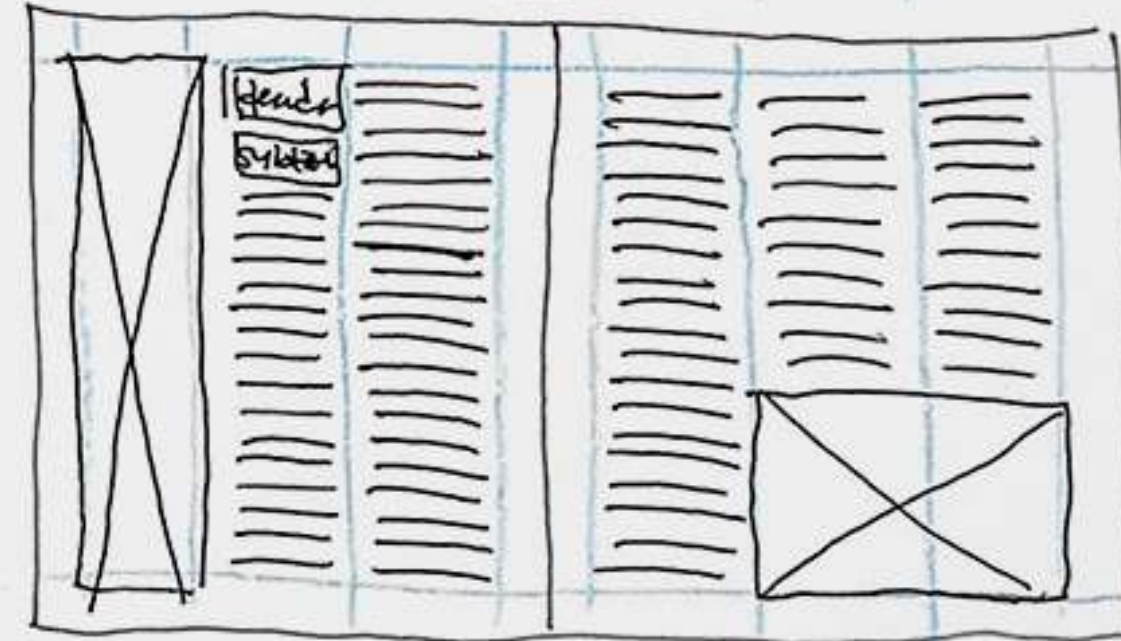
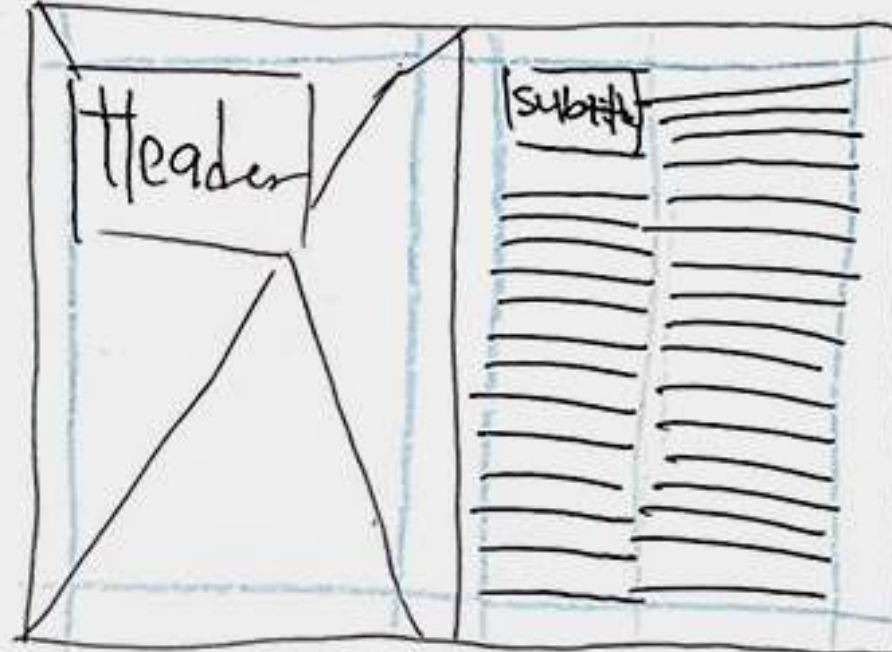
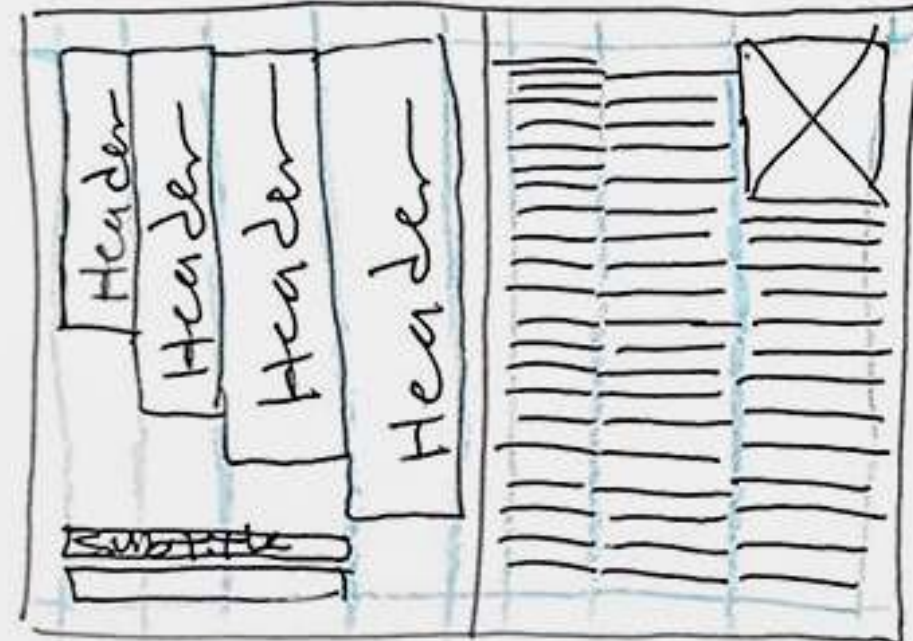
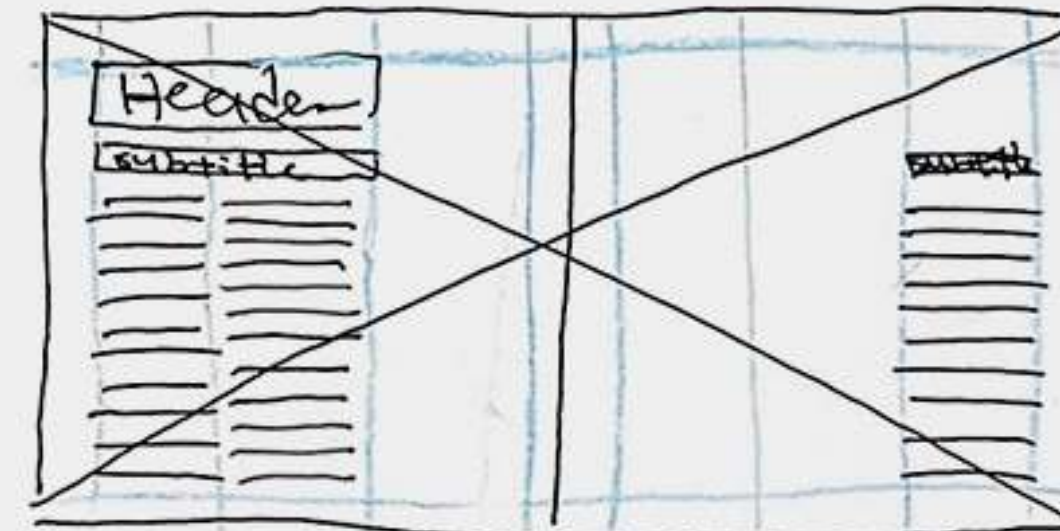
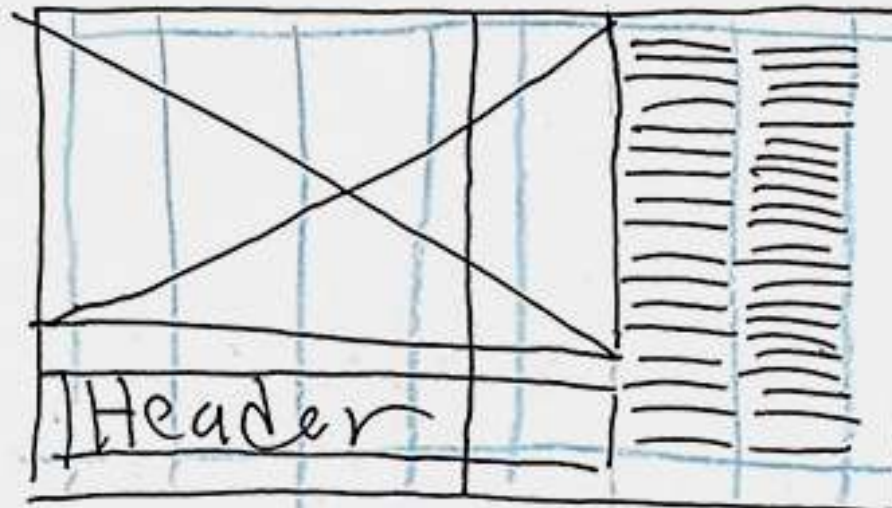
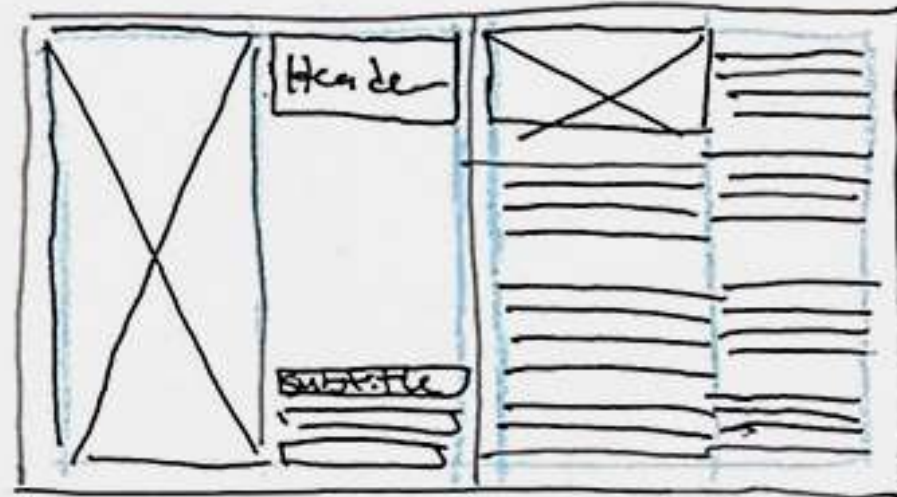
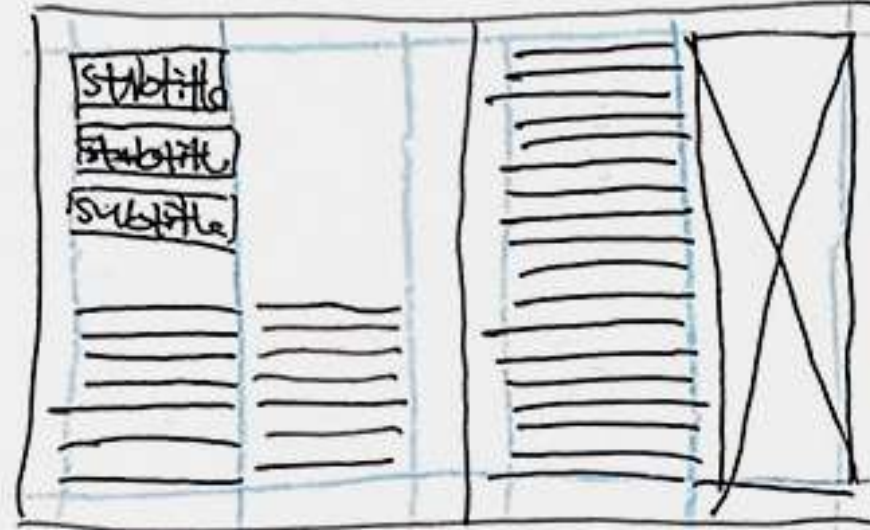
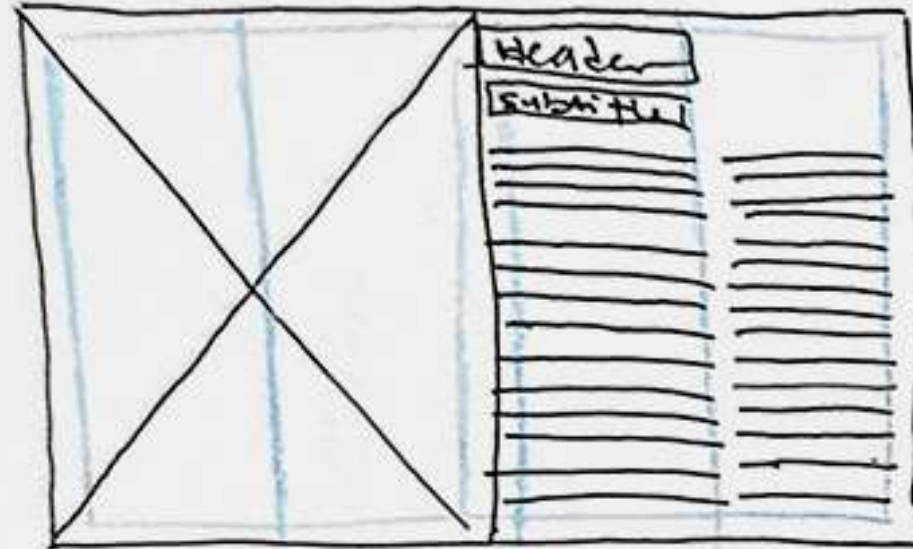
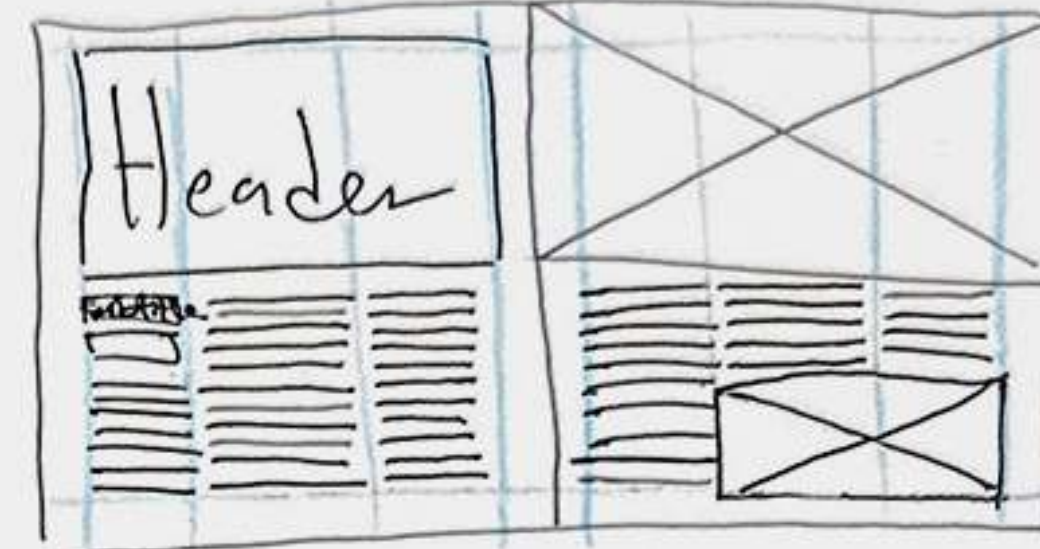




# Layouts (Sketch)



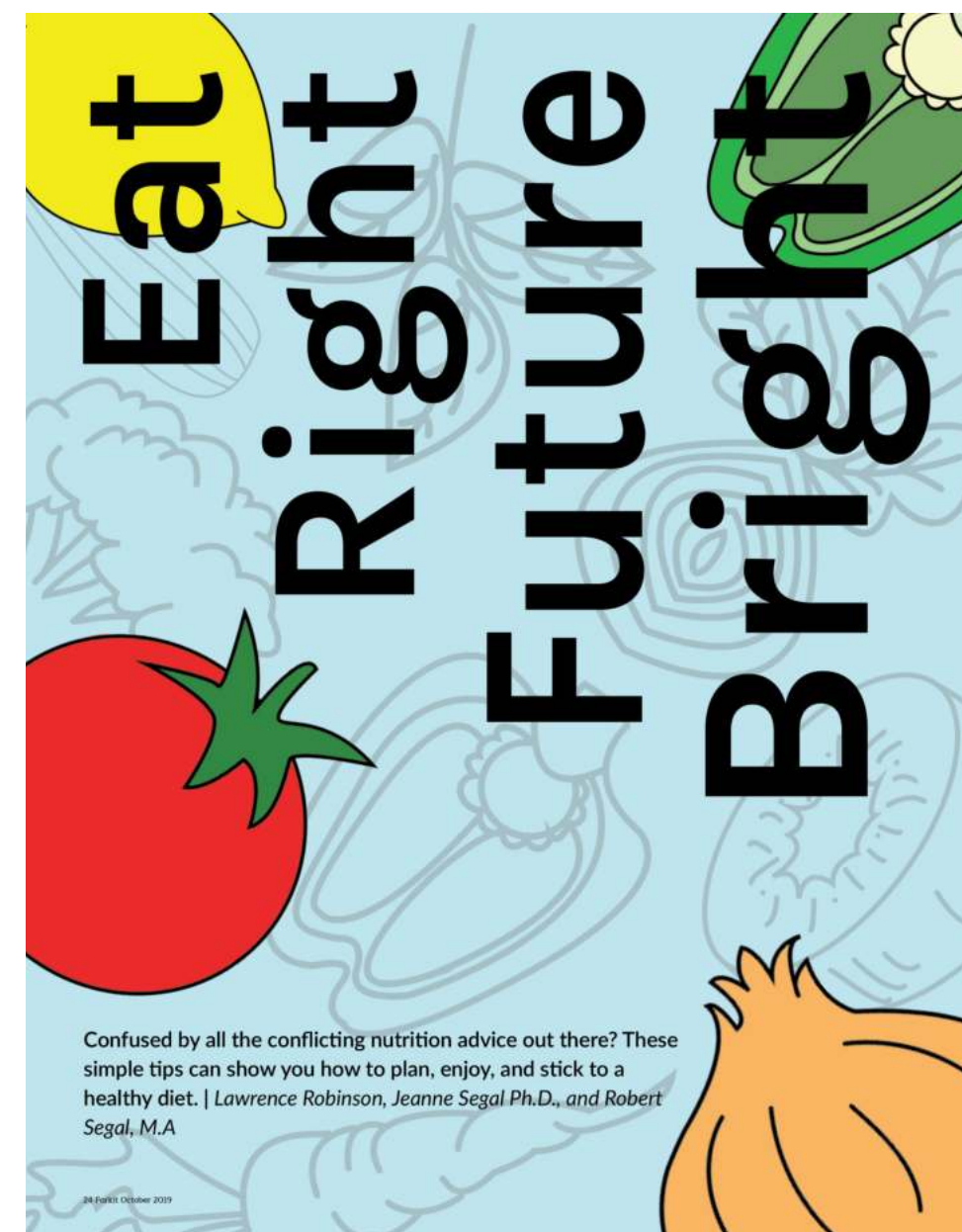
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HEADER





# Layouts (Application)

Grid layouts provide visual appeal (sense of structure, balance, and hierarchy) and organization when incorporating body of text and images. This allows the designer to establish a design system that guides the placement of elements within the design throughout multiple pages.



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**E**ating a healthy diet is not about strict limitations, staying unrealistically thin, or depriving yourself of the foods you love. Rather, it's about feeling great, having more energy, improving your health, and boosting your mood.

**Healthy eating does not have to be complicated.** If you feel overwhelmed by all the conflicting nutrition and diet advice out there, you're not alone. It seems that for every expert who tells you a certain food is good for you, you'll find another saying exactly the opposite. The truth is that while some specific foods or nutrients have been shown to have a beneficial effect on mood, it's your overall dietary pattern that is most important. The cornerstone of a healthy diet should be to replace processed food with real food whenever possible. Eating food that is as close as possible to the way nature made it can make a huge difference to the way you think, look, and feel.

**By using these simple tips,** you can cut through the confusion and learn how to create—and stick to—a tasty, varied, and nutritious diet that is as good for your mind as it is for your body.

**Confused by all the conflicting nutrition advice out there? These simple tips can show you how to plan, enjoy, and stick to a healthy diet.** | Lawrence Robinson, Jeanne Segal Ph.D., and Robert Segal, M.A

research suggests that many of us need more high-quality protein, especially as we age. That doesn't mean you have to eat more animal products—a variety of plant-based sources of protein each day can ensure your body gets all the essential protein it needs.

**Fat.** Not all fat is the same. While bad fats can wreck your diet and increase your risk of certain diseases, good fats protect your brain and heart. In fact, healthy fats—such as omega-3s—are vital to your physical and emotional health. Including more healthy fat in your diet can help improve your mood, boost your well-being, and even trim your waistline.

**Fiber.** Eating foods high in dietary fiber (grains, fruit, vegetables, nuts, and beans) can help you stay regular and lower your risk for heart disease, stroke, and diabetes. It can also improve your skin and even help you to lose weight.

**Calcium.** As well as leading to osteoporosis, getting the right amount of calcium in your diet can also contribute to anxiety, depression, and sleep difficulties. Whatever your age or gender, it's vital to include calcium-rich foods in your diet. Limit those that deplete calcium, and get enough magnesium and vitamins D and K to help calcium do its job.

**Carbohydrates** are one of your body's main sources of energy. But most should come from complex, unrefined carbs (vegetables, whole grains, fruit) rather than sugars and refined carbs. Cutting back on white bread, pastries, starches, and sugar can prevent rapid spikes in blood sugar, fluctuations in mood and energy, and a build-up of fat, especially around your waistline.

### Making the switch to a healthy diet

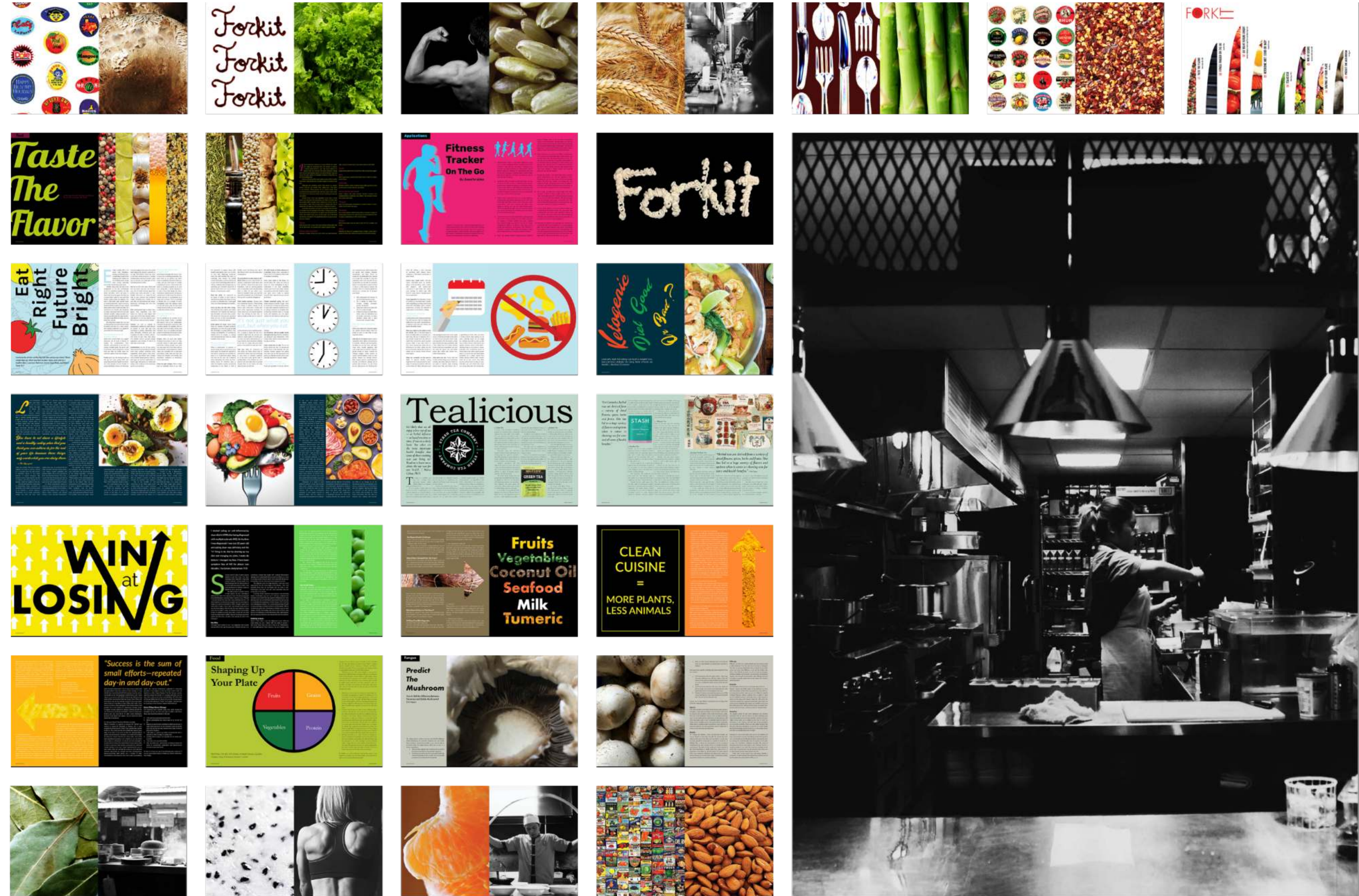
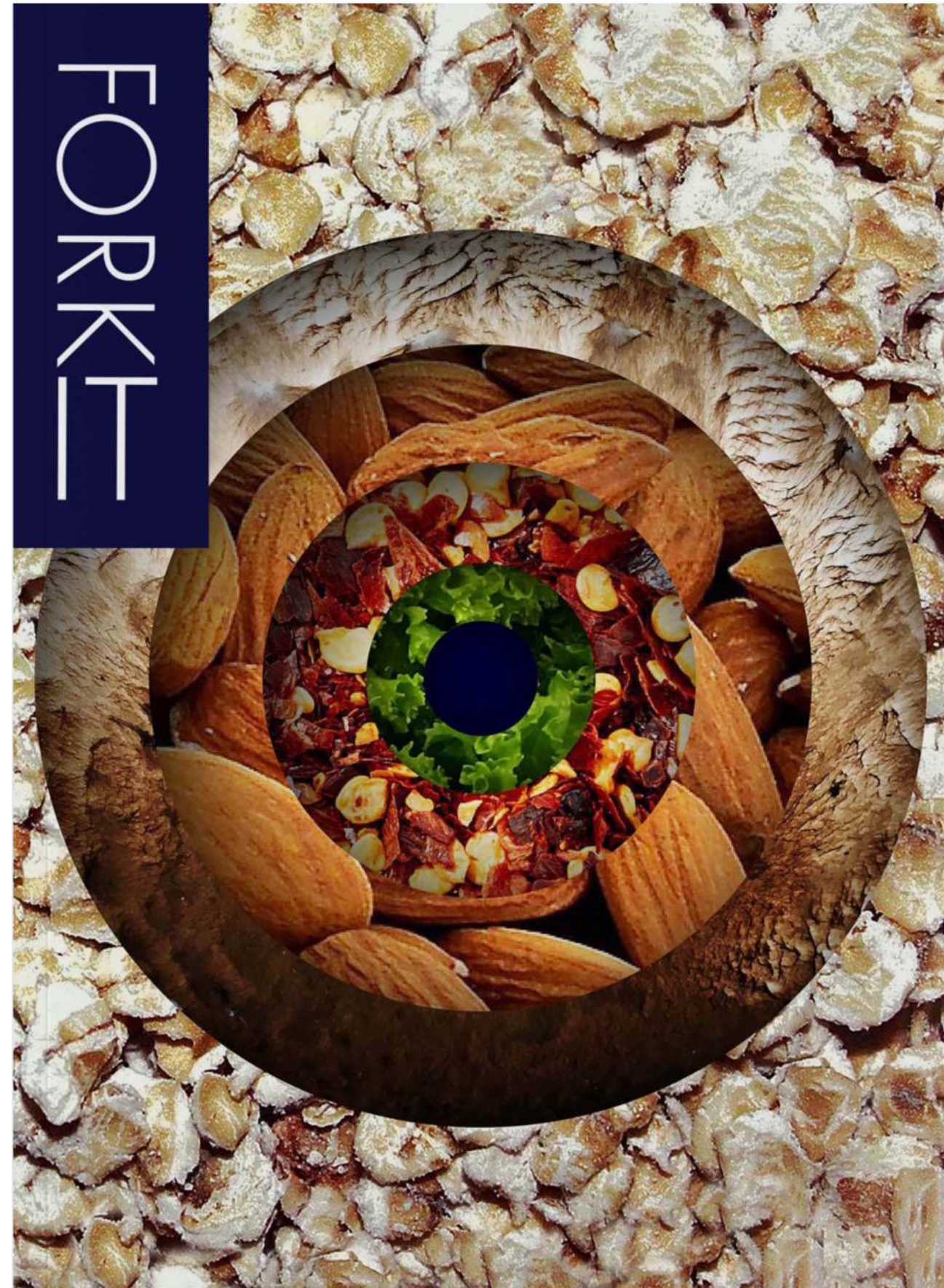
Switching to a healthy diet doesn't have to be an all or nothing proposition. You don't have to be perfect, you don't have to completely eliminate foods you enjoy, and you don't have to change everything all at once—that usually only leads to cheating or giving up on your new eating plan. A better approach is to make a few small changes at a time. Keeping your goals modest can help you achieve more in the long term without feeling deprived or overwhelmed by a major diet overhaul. Think of planning a healthy diet as a number of small, manageable steps—like adding a salad to your diet once a day. As your small changes become habit, you can continue to add more healthy choices.

### Setting yourself up for success

To set yourself up for success, try to keep things simple. Eating a healthier diet doesn't have to be complicated. Instead of being overly concerned with counting calories, for example, think of your diet in terms of color, variety, and freshness. Focus on avoiding packaged and processed foods and opting for more fresh ingredients whenever possible.

**Prepare more of your own meals.** Cooking more meals at home can help you take charge of what you're eating and better monitor exactly what goes into your food. You'll eat fewer calories and avoid the chemical additives, added sugar, and unhealthy fats of packaged and takeout foods that can leave you feeling tired, bloated, and irritable, and exacerbate symptoms of depression, stress, and anxiety.

**Make the right changes.** When cutting back on unhealthy foods in your diet,





# Thank you!

Ask any questions or contact me through the provided information below.

