



“Design for Elderly:
Mitrika,
a hindi magazine”

Submitted in the partial fulfillment of the requirement
for the Master of Design Degree in Visual Communi-
cation as Project-3

by

Saurabh Tewari

Second Year

of Masters in Design

(Visual Communication) Programme at
Industrial Design Center,
Indian Institute of Technology - Bombay,
Mumbai, INDIA

Guide:

Prof. G. G. Ray



Approval Certificate

The Visual Communication Project 3 entitled

“Design for Elderly:

Mitrika,

a hindi magazine”

by **Saurabh Tewari**, 08625803 is approved
in partial fulfillment of the requirement of
the Master of Design Degree
in Visual Communication.

Guide:

Chairperson:

Internal Examiner:

External Examiner:

Acknowledgement



**I would like
to thank,**

To my parents for giving me a wonderful education and supporting in continuing my formal studies.

To IDC, for creating a system where a student has a freedom to chose any area to work on.

To the Department of Science and Technology, MoHRD, for sponsoring this project and facilitating my studies at IDC IIT Bombay.

To my Guide, Prof. Gaur Gopal Ray, who carefully listened all my points and provided all possible guidance and resources.

To Prof. Kirti Trivedi, for giving valuable guidance towards clarifying the project.

To Prof. G. V. Sreekumar, for motivating, suggesting the art of living and providing 'gyaan' and tit-bits, whenever required.

To my friends at IDC, my night-shift mates at studio who prepared cups of tea for me and never hesitated in asking about project's status,

and last but not the least,

To all the users, the senior citizens, whom i met during the course of this project.

Contents

Introduction	1
Whereabouts	
Users	3
Position	3
Scenario Today	4
Intent	4
Preliminary User Survey	
Igniter	5
Design Issues	6
Findings	6
Medium	
Current Scenario	7
Popular Indian Magazines	7
Understanding	8
Content and Design Attempt	
Magazine Concept	9
Contents	9
Sample Layout	10
Review	12
Redefining User and Content	
Defining the User	13
Articulation of User Interest	13
Editorial Policy	13
Content Formation	14
Themes for different issues	14
Form	
Selecting Size	15
Designing Grid	16
Selection of Typeface	17
Point Size	18
Elements and Style	19
Cover Design	20
Current State	
Magazine Concept	21
Sample Pages	22
References	25
Annexure	
Preliminary User Survey	27





Introduction

Being old is a tough truth of life. It is inevitable. One can not avoid it, but one can definitely *live it!*

The silvering of life can make people loose their contact with their internal and external world, as there is a gradual deterioration in the mind-body coordination. The physiological strength declines with time, which most of the times effects the overall psychology and vice-versa.

Whereas, if one attempts to keep the mind engaged in creative pursuits, the deteriorating nature can be neutralized. A good mind, therefore can help in maintaining a good physique. Eventually, the state of well being is the most important factor towards, *living it!*

When in my first year of studies, the project “Design for Elderly” was introduced, I had hazy ideas about the approaches towards the subject. I was not clear how will I really contribute.

With time as I discovered the general process of user specific design, I realised one can really attempt towards designing for this newly emerging segment.

Initially, I was trying to relate only with physiological problems. Later, I realised my scope of work is more toward the psychological aspect. The boundaries are thin, and one needs to walk over them cautiously. One really needs to understand, what this user group really would like to have. Not a radical change, which makes them benefits them to a level of isolation, and not the same pulp which makes them struggle for finding the context and association. Just a balance, a design, which makes them feel special.

Reading is one of the most important and meaningful activity, which one person carry forward or start in the second innings of his/her life. It is important to work on this area, as it acquires, a major percentage of daily lives. It is an tested source of knowledge.

Magazines are one form of getting involved in this knowledgeful activitiy. With so many magazines and journal around, there are very less number of specific reading magazines available for elderly. Those available are limited in numbers and not specifically visually designed for this user group.

So, working towards this psychological and social part of the elderly life, I have attempted to create a print magazine.

This print magazine is named as "Mitrika". The word is an amalgamation of two Hindi words mitra and patrika. Mitra means a friend and patrika means magazine. Therefore, a magazine which is a friend, the best friend.

The magazine is in Hindi, which is highest read language in India and one of the highest in the world. The primary readers would be the people with experience in life, elderly. However, everyone will be able to relate with it, this would be the ultimate goal of the design.

The purpose of Mitrika magazine is to enhance the confidnce level of Elderly in our society. The idea is to introduce unknown and underknown relevant people to readers and disseminate knowledge and updates about changes in Society and Technology. In this way they would interact and participate in the mainstream activity with updated knowledge.

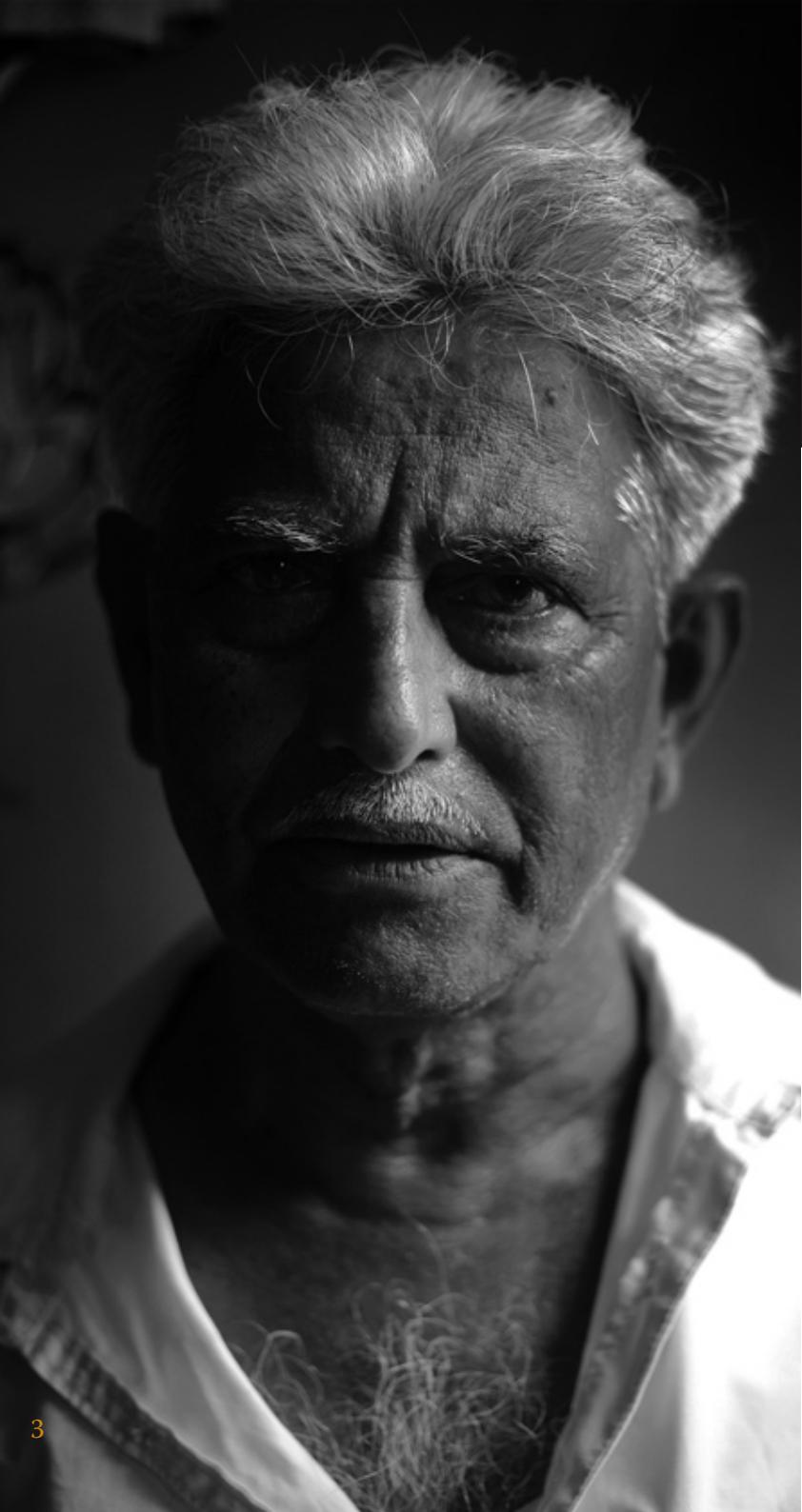


Mitrika = Mitra + Patrika

Mitra means a friend

and patrika means a magazine.

Therefore, a magazine which is a friend, the best friend.



Whereabouts

User

Hindi Speaking/Reading elderly living in India

Hindi is the most read and spoken language of our country. It has reach in some foreign countries too. Unfortunately, the theme of magazines and reading material available in this language is either highly pulp or loudly political in content.

A Senior Citizen, who has seen so much in his life, may not find politics and regular magazines interesting at times. He would like if something relevant, something positive and something joyful is provided, which talks about her/him and people like her/him.

Position

A student of design trying to contribute through his skills and knowledge

The Author has attempted to create a conceptual scheme for launching a monthly magazine.

With subjects and themes suggested, a design scheme is also developed and provided for the specific context.

Design for Elderly

This project is one of the final semester projects under Department of Science and Technology, MoHRD's larger project Design for Elderly. The motive of this larger project is to research and create newer products for this highly neglected and under-utilised segment, the elderly.



Scenario today

1. Very few Magazines focussing on Elderly Issues in India

As compared to west, India doesn't have too much specific reading material in the form of print magazines. Though we have specific age-group based magazines focussing on subjects like Youth and Children in various languages, but very few magazines are available to the end-user. Most of the private publications are in a lifestyle magazine form disseminated by NGO's like Harmony and Dignity Foundation.

2. Rare appearance of reading material for Elderly in Current General Magazines and Newspapers. There is no fixed column or space in our leading magazines and newspapers focussing on elderly issues. Rarely, there are some features on Elderly and the issues.

3. No Magazine in Hindi Language for this Specific Audience,

Though Hindi is the largest read and spoken language of the world, there are only few magazines which are dedicated to this audience. The currently available "Dignity Dialogue" in Hindi is a literal translation of its English Version.

Intent

1. A reading material for/of/from Elderly focussing,
a. needs
b. knowledge building
c. entertainment
d. socialising / networking with all.

2. A research which defines a method to approach an age-group based content/media generation.

3. An attempt to reach Hindi reading mass, as Hindi is the most read language in India.



Preliminary User Survey

Igniter

To understand, the relation between the medium and the users, a Preliminary User Survey was conducted. The users were primarily Hindi speaking and reading people, with two exceptions. This acted as the igniter for the project.

This survey helped to start making decisions towards content and its presentation.(See Annexure, for details)

This pilot survey focussed on:

- a. Understanding user's daily life**
- b. Socialising Mediums**
- c. Exposure to media/outside world**
- d. Reading Activities:**
What, How, Why, Where and When?
- e. Awareness about various publications**
- f. Visual Design related questions**
- g. Content on other media**

Instant Realisation

Responsibilities like active/advisory positions at RWAs, NGOs are positively taken.

Knowing more about life/religion/spirituality is still a major practise of daily lives.

Health and alternate healing practices like yoga are integral part.

Newspaper reading starts their day. Magazines are there but not dominant.

Television occupies a major portion of the daily time, specifically evening, where daily soaps are preferred.

Internet is not very comfortably used.



Design Issues

There is a mixed feeling about Design improvements in last 20 years. Half of the users said that design has improved amazingly other half said there is no taste in modern design.

Only few knew the word 'typography' and related it with typesetting and layouting.

Two users specified that "there is no need of headlines in two colours!". With Colours, the text becomes loud.

All Newspapers (Jagran, Ujala and Hindustan) have same body typeface (Chanakya). Readers of Dainik Hindustan find it neatly designed, which uses a limited amount of colours.

Reading Material is considered non serious if it has coloured background. Users find it loud.

Users believe that there is an improvement in Info Graphics but degradation in illustrations. Also, there is an absence of grace in the current practice of picture collages.

General Findings

The realisation of being old is very subjective, hence, there is a continuation in reading habits. However, there are additions in reading list through a reference.

There is a process of documentation and dissemination from old to new generation. Example: Writing recipes of traditional food for new generations.

Given an opportunity, users are ready to contribute through their writings or some compiled information to share.

The religious/spiritual part is inevitable.

There is a self-realisation of "need of good health", so readers don't miss out on new information.

Yoga / Morning Walk is the most popular (even in the winters of North).

Traditional mediums like Radio and Television are integral to the daily lives.

Newspapers are very much part of interactive lifestyle with city. Ex: Lucknow

Though available, the technological mediums are just add on to lives of elderly rather a mainstream activity, including telephones.

Internet Social Networking is still not in mainstream discussions.

The longevity of articles is short. Current popular magazines are not worth storing.

The Black and White compositions are considered to be intellectual in content.

Medium

The medium is going to be the monthly magazine in Hindi language. So, here is a look at the current scenario of the general readership.

(Statistics source: www.contentsutra.com)

Current Scenario

The Hindi print world is chiefly occupied by a mix of intellectual, pop and pulp content. The 'magazine for women' section is seeing some competition and hence innovation. Of all the magazines scanned, Grihashobha and Tehelka Hindi are the most contemporary and transparent in design.

The magazines like Navneet and Hans, showcase literary content. The lack of funds keep their designs to a subtle tone with maximum non-colour pages. However, this constraint enhance the desired seriousness towards the magazine.



सरस सलिल

Saras Salil

The Largest selling Hindi Magazine, Rs.6/-
Widely read in small towns and cities.

Content

Stories
Real Stories about superstition, accidents
Bollywood (Facts and Gossips)
Sex and Health
Politics



गृहशोभा

Grihshobha

A leading Hindi Magazine for Women, Rs.30, Evenly read in bigger and smaller towns.

Content

Stories
Beauty
Fashion
Recipes
Films
Interview



महानगर कहानियाँ

Mahanagar Kahaaniyaan

A leading Hindi Magazine on 'Real' Stories, Pulp in nature, Rs.30/-

Content

Politics
Crime
Sex
Inspirational

Stories from various small towns

Personal Stories



नवनीत

Navneet

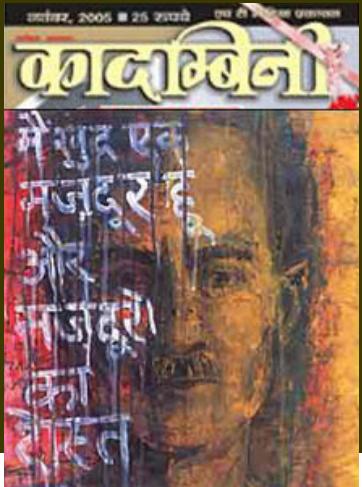
A Hindi Magazine with literary content, Rs.20/-

Content

Stories, poems etc. with some focus works on monthly topic.
Eg., Basant (Spring Season), Women

Humour
News from Literary circuit

Contributions from well-known established authors of Hindi Literature world.



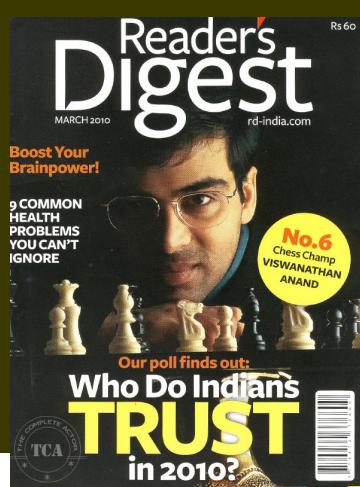
कादम्बिनी

Kadambini

A monthly Hindi magazine with a long and celebrated history of over 40 years. It is a one-of-its-own-kind socio-cultural-literary magazine, which has survived the demise of many other Hindi magazines in the genre.

Contents

Literature
Science
History
Sociology
Films
Health



Reader's Digest

A reputed and established international magazine with Indian edition. Readers through all the generations.

Contents

Stories from all over the World
Personality Improvement
Light Literature
Health
Humour
Food
Columns
Word Power



Understanding

There are some constants and some variables in every magazine, both visually and content-wise.

The variable within a consistent framework brings the newness. Consistent part helps in maintaining the identity and the ideology of the publication.

The overall physical feel which includes weight, size and the cover are also integral part of the design.

Monthly Magazine focuses on current affairs, which makes it contemporary. Bollywood stories/gossips seem to be cashed on every other magazine.

Unfortunately, all the best selling Hindi Magazines today are high on pulp news, and hardly there is a small mention of classical literature.

The literature portion is missing, which makes us think about its demand, or a real shortage.

Content & Design Attempt

Name of the Magazine is

Mitrika

This print magazine is named as "Mitrika", which is a amalgamation of two Hindi words mitra and patrika. Mitra means a friend and patrika means magazine. Possibly a magazine based on crowd-sourcing *by the readers, for the readers and of the readers*

Concept Words

Mitra-A friend,
Companion,
Listener,
Advisor,
Nostalgic,
Knowledge Addition

Quality of Articles

to be
Timeless in quality,
Longevity,
Comprehensive,
not very Elite,
using Popular Language/Dialect

Based on my understanding and investigation of contemporary Hindi Magazines, i attempted making a typical magazine. The three sequential parts of the magazine contain:

1

Guest Editorial
Editorial/Contents
Letters to Editor
Current Affairs / Small
News
Interview

2

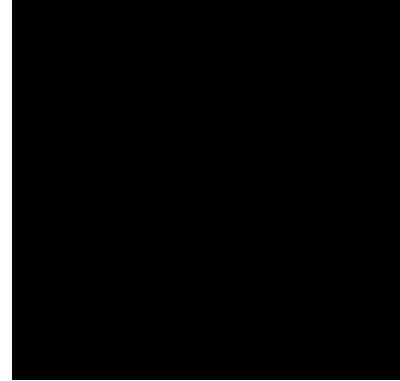
Festival/Mythology
Religion/Spiritualism
Health/Medicine
History/Memories
Various NGO's Work
Literature/Stories
Recipies

3

Technological Awareness
Tourism
Travelogues
Photographs/Old Album
Jobs
Finance
Bollywood
Society

These three parts can be seen as three different combinations of constants and variables among typical magazine.

The First is starter informing about general reader's reactions and current affairs. Second is Main-Course with serious articles. Third is again leisure based content meant for utilitarian purpose.



Sample Layout

The first attempt was made on the A4 sized format. This exercise gave a fair idea of dealing with Devnagari text, its typesetting and grid making.



Contents Page

Volume/Issue No.

Editing Team / Publisher's Info Sequential Order of Content



Editorial Page

Regular +Guest Editorial

.....આપણે પણ



Readers' Letters Page

Letters from various readers + One Winning Letter

‘पा’ को मिले प्रतिसाद
से गदगद हैं अमिताभ

विद्युत वाले की वारदात नियमों में
अपनी वार्ता गुणवत्ता की विविध ढंग द्वारा
विवरित है। वार्ता जिसे कोई नहीं लिए
वार्तावाले से करता रहा तो?

वार्तावाले, वार्ता को किसी वार्तावाले के
एक अधिकारी से करते ही वो एक वार्तावाले
की वार्ता को भी मुझे दिलाये दें।' 'वार्ता की विविध
विवरिती जो वार्तावाले के विवरण में विवरण
की विवरण में विवरण की विवरण वाली
वार्ता वार्तावाले को ज्ञान देती रहती है। विवरण



A man with a shaved head and glasses, wearing an orange plaid shirt, sits on a patterned rug in a living room, holding a video game controller and looking at the screen of a handheld device.

Cover Story

Interview with Amitabh Bachchan



रत्नाया ने सबसे आगे तात घन्ह पर की थी बहलाम, उसके पीछे पदम घन्ह रट पर गाता तुम्हारा व तुम्हारे इच्छा और अंत में गलती घन्ह पर या कंदीलेंगे तात के रव पर की जानकारी जी तातों पीछे बढ़ते हैं। तातघन्ह रट ६५ फीट लंबा, ६५ फीट लंबी और ४५ फीट ऊँचा है। इसमें ७ फैट तात तात से ५० प्रति लंबे हैं।

三

वृष्टि वो ही प्यासु वाली

सवामी से वह परामर्श लाना लोकों की ओर पर्याप्त नहीं है। परमार्शों को या प्राप्त करना और दूसरा विकासशील समाज या आवश्यक तरह अंतिम तरीके समिति में, उपरोक्त दोनों वक्तव्यों और युक्ति को यह बार देने उन वक्तों के द्वारा पर होता है, जब तक अपने वकालत को दूसरी तरफ देखते हैं।

A close-up photograph showing a man in a white shirt pouring a red liquid from a small, ornate silver pot into the mouth of another person. The person receiving the liquid is wearing a red turban and a red cloth over their face. The background is a simple, thatched wall.

Vivid Festival in India

Article Tradition



Health

Natural Food+Trivia



Last Pages

Bollywood + Information



Review

The content of the magazine is looking too general.

Introducing too many categories dilutes the purpose of the magazine and makes it just any other magazine.

The user group is just physically deteriorating. There is no absence of wisdom and knowledge in their life. The content shows no respect for the user's experience in life.

There were questions about introducing categories like Bollywood, Recipes etc. For these activities there are many existing magazines in the market.

The categories should be less in number and focussed.

Overall, it's important to re-define and articulate the User Group, the elderly, and their likings and needs to come up with a relevant solution.



29

Page No. 29

Redefining User and Content



Magazine to be
Friendly
Reliable and Dependable
Intellectual
Contemporary
Rich in Values
Personalization
Storable

Content Quality
Newness
Longevity
Information Rich
Meaningful
Contextual
Secular
Rich in Language

The review of the previous attempt emphasised on defining users and articulating their features and interests areas. So, here is again an attempt with learnings of life and User survey to define user and exploring content.

Defining the User
Seasoned
Wise
Ever Updating
Self-Conscious
Retrospective
Socially Active

Articulating the User Interest
Knowing More
Knowing Self
Physical and Mental
Story Telling & Knowledge Sharing
Experience and Wisdom
Active in Society
Roles
Nostalgic Interests
Interaction with Young

Editorial Policy

Mitrika monthly, will be sent to all subscribers, members of different Senior Citizens' clubs and organisations and would be available on News Stands.

The purpose of Mitrika magazine is to enhance the confidence level of Elderly in our society. The idea is to introduce unknown and underknown relevant people to readers and disseminate knowledge and updates about changes in Society and Technology. In this way they would interact and participate in the mainstream activity with updated knowledge.

Mitrika publishes original articles that are reasonably self-contained and aimed at a broad spectrum of the Elderly Citizens in India. In general, the magazine does not publish articles that have been published elsewhere in whole or in part. However, any thing relevant and useful, but not accessed by the larger population can be included. The magazine welcomes the contribution of articles from the readers mentioned topics, new form of knowledge, things related to personal experiences, humour bites, and reviews of books.



Content Formation

Once the readers and their interests are articulated, the content defining becomes easier. The subjects have been defined according to a sequential reading experience. The 48 page magazine (including cover) with three broad parts of the magazine includes:

1

Cover Story

Success Stories through various fields, the idea is to create a positive environment and enhance the level of confidence.

This section will bring the newness quotient in the larger framework of the Mitrika concept.

2

Various Subject based articles on

Health

Knowledge and Science

Society

Literature

3

This would be the interactive part of the magazine.

Regular Columns

Light and Short pieces

like

Editorial

Letters from Readers

Photoessays

Contribution from readers

Themes for different issues

It's very important to bring newness with every issue. So, following the framework of introducing new people and success stories, few themes are listed.

1. Seniors in Sports

coaches, gurus, players

2. Socially Active Seniors

NGO activists, administrators

3. Seniors contributing towards City-making

architects, planners, artists

4. NRI Seniors contributing towards India Shining

scientists, academicians, entrepreneurs

5. Seniors in Literature, Media and Arts

artists, writers, film-makers

6. Seniors working in Alternate sectors

rural activists, farmers

Form

Once the context, user group, and the function, magazine, is resolved. The decisions on forms becomes easier. The clarity towards the context and function automatically guide towards the final form.

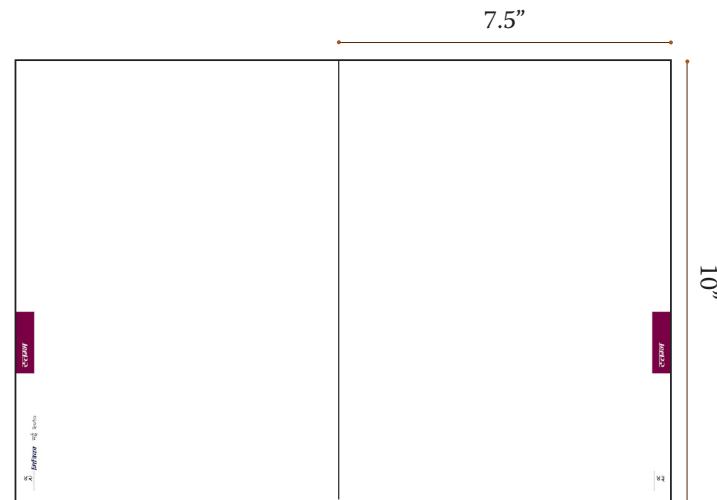
Selecting Size

The process of selecting size started with two standard sizes, the half-letter and the letter size.

A pilot content allocation over a layout on the letter sized (8.5 inches X 11 inches) magazine illustrated that it needs around 36 pages (including cover) to include all the subjects with related text, appropriate pictures and breathing space. Though looking nicely spaced on each page, the overall feel of the magazine with the proportion of letter size was looking flimsy.

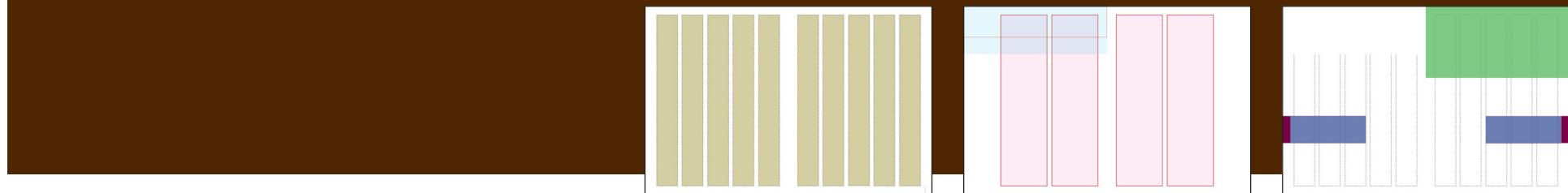
So, to attempt a more robust feel the half letter (5.5 inches X 8.5 inches) size was taken to be attempted. It was felt that half letter size would give it more personalised association.

Same content when introduced on a half letter sized layout took 84 pages. It was inefficient in terms of layouting the content and paper used and moreover the amount of text was looking too broken to maintain a continuity over a subject.



Now, both the sizes had some merits. Letter was efficient and it's half was more personal. So, to have best from the situation an intermediate size (7.5 inches x 10 inches) was chosen which was providing the efficiency of letter and the

overall feel of robustness and personal association for a magazine. This size is also handlable by the user. Moreover, this size would give an exclusive feeling within all the magazines available in the market.



Designing Grid

Grid for the layout was critical here, as one has to understand, how exactly the user would hold and read the magazine. There is also a need of presenting a critical amount of visual information to decrease the reading stress, yet maintain the continuity and grip.

With different parameters of functions like body text, headings, captions and images acting together, it is important to use them craftily to create a visually balanced composition. The elements like navigator, page number or any ornamental feature would come on the second layer.

So, the final grid has been devised using three different componential needs of the page layouting.

At times, to create a play, the grids can be ignored. However one need to respect the basic 5 column structure.

Basic Division

A 5-Column (each an inch wide) approach has been employed, considering the width and height of a page. The margins are left for indicators like page no. and navigator.

Text Area

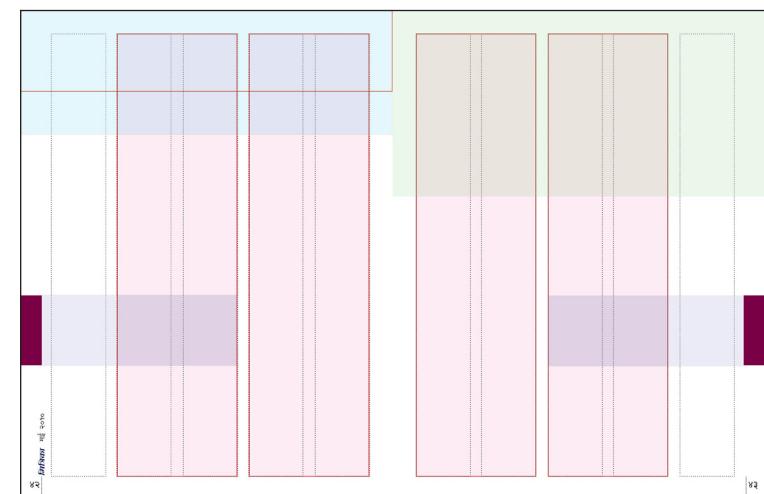
Each Body Text box is 2 more than 2 inch wide. The white space not only reduces the burden of readability but also gives the freedom to user to hold the magazine in the non-text areas. Overall, it helps in creating an optimum grey value for this user context.

Pictures & Captions

When text columns are acting vertically, pictures and caption boxes acts as horizontal members and creates a visual balance. The picture box (green) can increase or decrease according to the proportion of the image used. It can also vertical columns to accommodate text.

Final Grid

The 3 mentioned layers combine to form the final grid for the magazine. Any ornamnetation or insertion would follow the guides or should be in harmony of all the guides marked.



Selection of Typeface

Before deciding the type and size of the text, a similar research [Bernard, Liao and Mills] was considered. Though this research was carried out on ROMAN online types, but essential characteristics and parallels can be drawn for this context.

There are atleast four kinds of Devnaagari Types available with different input systems like Unicode, Kritidev, C-DAC and Remington-typewriter-based fonts.

Unicode, a widely used format on internet is not suitable and stable for print. Also, most of its typefaces are meant for onscreen rendering. For the technical reasons i limited myself to Kritidev family as it offered a wide range of font choices, a good readability, familiararity and a convertibility with Unicode. As most of the data available in Hindi web world is based on Unicode format. Moreover, in a longer run, if someone tries to re-publish any useful material from the world wide web to the print, this format is useful.

Optimum Body Text Type *Krutipad 021*

चाँद नीचे उतरता जा रहा है। दूध-सी चाँदनी नीली पड़ गयी है। शायद पृथ्वी का रक्त ऊपर विष बनकर फैल गया है।

Comparatively Bold, Conventional, Balanced, Efficient, Low Contrast

Optimum for Captions *Krutipad 080*

चाँद नीचे उतरता जा रहा है। दूध-सी चाँदनी नीली पड़ गयी है। शायद पृथ्वी का रक्त ऊपर विष बनकर फैल गया है।

Thinner, Monothick, Bigger and Open Counters, Lighter Grey Value

चाँद नीचे उतरता जा रहा है। दूध-सी चाँदनी नीली पड़ गयी है। शायद पृथ्वी का रक्त ऊपर विष बनकर फैल गया है।

Bold, Bulky, Highest Grey Value, High Contrast

चाँद नीचे उतरता जा रहा है। दूध-सी चाँदनी नीली पड़ गयी है। शायद पृथ्वी का रक्त ऊपर विष बनकर फैल गया है।

Squarish, Modern, Machine like, Non-Conventional, Curvaceous, Handwritten feel, Big Counters, Suited for introducing a feeling of Craft

Point Size

Regular Hindi Magazines and Books employ a standard point size from 7 pt to 11 pt. People from the user group can read the text with different levels of ease, but with a reading aid.

Most of the time, the smaller point size used were the restricting them to read freely in a particular light condition, in a particular space.

When asked, they were positive about having a bigger point size. It was possible for the scheme to adopt a bigger point size. Reader's Digest in the US have been employing larger point size in their Special Editions for Elderly.

So, seeing the overall scheme of things of content quantity and readability ease, the point size of 14 is employed.

Case Based Optimum
Body Text Size

36 उम्र के जिस पड़ाव को

24 उम्र के जिस पड़ाव को

18 उम्र के जिस पड़ाव को

14 उम्र के जिस पड़ाव को

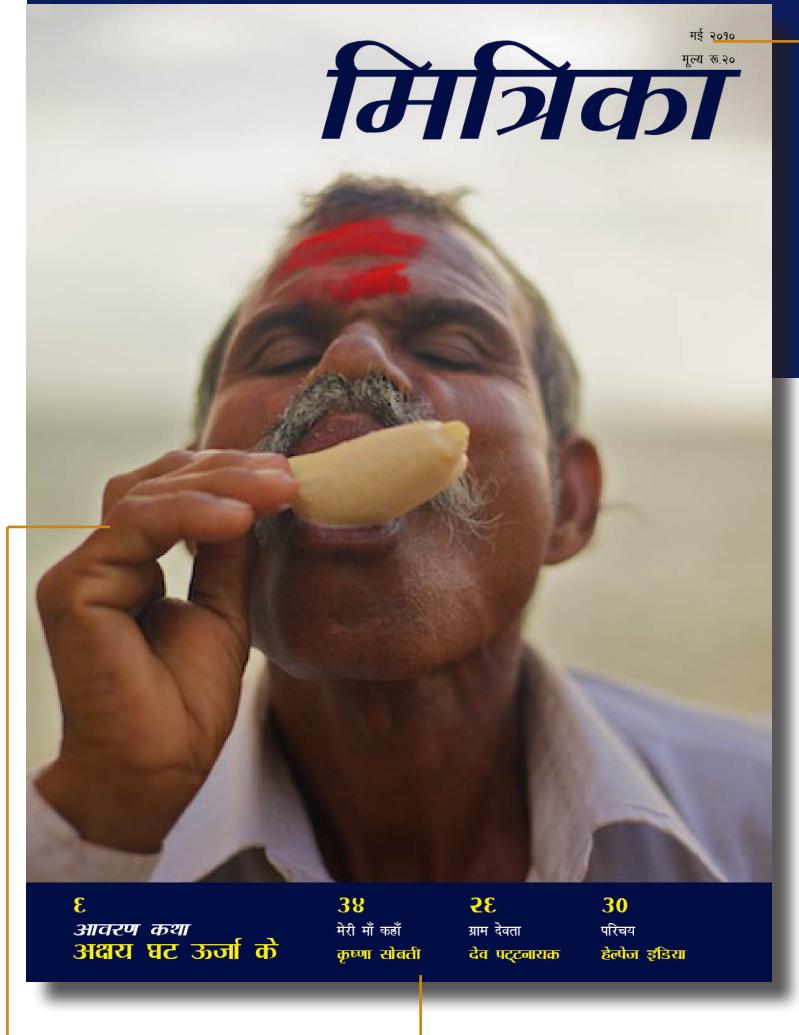
12 उम्र के जिस पड़ाव को

11 उम्र के जिस पड़ाव को

9 उम्र के जिस पड़ाव को

8 उम्र के जिस पड़ाव को

6 उम्र के जिस पड़ाव को



To avoid a chaos, preferably **Singular** in Nature (Based on Main Story)

At the bottom, with a contrasting colour box. To provide a glimpse of main articles.

The masthead will exactly at this position, with month & year at the top line and price in the next.

Cover Design

The cover is the most prominent identity of a magazine. All the magazines in the world, be it Nat Geo or TIME, are known through their covers only. The cover should reflect the ideology, which the magazine would like to propagate.

Typically, the cover pages of popular magazines are crowded with quotes and multiple images. The approach creates an interest with increased uncertainty and visual chaos. Whereas, contextually the things have to be clean and organised to reflect a strong character. Also, each element of the cover page should be given its due respect to enhance the transparent and honest nature of the magazine.

Cover page is divided into three organised parts:

1. Image
2. Front Index
3. Masthead

Current State

Contributing towards the need of the awareness of under-known or unknown utilitarian knowledge for the users (readers) with a newness in every issue.



Mitrika

a monthly magazine which is **Friendly and Comprehensive**
Reliable and Dependable
Intellectual
Contemporary
Rich in Values
Personal
Storable

Quality of Articles

Timeless
Newness
Meaningful and Contextual
Rich in Language

The 48 page magazine (including cover) with three broad parts of the magazine includes:

1

Cover Story

Success Stories through various fields

Personal Experiences Shared as articles, interviews and photographs.

The idea is to introduce more and more people to the readers.

2

Various Subject based articles on

Health

Physical and Mental

Knowledge and Science

Technology Update
Indian History & Culture
World Archives

Society

Social Responsibility
Parallel Organisations
Involvement

Literature

Poems
Short Story
Interview

3

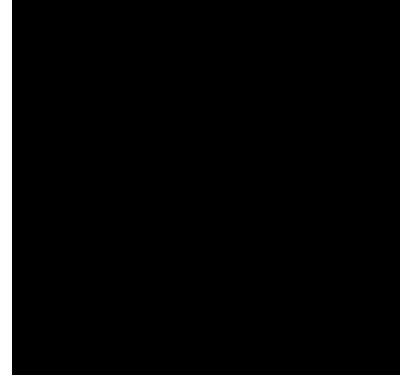
Regular Columns

Light and Short pieces
Editorial

Letters from Readers

Photoessays

Contribution from readers



Content Page

Publisher's Information

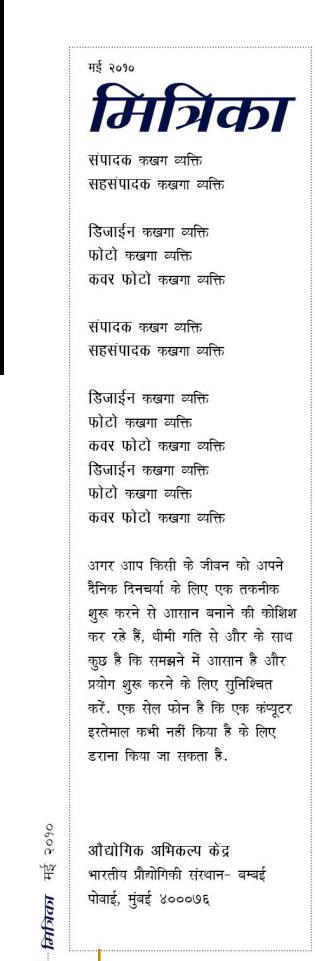
Emphasis on the Cover Story. Here, cover story being the “Golden Achievers”

Colour wise coding for each section

Bigger Page Numbers

Vertical Guidelines to distinguish and increase redundancy between categories

Thumbnail idea borrowed from Modern Computer interfaces to provide a visual preview of inside stories.



0 General Information Box

Who's Who
Special Mention
Publisher's Information

 स्वास्थ्य	 ज्ञानविज्ञान	 समाज	 साहित्य	 स्टम्भ
१६ अद्यत घट ऊर्जा के उम्र के निस पदाव को आवस्र असरवंता, अफलेपन और अशक्तता जैसी वीजों से जोड़कर देखा जाता है उसी पदाव पर कुछ लोगों की ऊर्जा और उम्र मौजवाने को भी मात्र देखती है	२२ लेख ताई ची से खारव्य सुधार	२६ लेख प्रीतांगिकी और वरिष्ठ नामांक	३८ कविता मेरी माँ कहाँ कृष्णा सोवर्ता	१ सम्पादकीय
२० लेख ताई ची से खारव्य सुधार	२८ परिवर्य इसी जन्म में पुनर्जन्म	३० परिवर्य गैर सरकारी संगठन हेलेंज इंडिया से सामाजिक	३८ परिवर्य सफलता गाथा भारत को पढ़ाया भारत को सीधा भारत को जगता	८ आपके पत्र
२४ मास्टर प्राप्त देवता देवदत्त पट्टनायक	३२ परिवर्य सफलता गाथा भारत को पढ़ाया भारत को सीधा भारत को जगता	४१ कविता अब बुलाऊँ भी तुम्हें तो तुम न आना गोपालदास नौरज आया चित्र		

1 Cover Story

Given a visual prominence and coverage

2 Subject based Articles

Coded with different colours to increase redundancy while navigating

3 Regular Columns

Spread throughout the magazine, as they are mostly independent in nature



References

Books

Fletcher Alan, "The art of Looking Sideways", Phaidon Press Inc. New York, 2005

Losowski Andrew, "We Love Magazine", Editions Mike Koedinger SA, Luxemburg 2007

Walker Ronald I., "Magazine Design - A Hands-on Guide", Blueprint London, 1992

Articles

Bernard Micahel, Liao Chia Hui and Mills Melissa, "The Effect of Font Type and Size on the Legibility and the Reading Time of Online Text by Older Adults", Wichita State University, 2007

Cleveland Paul, "How much visual power can a magazine take?", Griffith University, Queensland College of Art, Design Program, South Bank Queensland, Australia 2005

Nini Paul, "Typography and the Aging Eye: Typeface Legibility for Older Viewers with Vision Problems", AIGA Design Archives 2006

Hindi Magazines

Hans
Navneet
GrihLakshmi
GrihShobha
Vanita
Suman Saurabh
Balhans
Kadmbini
Sarita
Saras Salil
Satyakathaayen
Dignity Dialogue (Hindi)
Tehelka Hindi

English Magazines

Readers' Digest
AllSports
Blender
Outlook
Tehelka
India Today

Resources

Websites

About type and typography issues

<http://typoface.blogspot.com>

<http://www.kidstype.org>

<http://ilovetypography.com/>

<http://www.dyslexic.com/>

<http://www.linotype.com/2258-16905/aboutlegibility.html>

<http://www.sciencedirect.com/>

<http://www.alexpoole.info/academic/literaturereview.html>

<http://www.aiga.org/content.cfm/typography-and-the-aging-eye>

About Readership

<http://contentsutra.com/article/419-indian-readership-survey>

Malyal Manorama Yearbook

Projects at IDC

1. Biju Neyyan, designing an online magazine
2. Arkoprovo Mukherji, designing a photography magazine
3. Amrita Kanther, Bi-cultural Design, a magazine for NRIs

Image Credits

Page no. - Photographer

Title Page - Author

Certification Page - Author

Acknowledgement Page - R K Singh

Contents - Author

1 - Author

2 - Alari Romain

3 - Venkat Damara

4 - Ram Morrison

5 - Author

6 - Author

14 - RK Singh

20 - Venkat Damara (Magazine Cover)

26 - Alari Romain

Typefaces used for this report

Dolly for Headings

Warnock Pro for Body Text

Annexure

Preliminary User Survey

Users Interviewed

Sl No	Name	G	Age	Location	Occupation	Hind	Engli	Other
1	Raghunath Bajpai	M	78	Lucknow	Retired from H.A.L			
2	Kamalkant Saxena	M	72	Lucknow	Retired Administrator			
3	Abhyudaya Singh	M	76	Lucknow	Retired Judge			
4	Premalata Srivastava	F	82	Lucknow	Housewife			
5	Noor Ali	M	66	Lucknow	Retired Govt Employee		Urdu	
6	Biswajeet Mukherji	M	84	Lucknow	Retired from Bank of India		Bangla	
7	Suraj Singh Pawar	M	65	Lucknow	Retired/ Owns a shop		Punjabi	
8	Jaanki Singh	F	75	Lucknow	Housewife		Urdu	
9	Madhurima Garg	F	69	Lucknow	Teacher (Active)			
10	Hiralal Kathuria	M	81	Delhi	Retired Contractor			
11	Ashok Kalra	M	73	Delhi	Retired Govt Employee			
12	Sashi Pant	F	71	Indore	Retired Teacher			
13	Girish Joshi	M	76	Indore	Retired/ now Sarpanch			
14	MHP	M	77	Mumbai	Retired from IIT/ Sportsperson			
15	Usha Nisarge	F	83	Mumbai	Housewife		Marathi	
16	Vishwnath Sachdev	M	67	Mumbai	Editor			
17	Malkeet Singh	M	69	Mumbai	Retired as Engineer/Social Activist			

About Users

- 17 Samples, 4 Cities (personally interviewed/ teleconversation with a representative)
- 12 Males, 5 Females
- 5 below 70, 8 btw 70-80, 4 above 80
- Languages are what they read

IDC IIT Bombay
Project -3 Survey

Name _____

Age _____ M/F _____ Languages Known _____

General Activities:

- _____
- _____
- _____
- _____
- _____

Timetable

5-7
7-10
10-1
1-4
4-7
7-10
10-12

Socialising Mediums

Meeting	Media
Jogging / Walk	Newspaper
Party	Radio
Phone	Television
Internet	Magazines
Telephone	Books

Queries

- Understanding user's daily life
- Socialising Mediums

About Reading

What? Subjects/ Medium

How? Any Aid taken

No	Spectacle/Magnifying Glass	Any other?
----	----------------------------	------------

Why?

Knowledge/Update

Timepass

Habbit

Addicted

Where?

Inside

Outside

When?

Time

Condition

Reference

Specific to Reading

What/Which Magazines do you like to read?

Any Publication you

Like	Dislike
------	---------

Do you read Newspapers?

If yes Which?

Section you like!

How long?

Design Related Issues

Design

Typography

Readability

Colours

Contrast

Pictures

Other media?

Content

c. Exposure to media/outside world
d. Reading Activities:
What, How, Why, Where and When?

e. Awareness about various publications
f. Visual Design related questions
g. Content on other media

Survey Forms

To understand, the relation between the medium and the users, a Preliminary User Survey was conducted. The user were primarily Hindi speaking and reading people, with two exceptions. This acted as the igniter for the project.

This survey helped to start making decisions towards content and its presentation.

Activities

Responsibilities like active/advisory positions at RWAs, NGOs are positively taken.

Knowing more about life/religion/spirituality is still a major practise of daily lives.

Health and alternate healing practices like yoga are integral part.

Newspaper reading starts their day. Magazines are there but not dominant.

Television occupies a major portion of the daily time, specifically evening, where daily soaps are preferred.

Internet is not very comfortably used.

Socialising Mediums

Meeting (Visiting Friends Hous) 17/17
Jogging 14/17
Party (keertan included) 8/17

Mobile Phone 6/17
Landline 10/17, only 6/10 active users
Internet 3/17
1/17 on a Social Networking Site.

Media

Newspaper 17/17
Magazine 17/17
Books 8/17
Radio 10/17
FM 6/17
Television 14/17

Reading

What?

Newspaper- Politics, Local issues, Editorial
Most of the people who writes to Editor are Elderly - Sudha Nair, Dignity Dialogue

Television- Religion, Entertainment, News
Soaps like Pavitra Rishta, where female is a protagonist, are most popular, Aastha/Sanskars TV in Religion. There is a loyalty towards regular viewing.

6/17 believes Sri Ram Dev Baba and 2/17 Sri Sri Ravi Shankar's Art of Living.
All recognised the importance of yoga for good health.

Pulp News Channels like India TV are also keenly watched. However, they are aware of its superstitious and propagandist nature.

Books - Diverse choices They vary from interest to interest. From Paulo Coelho to Dharmveer Bharti.

Radio- The new age FM channels are heard but not with keen interest.
AIR FM, Vividh Bharti and local MW channels rocks.

How?

Only 1/17 samples doesn't use aid.
2/17 used Magnifying Glass.

Why?

In most of the cases, the reading habit was a continuation from their younger time. Few adopted it after retirement. Users believe that print is an authentic source and medium of knowledge development.

When?

12/14 says during daytime, under natural light. The choice of time with 6/14 of them. 2/14 prefer to read it under table lamp.

Where?

14/14 users preferred reading in a limited environment, possibly within their own house. Verandah/study table/living room matters only with a reading subject's restriction. 2/14 have dedicated study/reading space in their homes.

In case of group reading/storytelling, outside areas like jogging-park under sun (in winters) is preferred. They also read it loud for their small grandchildren.

Specific to reading

Magazines

8/14 users like India Today, Outlook Hindi. They had no clue about new magazines like Tehelka, Open.

4/14 are regular subscribers of Kalyan, a religious magazine from Gita Press, Gorakhpur.

4/4 Females continue to read magazines like Manorama, Grehalakshmi etc.

8/10 Reader disliked magazines like Satyakatha, Manohar Kahaniyaan.

6/12 Readers have clue about availability of Literary Magazines like Hans, Navneet, but they don't read any.

8/14 Hindi Readers miss a magazine like Dharmayuga, Dinmaan.

6/7 English Readers are addicted to Reader's Digest.

Newspaper

8/14 Hindi Readers have faith in the Newspapers, and prefer them over TV for authenticity.

4/14 priorities Local issues, 3/14 National issues & Editorial, 1/14 Sports and rest 6/10 have no specific reservations.

Users spend around an hour to browse, read and discuss issues in newspaper.

Dainik Jagran is the favorite brand. However, few subscribed Amar Ujala/Hindustan for free Gifts and now like it.

Municipal Corporations have collaborated with Newspapers and dedicated a section on Issues like cleanliness. They nominate an elderly to be the mentor of a ward or mohalla.



:) and the life continues...