

Contents

Case Studies & Interviews

Preface 7

Introduction 8

What Is Editorial Design? 8

Who Reads It? The Reading Experience 9

Who Makes It? Staff and Workflow 9

Elements of Editorial Design

Formats 14

Time 20

Identity 28

Anatomy 32

Art 38

Typography 42

Layout 50

Prototyping 54

Production 56

Case Study: **BuzzFeed** 64

Interview: **Chris Johansen**, VP of Product, *BuzzFeed*

Case Study: **Huffington Post** 68

Interview: **Josh Klenert**, VP, Design & UX, *Huffington Post*

Interview: **Paul Ford**
Content Strategist, Writer, Programmer 74

Case Study: **The New York Times** 78

Interview: **Tom Bodkin**, Chief Creative Officer, *The New York Times*

Interview: **Jeremy Zilar**, Content Strategist/Blog Specialist, *The New York Times*

Case Study: **The Guardian** 96

Interview: **Alex Breuer**, Creative Director, *Guardian News and Media*

Interview: **David Sleight**,
Creative Director, UX and Product Designer, Developer 102

Case Study: **USA TODAY** 104

Interview: **Jeanette Abbink**,
Founder and Creative Director, *Rational Beauty* 109

Case Study: **Bloomberg Businessweek** 112

Interview: **Richard Turley**, Creative Director, *Bloomberg Businessweek*

Case Study: **Rookie** 122

Interview: **Renda Morton**,
Founding Designer, *Rookie*



*Interview: **Mandy Brown**,
Cofounder, Editorially* 126

*Case Study: **Pitchfork*** 128

*Interview: **Michael Renaud**,
Creative Director, *Pitchfork**

*Case Study: **New York*** 134

*Interview: **Thomas Albery**,
Design Director, *New York Magazine**

*Interview: **Steve Motzenbecker**,
Director of Design & User Experience,
NYmag.com*

*Interview: **Stella Bugbee**,
Editorial Director, *The Cut** 152

*Case Study: **Vanity Fair Italia*** 154

*Interview: **Devin Pedzwater**,
Creative Director, *Vanity Fair Italia**

*Case Study: **New Republic*** 160

*Interview: **Jeffrey Zeldman**,
Founder and Executive Creative Director,
Happy Cog* 164

*Case Study: **It's Nice That*** 166

*Interview: **Will Hudson**, Codirector,
*It's Nice That**

*Case Study: **The Awl Weekend Companion*** 172

*Interview: **David Jacobs and Natalie
Podrazik**, Cofounders and Developers,
29th Street Publishing* 174

*Case Study: **Letter to Jane*** 176

*Interview: **Tim Moore**, Founder and
Designer, *Letter to Jane**

*Case Study: **Paper*** 182

*Interview: **Andrea Fella**,
Design Director, *Paper Magazine**

*Case Study: **Gather*** 190

*Interview: **Michele Outland**,
Creative Director, *Gather Journal**

*Interview: **Justin Thomas Kay**,
Creative Director, Doubleday & Cartwright* 196

*Case Study: **Apartamento*** 198

*Interview: **Omar Sosa**, Cofounder and
Art Director, *Apartamento Magazine**

*Case Study: **Anorak*** 202

*Interview: **Cathy Olmedillas**,
Founding Editor, *Anorak Magazine**

*Case Study: **WAX*** 206

*Interview: **David Yun**, Cofounder and
Cocreative Director, *WAX Magazine**

Resources 212

Glossary 214

About the Authors 218

Acknowledgments 219

Index 220