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Zipped Magazine

Shilpa Prabhakar

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Zipped Magazine

A Capstone Project Submitted in Partial Fulfillment of the
Requirements of the Renée Crown University Honors Program at
Syracuse University

Shilpa Prabhakar

Candidate for B.S. Degree
and Renée Crown University Honors

May 2009

Honors Capstone Project in Magazine Journalism

Capstone Project Advisor: _____
Melissa Chessher

Honors Reader: _____
Bill Glavin

Honors Director: _____
Samuel Gorovitz

Date: _____

Abstract

For my capstone project, I chose to do something that fell within the creative category. Being a magazine journalism major, most of my coursework has to do with editing, writing, and layout so I wanted to use the skills I learned in the classroom to create and find a new publication on the S.U. campus. *Zipped* magazine is S.U.'s only fashion publication and it allows students with an interest in this area, the opportunity to further develop their skills through writing, photography, graphics and design. Furthermore, readers are able to learn about issues that the fashion industry faces in the media. *Zipped* includes articles that not only apply to students interested in fashion, but rather the critical issues that are faced in this industry such as shape diversity, size diversity, race diversity, etc. Each of these issues has a section that touches upon the lives and feelings of many SU students. *Zipped* provides readers with entertainment, but it also makes them more knowledgeable and helps them gain perspective on issues in the fashion industry and how they relate to everyone.

In creating *Zipped*, we formed an executive board of students who had strengths in different areas. We knew that in order for our layouts to be strong we needed a graphic specialist. The same went for photography, we needed someone who knew how to edit and photoshop pictures to make them just right to put into the layouts. *Zipped* also showcases the talents of many students who are writers and artists. We think it is important to highlight the S.U. students and community so we try to put as much student work into the magazine as possible.

At this point, we publish 1,500 issues a semester and produce a 24-page magazine. *Zipped* had its' third issue published in the spring of 2009 and we hope that the magazine continues to grow and thrive on the S.U. campus in the years to come.

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Acknowledgments

The creation of *Zipped* would not have been possible without the support and encouragement of the Magazine department at the Newhouse School, the Office of Student Life, the Student Association and the Office of Publications. Specifically I would like to thank professors Melissa Chessher, Bill Glavin and associate dean Dr. Carla Lloyd for assisting and guiding me in numerous ways. I would also like to thank my co-editor-in-chief, Michelle Halpern, and our wonderful staff because without them, *Zipped* could have never been produced. I cannot end without thanking my family, whose constant encouragement and love I have relied on throughout my time at Syracuse University.

Advice to Future Honors Students

Every since the founding of *Zipped*, I have been contacted by countless people, all wanting to know about the process of starting a magazine. The sparkle in their eyes, their excitement when they explain their concept of a new magazine they want to construct, makes me think back to the passion I drew upon to create *Zipped*. Seeing individuals possess such a drive to build a new publication and share it with the campus is really something special. In essence, they are taking the skills they learned in the classroom from countless professors and crafting a piece of art.

While I am an advocate and support these students' ambitions, I want them to know these dreams and passions require them to be prepared to spend countless days and nights dedicated to the planning, writing, editing, and designing stages of the magazine before they hold the physical publication in their hands. They need a support system to count on and friends who will listen, comfort, and encourage them when their head is just about ready to explode. Also, it doesn't hurt to have the student employees of the Newhouse Graphic Labs on their side. They are key to getting the labs reserved for when they need to work on the magazine, and to keeping the labs open the extra ten minutes so they can put the finishing touches on the issue before the deadline hits. Also, don't be afraid to ask for help. Every magazine has a staff of individuals who are experienced in their own field. An editor can't do everything and needs a staff he or she can count on, and who will contribute to making the magazine the best it can be.

In the end, having the enthusiasm and passion is the most important. An editor needs to make sure she is doing something that she loves, something that interests her enough to propel her through the project. Otherwise she or he won't enjoy the challenges of long nights and the problems that just pop out of nowhere. I always encourage people to pursue their ambitions because if I had not done that, then S.U. still would be without a fashion publication. As the famous saying goes, "*reach for the stars.*"

It all started when I was doodling in class one day. Bored by the monotonous voice of the professor, my mind began to wander. In an effort to appear as though I was taking notes, I started jotting down ideas – thoughts and random things I wanted to do or achieve in life. One of these thoughts was scribbled in cursive in the top right hand corner of the paper, and it said “become an editor-in-chief of a fashion magazine.” This was an aspiration of mine, a life goal that I hoped to spend the next 20 years trying to achieve. I never thought it was something I could do during my four years at Syracuse.

It wasn't until a month later that this crumpled up piece of paper helped me create one of my proudest accomplishments to date. I was unpacking my storage boxes from the previous semester when I stumbled upon this list. I had also just completed writing my final feature article for my magazine-writing class. The article did not really interest me, but I realized that it was only helping me by improving my skills and making me a better writer. This semester marked the start of the new Fashion & Beauty Communications Milestone, a joint academic program between the Newhouse School and Visual and Performing Arts School. It was refreshing to see these professional schools recognizing the merit of fashion as an academic pursuit. I had always longed for an opportunity to write about topics that were captured in my imagination, mostly having to do in the fashion realm. With experience under my belt, after holding an internship at *Cosmopolitan* magazine in the summer of 2007 and another one forthcoming during the summer of 2008 at *Vogue* magazine, I thought why not create a fashion magazine. I would have a whole semester abroad while I was in London to plan

and conceptualize the magazine and this was a project that interested me. I would be able to choose and assign the content, and the best part, I would have an escape from the boring writing assignments that were sometimes sent my way.

With the idea in hand, I set out to find a partner in crime. After doing the preliminary research and finding out what it takes to create a recognized student organization on campus, I realized it was not a one-woman job. If I wanted to make this dream a reality and do it in the span of a couple months, reinforcements would be needed. I racked my brain and thought of someone who I would be compatible to work with, had the same passion and drive about fashion magazines that I had, and had experience and was familiar with magazines. Lucky for me, one of my good friends, Michelle Halpern, seemed to fit the part, and when I threw the idea her way, she was ecstatic. She said that there were so many publications on campus she could write for, but there wasn't a fashion one – a topic and industry that appealed to her.

Michelle and I then began the process of creating a student organization. Before we could even think of forming a staff, what we wanted the layout and design to look like, and who the writers were going to be, we had to go through the recognition process, which took about a semester. We started the process in October 2007 and were hoping that by January 2008, we would be recognized so that our first issue could be released in the spring of 2008. Two important tasks provided the first steps to bringing this magazine to life: coming up with a name for the publication and writing a constitution that would have the rules and regulations of the organization.

We toyed with many names. What we knew for sure is that we wanted something that was five to seven letters long because we wanted the name to span the width of the page. The reason for this was we felt that most of our favorite magazine covers had similar layouts, and we thought having the name be big and across the whole width created a presence and importance to the magazine. Creating a name was one of the most important decisions – it was something that would be linked to the magazine forever. Michelle and I first settled on *Zipper*, something we thought was playful and fun. To our dismay and with the help of Google, we found out that *Zipper* magazine existed in Japan, and it was back to the drawing board for us. We agreed that both of us liked the flare of the word “zip” in the name and also the length of *Zipper*. We sporadically blurted out names and settled on changing the noun to a verb, creating *Zipped*. It was punchy and fit all the characteristics we wanted. After doing a quick Google test, we found no other magazines with that title, and *Zipped* magazine was born.

Now, it was time to focus on the details of the magazine. We needed to decide what should be included and thought the best way to do this would be to decide on our executive board and staff and then we could collectively come up with ideas as a group. This way, people would be able to bounce thoughts off one another, and we could get a feel for what people thought should go into the magazine. We did what most magazines do – held a general-interest meeting. When reserving the room, we put down for a capacity of 50 people. Even this number was ambitious, expecting 50 students to come to a meeting for a start-up publication. We were wrong. People turned out in numbers, and we had more than

75 excited, smiling students who wanted to be a part of *Zipped*. This thrilled us and that was when we realized that *Zipped* was actually going to happen – it was becoming a reality. After taking down everyone’s name and e-mail addresses, we created a listserv so that when we had decided on the positions of our executive board, it would be easy to shoot out an email and have people apply.

The Executive Board

When creating positions, the most important thing to do is create a hierarchy. If everyone knows where he/she is in line, it makes it easier when it comes to deadline time, when decisions need to be made and fast. It’s also important that people know who to contact for help when they are struggling. Michelle and I wanted to create clearly defined positions with roles and responsibilities. It was expected that section editors would be in attendance at weekly meetings. They were in charge of creating and delegating section assignments to writers and working with the writer and editors-in-chief to work through any problems. Our first issue (spring 2008) had an executive board of 11 people.

- **Editor-in-Chief:**
 - To oversee the work of all officers on the executive board
 - To make final decisions as to what will be published in the magazine
 - To delegate assignments to different officers
 - To act as a liaison between the executive board and advisors
 - To make sure all paperwork is submitted
 - To work with the Office of Student Life.

- **Managing Editor:**
 - To make sure all copy is turned in on time
 - To be in constant communication with editors of the different sections of *Zipped*

- To take the place of the editor-in-chief if he or she is not able to fulfill the duties at any point
- To keep minutes at staff and executive board meetings
- **Business Manager:**
 - To oversee the financial aspects of the magazine
 - To work with the printing company to make sure the magazine is printed on time and payment has been received
 - To make up a budget of all materials used in the magazine
- **Public Relations Director:**
 - To organize tables at Juice Jam and the Student Involvement Fair
 - To distribute and hang up flyers at the beginning of each semester
 - To brainstorm ideas of how to sustain and increase campus involvement in the magazine
 - To come up with ideas to help increase distribution rates
- **Features Editor:**
 - To brainstorm and come up with ideas for articles
 - To work with the writers to make sure their style is in conjunction with the magazine
 - To keep writers and reporters on a deadline
 - To edit and fact check copy in the proof stages
- **Fashion Editor:**
 - To recognize and identify seasonal trends
 - To work with stores in order to obtain clothing for shoots
 - To attend all photo shoots
 - To work in conjunction with the photo and art department
 - To oversee the fashion staff
- **Associate Fashion Editor:**
 - To work in conjunction with the Fashion Editor
 - To attend all photo shoots
 - To assist in overseeing the fashion staff
- **Art Director:**
 - To design and create page layouts
 - To work in conjunction with the photo and art department
 - To be familiar with all computer programs (including Adobe InDesign, Illustrator and PhotoShop)
 - To oversee the art staff
- **Associate Art Director:**

- To work in conjunction with the Art Director
 - To be familiar with all computer programs (including Adobe InDesign, Illustrator and PhotoShop)
 - To assist in overseeing the art staff
- **Accessories Editor:**
 - To recognize and identify seasonal trends
 - To work with stores in order to obtain beauty products and accessories for shoots
 - To attend all beauty and accessories photo shoots
 - To work in conjunction with the fashion department
 - To oversee the beauty and accessories staff
- **Photo Editor:**
 - To attend all photo shoots
 - To work in conjunction with the fashion and art department
 - To have above average knowledge of photography
 - To oversee the photo staff

As is with creating any new group or project, things shift as you start to work on the magazine. For example, we realized that some sections are slammed with a lot more work than others, and consequently more help was needed in the busy areas. We realized this with our second issue (fall 2008) and increased the staff of our executive board to 15 and tweaked some of the positions. We decided to eliminate the Accessories Editor because, frankly, we didn't have much coverage in the area and thought that accessories were something that the Fashion and Associate Fashion Editor could cover. We also decided to add in four new positions.

- **Creative Director:**
 - To attend all photo shoots
 - To work in conjunction with the fashion department for styling shoots
 - To have above average knowledge of photography
 - To work with the art department in producing layouts for the magazine
- **Associate Features Editor :**
 - To work in conjunction with the Features Editor

- To fact check and editor articles in proof stages
- To assist in writing the table of contents
- **Associate Art Director :**
 - To work in conjunction with the Art Director
 - To assist in designing and create layouts
 - To work with the Photo Director to obtains images and illustrations
- **Associate PR Director :**
 - To work in conjunction with the PR Director
 - To create a press kit and send out letters and magazines to various stores in the area
 - To assist with securing tables at Juice Jam and the Student Involvement Fair

The creation of these four positions was necessary in order to lighten the workload and also produce a better magazine. Our goal for *Zipped* was always to start it small and then grow it into something larger. This is exactly what we tried to do between the first and second issues – we added on four pages to the magazine and printed an additional 500 copies. Based on supply and demand from the first issue, we were able to gauge the campus interest and used those numbers to determine what to add and what to change. From the second to the third issue, we decided to keep the magazine at the same length, and print another 500 copies, taking the total up to 1,500. With the addition of these new positions, we curbed our growth and workload by adding more executive board members into the mix. We did not want anyone on staff to feel overwhelmed or overworked since they were participating on *Zipped* in their spare time. We naturally thought, the addition of four pages meant more articles, more layouts to create, and more photo shoots. This is why we increased our features and art departments.

Design and Organization of *Zipped*

The Syracuse campus is cluttered with over 13 publications ranging from health to music to literature based magazines, so we knew it was important to make *Zipped* stand out within the crowd. The first glimpse of the magazine would be what determines if people wanted to pick it up and take a read through or pass it by like the number of publications that sit stacked up in the bins on the right side when you walk into Schine. In an effort to tailor the magazine, we wanted to make it easy to hold – something that felt comfortable in your hand. That's when we made the decision to step away from the traditional fashion magazine size of 8.5 inches x 11 inches. Instead we decided to be unique and created a magazine that was smaller, 6 inches x 9 inches.

Creating templates and forming the design for the first issue of a magazine is key. Many times you will have to play around and figure out what works best, but having a well-designed layout is very important because a lot of the time people just browse through the pages and don't even bother to read the content. For this reason, we stressed that *Zipped* needed full color on all pages. As a fashion publication, it was important for us to be able to use as much color as possible in order to highlight the clothing and designs. But, design incorporates much more than color. It also includes the layout, the font choices, the pull quotes, the sidebars, the headlines, and of course, the pictures. The goal for *Zipped* was to have simplistic styling and defined sections throughout the magazine. Pages that are cluttered, such as the Style Files section, divide each individual blurb by creating a graphic element that forms a line. This can range

from dots arranged to form a line to placing rectangular shadow boxes behind the text.

The first step in our design was organizing the magazine and creating sections. This allowed us to neatly organize the content of the magazine as well as create a design that would link each section but still allow each to have individuality. We start each issue with the table of contents, a map of the entire issue, and the editor's letter. We then have our fashion news sections called Style Files, to inform readers on that latest trends and happenings in the industry. Past topics have included, the launch of Mary-Kate and Ashley Olsen's new book, *Influence*, and the opening of J.Crew's first men's store in New York City. Following Style Files is our Zipcode section, where one page always focuses on style around the world, such as the latest and hippest trend in London. The other page highlights style at S.U. showing the outfits our students like to sport around campus. Our next spread is a feature story, usually one that highlights an event or show in fashion in the Syracuse area or some critical issue that relates to fashion locally. In fall 2008, we covered fashion design professor Jeffrey Mayor's exhibition at the Everson Museum. Guys Unzipped covers everything for men. A photo shoot always takes place, and this section tries to teach guys something they don't already know about fashion. Recently, we featured a piece on four ways to deconstruct one suit and pair it with pieces guys would already own, giving them more bang for the buck. Our main feature article is placed directly in the center of the magazine and is four pages long, covering issues that consumers may face. In our first issue, we analyzed how the clothing you wear to class can influence and

factor into the grade you may receive. The main fashion spread always has a theme to it and uses students at S.U. as models in an effort to showcase the talent we have right on campus. For our fall 2008 issue, we went with a rustic log cabin setting, highlighting dark autumn colors and early winter fashions. Our fashion conscience section is a one-page article critically examining a flaw within the industry – it explains the problem and possible solutions to it. Most recently, we featured a piece on how consumers feed into the counterfeiting industry and are making the U.S. economy even worse than it already is. The last section M.V.P. (most valued pieces) focuses on accessories and essential items everyone needs. In our fall 2008 issue, we had a holiday gift guide highlighting great gifts to purchase for every member of the family.

Once the sections were created, we decided to link them together by having the section name always appear in a box in the top left hand corner of the page. In this box, the color scheme from the cover is used and also the font remains consistent. It's important to link each individual page together, though they may have very distinct layouts. This lets the reader know that they are all still connected in some way, shape, or form. Another aspect of design that *Zipped* tries to incorporate is using a mix of pictures and illustrations. It's important to include both types of artwork because it gives the pages different vibes. As well by using an illustration you can sometimes craft images and have them drawn, that you would not be able to find in a stock photo pile.

Another important thing within layout and design is the font and headline choices. For our cover, we never use more than two types of fonts because too

many fonts distracts the reader and takes away from the cover's impact. Consistency is important, and we use the same font for all the articles in the magazine because using more than one can look cluttered and does not carry a sense of continuity. In terms of headlines, different fonts are acceptable depending on the tone and feel of the article. What is important though is to make sure your headline isn't too large or overshadows the actual content of the article. It's also important that the pull quotes – quotes taken from the article and enlarged to highlight them – are made bold and in a different color than the black-and-white text. This makes them stand out, and when looking at each page, the readers' eye is directed straight to them.

Growth of *Zipped*

Zipped started out small as most new ventures do. We were focused on making the magazine the best it could be. We figured – create something that's worth talking about and people will talk about it. Our first issue (spring 2008) was 20 pages, and its main aspects were two features and a six-page fashion spread. We printed 500 copies of the issue because that was all we could afford. The magazine proved instantly popular on campus, and within an hour all the copies distributed in Newhouse, Whitman, and Schine were gone. We knew that the next time around more issues would be key to getting our name out on campus.

With our second issue (fall 2008), we focused on adding another feature to the magazine because editorial was the area where our strength was. All the coursework we learned had taught us how to fine tune, and improve our writing. We also thought it was important to let journalists at Syracuse display their talents

and have the opportunity to be published. We tacked on four pages to make room for this extra feature and also increased our print numbers by 500 copies so we had 1,000 copies to distribute. We thought by adding those copies we could keep the issue on stands longer, but once again we were stunned when all the copies were gone within hours.

For our third issue (spring 2009), we decided to let the magazine remain at the same size, 24 pages. We thought that our job now was to increase distribution because demand continued to increase. We applied to the Student Association for extra funding, and we were granted the money to print an additional 500 issues, making the total distribution, 1,500 copies. With hopes, *Zipped* will continue to grow and even this number won't be large enough.

Future of *Zipped*

As I bid farewell to *Zipped* at the end of this semester, I hope that the magazine will continue to thrive on campus. For me, it was not just achieving my dream and goal of finding and being editor-in-chief of a magazine. Instead, I want *Zipped* to be around 25 years from now when I visit campus. I hope by then that the distribution rates would have increased far past 1,500 issues a semester, and that the magazine contains more pages, allowing for more feature stories and photo shoots. As each issue improves every semester, the hopes are that the Student Association will continue to give us more money, thus allowing for the growth of *Zipped*. Syracuse allowed me the opportunity and provided me with the skills to form this fashion publication and I think there will be many magazine journalists in the years to come to carry it forward.

Appendix 1

Spring 2009 Editorial Calendar

JANUARY

January 27 – First meeting of the semester held to brainstorm ideas for the issue

FEBRUARY

February 9 – Article topics finalized

February 10 – Style Files assigned out to writers

February 13 – Fashion Conscience article assigned to writer

February 18 – Main fashion shoot concept finalized

February 20 – Plus-Size article assigned out to writer and all Style Files are received from writers

February 21-27 – Style files edited by Features department

February 28 – Attend fiscal training workshop held by the Student Association

MARCH

March 1-5 – Final edits of Style Files done by editors-in-chief

March 16 – Fashion Conscience piece received from writers and passed on to Features department to edit.

March 16-25 – Plan for fashion shoot and pick up clothing to be borrowed from the stores for the fashion shoot

March 26 – Fashion shoot held in Flannegan (Archbold Gymnasium)

March 27-28 – Final edits for Fashion Conscience by Editors-in-Chief

March 29 – Style Files, Fashion Conscience, main Fashion Shoot sent to Art department for layout

March 30 – Main feature article, cover, and MVP shoots in Newhouse studios

APRIL

April 1 – Plus-Size piece received from writers and sent to Features department for edits

April 2 – Cover, TOC, Editor’s Letter, Zipcode pages sent to Art department for layout

April 3 – Main feature article received from writer and sent to Features department for edits

April 5 – Men’s shoot in Newhouse studios, Plus-Size article final edits done by Editors-in-Chief

April 6 – Main feature article edits don’t by Editors-in-Chiefs

April 7 – Plus-Size, Main Feature, Guys Unzipped sent to Art department for layout

April 8/9 – Final proofing of issue done by Editors-in-Chief and Art department

April 13 – *Zipped* sent to the printer

April 27 – *Zipped* placed across campus

Appendix 2

***Zipped* magazine Style Guide**

Overall Tone:

- Friendly, conversational tone
- Wit, humor where applicable
- Shorter sentences (no long prose) with punch
- Anecdotal leads – Grab the reader’s attention!

General Grammar Rules:

- Avoid “not” or “very”
- Avoid “to be” verbs
- NO PASSIVE VOICE

Wrong: The house was damaged by the storm water.

Right: The storm water damaged the house.

- Type only ONE SPACE after a period
- Uses “says” instead of “said”
- Follow AP stylebook

Word Document Layout:

- 12 point COURIER, double-spaced, left justified
- Type byline in the top left corner, final word count in upper right corner
- If you think of a hed or dek, label and type them under byline

By: Jane Smith

<Hed> XXXXX

<Dek> XXXXX

Appendix 3

Spring 2009 Page Layout

Cover – Features three fashion designers

Table of Contents

1 – Letter from the Editors

2/3 – Style Files

4 – Zipcode Abroad Page: Desigual article

5 – 13210: Street Style

6/7 – Sizing-Up article

8/9 – Guy’s Unzipped

10-13 – Main feature article: The Final Stitch

14-19 – Main fashion shoot: Tiny Dancers (ballerina inspired)

20 – Fashion Conscience: Counterfeiting article

21 – M.V.P (most valued pieces): Bookstores Treasures

Back Cover – Fashion sketch by Gabby Mandel

Appendix 4

Spring 2009 Publication Funding Request

The purpose of our publication:

Our publication is the only fashion magazine on the SU/ESF campus. It allows students in many of the schools including Newhouse, Whitman, VPA, and Arts & Sciences to have the opportunity to work together and get involved in an organized group on campus. Since SU is incorporating more fashion communications courses on campus (i.e. the Fashion Communications Milestone program) it is clear that there is a growing interest in this field and *Zipped* encompasses that. However, *Zipped* is not targeted toward that program specifically; we only believe that the Milestone is an indication that fashion is a clear interest of students on campus. This publication allows students with interest in this area the opportunity to further develop their skills through writing, photography, graphics and design. Furthermore, readers are able to learn about issues that the fashion industry faces in the media. We include articles that not only apply to students interested in fashion, but rather the critical issues that are faced in this industry such as shape diversity, size diversity, race diversity, etc. Each of these issues has a section which touches upon the lives and feelings of many SU students. *Zipped* provides readers with entertainment, but it also makes them more knowledgeable and helps them gain perspective on issues in the industry and how it relates to everyone. We believe that *Zipped* will continue to be a great addition to the existing publications on campus.

In our publication, this is the content we produce:

In our publication we produce content that is both fashion and critical issues based. We include fashion spreads which will highlight new trends that come from well known designers and fizzle down to department stores for the American consumer. We also incorporate articles that touch on the critical issues in the industry. Problems that are faced such as size diversity, in regard to eating disorders, the ban on size zero models in Europe, the presence or lack-there-of of ethnic models, and issues regarding sweatshops, etc. We don't simply want the magazine to be an issue full of clothes. We want it to touch on new runway styles, as well as how the fashion industry affects us in our everyday lives that we may not have previously realized. We feel that the majority of sections that are featured in *Zipped* are not already present in any of the publications on campus.

When we write our publication, this is our target audience:

Our target audience is males and females in the SU/ESF community. The magazine may be of more interest to Newhouse, Whitman and VPA students, but we produce content that we hope appeals to the whole campus.

How many times per semester do you produce and print your publication?

We produce and print the publication once a semester with the fall the issue coming out in mid November and the spring the issue coming out in mid April.

Supplemental Information

Issues Included with Thesis

- Spring 2008
- Fall 2008
- Spring 2009

Written Capstone Summary

Zipped magazine is the only fashion magazine on the SU/ESF campus. It gives students in Newhouse, VPA, and Whitman the opportunity to work together and get involved in an organized group on campus. Everyone is welcome to participate but these three schools draw the most interest because they carry the fields of communications, fashion design, and retail management. Since SU is incorporating more fashion courses on campus. with the Fashion Communications Milestone Program, it is clear that there is a growing interest in this field. *Zipped* allows students with an interest in this area the opportunity to further develop their skills through writing, photography, graphics, and design. Furthermore, readers are able to learn about issues that the fashion industry faces in the media. *Zipped* also includes articles that not only apply to students interested in fashion, but rather the critical issues that are faced in this industry, such as shape diversity, size diversity, race diversity, etc. Each of these issues touches upon the lives and feelings of many S.U. students. *Zipped* also provides readers entertainment and a simple getaway from the monotonous routine of classes.

Zipped was made possible through the support and help of the Office of Student Life and Student Association at Syracuse University. Once applying for the process of recognizing *Zipped* as a student organization, Michelle Halpern and myself (co-editors-in-chief), worked on securing funding. We applied for a large amount of money because we believed the magazine needed to be printed in all color, since it was a fashion publication highlighting clothing. After being approved for the amount to print 500 copies for our first issue, we set out on the

task of assembling an executive board. We needed students from a broad range of disciplines spanning from photography to graphics to public relations. Our first executive board consisted of a team of 11 people and as time went on we added new editors in the areas that required more help.

Creating *Zipped* was a team effort. The thing about journalism is you have to realize that it spans past just the editor-in-chief. Each person creates something that contributes to the magazine, and when all the pieces are added together, a publication is formed. It is important though, to establish a hierarchy because without people assigned to specific positions, things may get sticky. There is also always the case where one person may love one art layout over another person, but as long as you have an editor-in-chief to pick what is best for the magazine, things will go smoothly.

Another thing to remember with creating any new group or project is things shift as you start to work on the magazine. For example, we realized that some sections are slammed with a lot more work than others, and consequently more help was needed in the busy areas. We realized this with our second issue (fall 2008) and increased the staff of our executive board from 11 to 15 and tweaked some of the positions. We decided to eliminate the Accessories Editor because, frankly, we didn't have much coverage in the area and thought that accessories were something that the Fashion and Associate Fashion Editor could cover. We also decided to add in four new positions. You always need to be on your toes, ready to realize that some areas need more help than others.

Zipped is an escape for most students. The Syracuse campus is cluttered with over 13 publications ranging from health to music to literature based magazines, so we knew it was important to make *Zipped* stand out within the crowd. The first glimpse of the magazine would be what determines if people wanted to pick it up and take a read through or pass it by like the number of publications that sit stacked up across campus. In an effort to tailor the magazine, we wanted to make it easy to hold – something that felt comfortable in your hand. That's when we made the decision to step away from the traditional fashion magazine size of 8.5 inches x 11 inches. Instead we decided to be unique and created a magazine that was smaller, 6 inches x 9 inches. It is always important to make decisions like this that will make your magazine highlighted amongst all the others that may be on campus.

When creating *Zipped*, it was always important to have people who were experienced in the fields of journalism and fashion. It was also always key to have the Newhouse graphics labs on our side, because at any point we would need them to stay open that extra 10 minutes after closing to make deadline. The goal for *Zipped* was to have simplistic styling and defined sections throughout the magazine. We clearly divided *Zipped* so that the news, fashion features, and accessories pages were spread throughout. We never cluttered too much information in one place, but rather spanned it across the whole issue to keep readers interested and focused. The first step in our design was organizing the magazine and creating sections. This allowed us to neatly organize the content of

the magazine as well as create a design that would link each section but still allow them to have individuality.

Just as most other ventures, *Zipped* started out small and grew to be what it is today. We were focused on making the magazine the best it could be. We figured – create something that’s worth talking about and people will talk about it. With each issue we tried to increase the number of pages in the magazine, as well as the distribution rate. As popularity rose, we printed more copies and placed *Zipped* in more buildings on campus. The hope is that *Zipped* will continue to grow in the years to come and the Student Association will continue to fund the magazine for more copies.

As I bid farewell to *Zipped* at the end of this semester, I hope that the magazine will continue to thrive on the S.U. campus. For me, *Zipped* was not just achieving my dream and goal of finding a fashion publication on campus. Instead, I want *Zipped* to be around 25 years from now when I visit campus. I hope by then that the distribution rates would have increased far past what they are now, and that the magazine contains more pages, allowing for more feature stories and photo shoots – or anything that the reader wants to see. As each issue improves every semester, the hopes are that the Student Association will continue to give us more money, thus allowing for the growth of *Zipped*. Syracuse allowed me the opportunity and provided me with the skills to form this fashion publication, and I think there will be many more students in the years to come to carry it forward and make *Zipped* better than it already is.