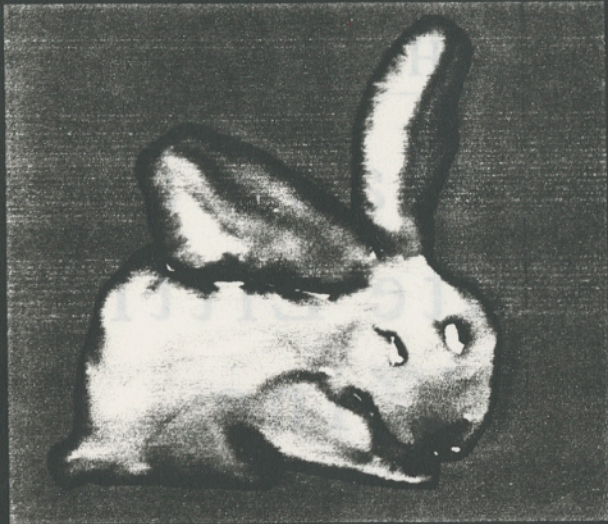

HOW TO

Make a
Cute Little
'Zine

LIKE THIS ONE



By Carla Sonheim



10 Things

YOU ALWAYS WANTED TO KNOW
ABOUT 'ZINES BUT WERE TOO
SHY TO ASK: THE 5 Ws

What?

1. A 'zine is a smallish (usually) little magazine borne (usually) from the love of the content and creative process rather than the hope to make money.
2. 'Zine is pronounced zeen. It comes from the word *fanzine*, which are music punk publications first seen more than 20 years ago: (The little apostrophe is important.)

Who?

3. It's about you. Or your kids. Or your art or things you've read recently or what your husband likes to do on Wednesday nights.

Where?

4. Make your 'zine with your PC or by hand or with a typewriter. And you also need a photocopy machine and stapler.

5. You can sit at your kitchen table, couch or bed and work on your 'zine. You can sit at your computer.

6. You can give your 'zines to friends and relatives like a family newsletter. Or, you can sell them for a buck or more for a good cause or to just pay for production costs. You can trade them one-for-one with other 'zinesters.

When?

7. There's no time like the present; start yours today!

8. How often? Once a month is a lot of work.... Quarterly (4x yearly) is still quite a lot of work, but somewhat realistic. I myself shoot for one a year. I won't promise anyone, especially myself, to do more than that. That way no one's disappointed and I'm not mad at myself.

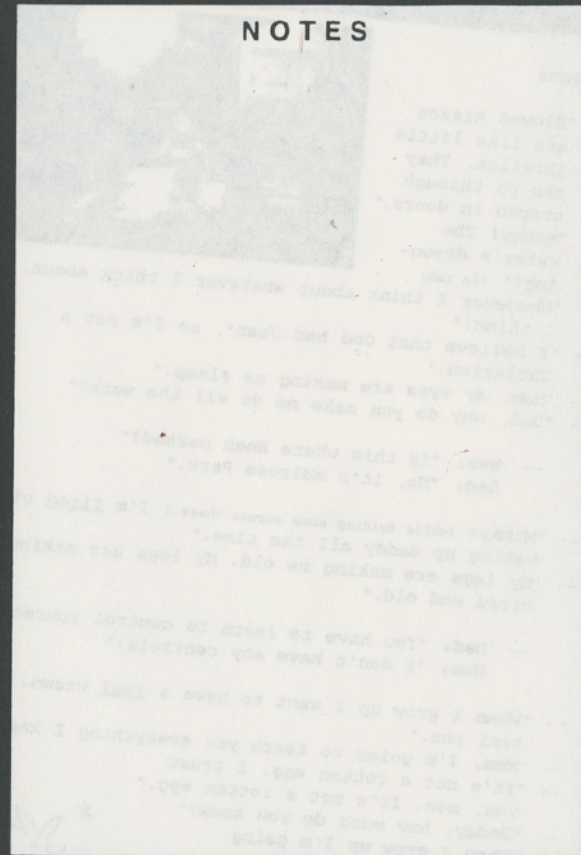
Why?

9. Your friends will love it.

10. You will love it.



NOTES



WESISMS

-- "Blowed kisses are like little ghosties. They can go through cracks in doors."

-- "Mommy! The water's drown-
ing!" (in tub)

-- "Whenever I think about whatever I think about... I think!"

-- "I believe that God had Joan*, so I'm not a Christian."

-- "Mom, my eyes are making me sleep."

-- "Dad, why do you make me do all the work?"

-- Wes: "Is this where Noah parked?"
Dad: "No, it's Melrose Park."

-- "Mommy! (while folding arms across chest.) I'm tired of waking up daddy all the time."

-- "My legs are making me old. My legs are making me tired and old."

-- Dad: "You have to learn to control yourself."
Wes: "I don't have any controls!"

-- "When I grow up I want to have a real crown. A real one."

-- "Mom, I'm going to teach you everything I know."

-- "It's not a rotten egg. I trust you, mom. It's not a rotten egg."

-- "Daddy, how much do you know?"

-- "When I grow up I'm going to be completely bald."



10 Things

YOU CAN PUT IN YOUR 'ZINE

1. Kids' quotes. See *Wesisms* at the left—the most popular page in all my 'zines. Don't have kids? Borrow your sister's or a friend's.
2. Art or writings from your journal. Don't retype or redraw—just photocopy it!
3. Quotes from writers or artists you admire.
4. Kids' artwork.
5. Old photographs of your parents or relatives. Baby photos of you.
6. Lists. (Favorite books, cds, movies, etc.)
7. Poems and prose.
8. Recipes.
9. Book reviews.
10. A photocopy of your hand.

10 Tips

GRAPHIC DESIGN HELP FROM A FORMER ART DIRECTOR

1.

When putting text in boxes, don't crowd it too close to the edges of the box!

Give it some space!

2. Don't make your type too small. (It's hard to read!) 9 point type is about the minimum for paragraph text. This is Helvetica 10pt type. This is Times Roman 10pt type.

3. The space between lines of type is called "leading," and it's important for readability. The more space you allow, the easier it is to read. This paragraph is Helvetica, 10/12. Leading should be at least 2 points larger than type size.

4. Pay attention to the spaces between letters on larger type. You should have a kerning function on your computer which you can use to even out the spaces between letters. Watch for extra space around O's and W's and E's.

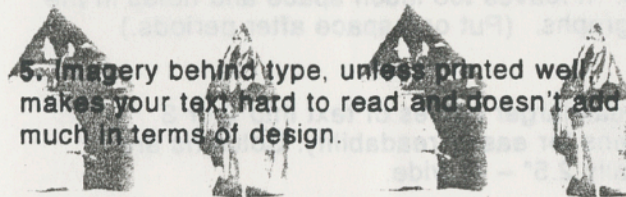
unkerned:

moonlight


kerned:

moonlight

5. Imagery behind type, unless printed well, makes your text hard to read and doesn't add much in terms of design.



6. SETTING PARAGRAPH TYPE IN ALL CAPS IS HARD TO READ. REPEAT: IT IS HARD TO READ PARAGRAPHS SET IN ALL CAPS.

7. **Too Many fonts are** 

 (Confusing).

A general rule of thumb is to pick just two fonts, a serif and a sans serif, and save the fancier fonts for special headlines, one-word surprises, etc.

This is a serif typeface.

This is a sans serif typeface.

8. Typesetting on a computer is different than typesetting on a manual typewriter. The old rule of two spaces behind a period does not hold anymore. It leaves too much space and holes in the paragraphs. (Put one space after periods.)

9. Break larger bodies of text into 2 or 3 columns for easier readability. Columns are typically 2.5" – 4" wide.

10. Some small things:

a. Don't leave "widows" (words hanging alone on a line).

Avoid orphans (a word or short line at the top

of a page.)

b. Too many hyphenated words in a paragraph slow a reader down. Avoid hyphenating more than two consecutive lines.

c. Don't use the automatic underline function.

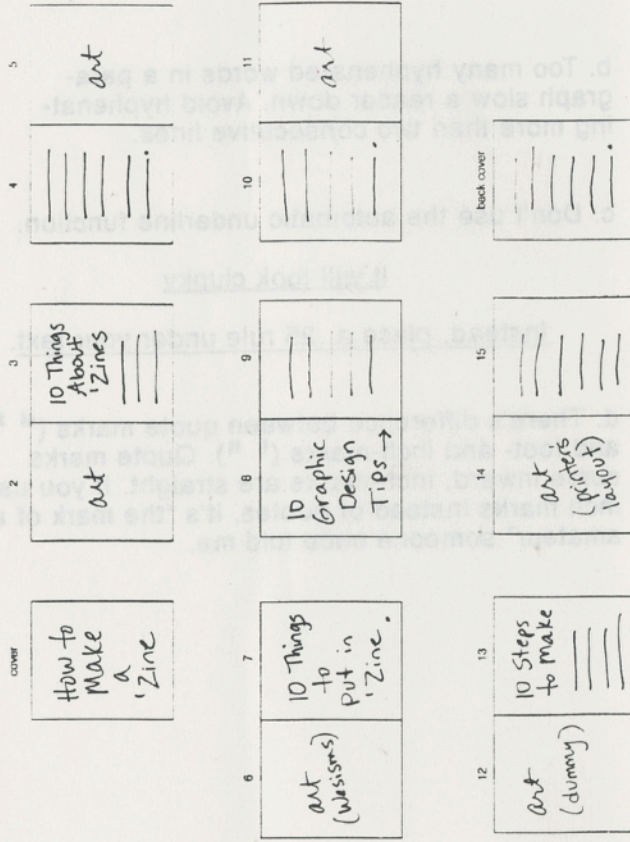
It will look clunky

Instead, place a .25 rule under your text.

d. There's difference between quote marks (" ") and foot- and inch-marks (' '). Quote marks curve inward, inch-marks are straight. If you use inch marks instead of quotes, it's "the mark of an amateur" someone once told me.

'Zine for Artfest 2004

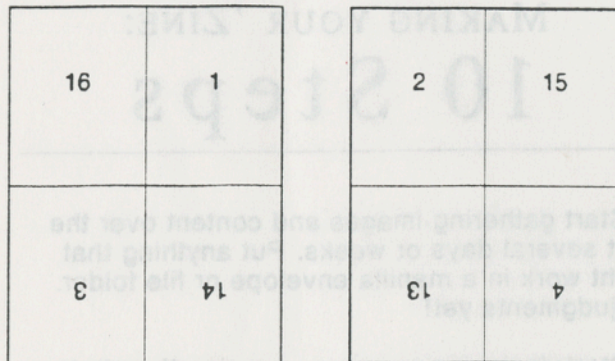
'ZINE DUMMY



MAKING YOUR 'ZINE: 10 Steps

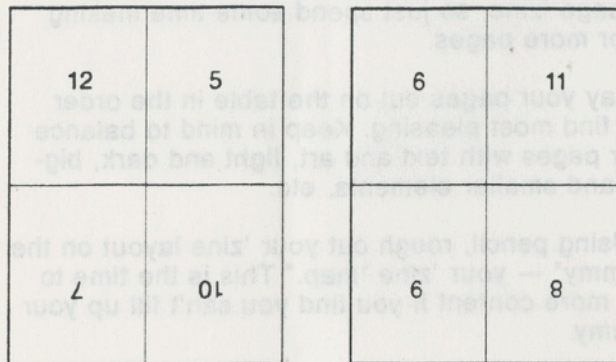
1. Start gathering images and content over the next several days or weeks. Put anything that might work in a manilla envelope or file folder. No judgments yet!
2. Start designing your pages, using the photocopier to enlarge or reduce your imagery (photos, artwork, type) to your liking. You can design pages singly or in "spreads." We are making a 16-page 'zine, so just spend some time making 16 or more pages.
3. Lay your pages out on the table in the order you find most pleasing. Keep in mind to balance your pages with text and art, light and dark, bigger and smaller elements, etc.
4. Using pencil, rough out your 'zine layout on the "dummy" — your 'zine "map." This is the time to add more content if you find you can't fill up your dummy.

16-PAGE TEMPLATE



1a

1b



2a

2b

5. Take 4 pieces of 8.5"x11" cardstock, and draw or print lines directly on the paper, dividing the paper into four equal parts. Each square will be 4.25" x 5.5".

6. On the backs of each sheet, number them as follows: 1a, 1b; 2a, 2b. Why? When you photocopy your 'zine, the pages marked 1a and 1b will be the front (1a) and back (1b) of your first copied page. And so on. Put an arrow next to each page number designating the top of your page, which will help you keep things straight when you photocopy your 'zine.

7. On the fronts of the sheets, number the pages as shown (left). Yes, write the numbers upside down as shown. You will be placing your art upside down.

8. Start pasting down your pages using rolled-up scotch tape or double-sided tape. (I have found this old-fashioned method works best because it is easily removed when I want or need to move things around.)

9. Once all or most pages are in place, go to the photocopy store and make a practice 'zine. Photocopy the pages, paying attention to the arrows you drew in step 6. Cut pages in half, collate, fold, staple.

This step serves two purposes. First, it helps identify any mistakes you may have made in your production. Look for pages out of order, too many text-only pages in a row, too much art, etc.

Second, it gives you a chance to see it almost done. By this time, you might be getting tired of the whole thing and think it's stupid. Seeing a near-finished 'zine always motivates me to finish it up.

10. Do you like it? You are your own worst critic. Let it sit a day or two. Make adjustments. Change a few things. Don't change anything. Then, go back to the photocopy store and make your copies. Just do it!

**Thank you for taking this class!
Please don't hesitate to contact me
at any time for questions, etc.
regarding your 'zines.**

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