INTRODUCTION
In this process book, you will find how I worked and what I did to create the product for my graduation. I will show you my steps, my conclusions and important decisions briefly.

MY PROCESS EXPLAINED
From the beginning on, I knew I wanted to do something with underrated cities and creative industries. I also had a strong connection to Belgrade already, so this was a natural choice.

In the first phase of this project, I wanted to make an independent platform (either a website, magazine or book), but during the first check it became clear that I needed to find a brand to do this for.

Therefore, in the first chapter (the first phase) there is no research about Monocle, and I’m practically researching different markets. In the second phase there is first some preliminary research on Monocle, which I did to see if Monocle is the right fit and why Monocle would do this. After that, I created a new research question with a plan, which is executed right after on page 21.

In the third phase, the actualisation phase, I first spent some time on making proper conclusions from phase two, the research phase. During the second coaching I got feedback about how my process book was not functional enough, so I wanted to fix that first.

After that, I started creating the magazine, which you will see through all the steps.
THE FIRST IDEA/INSPIRATION

Travelling is one of my biggest passions, and I am obsessed with cities. From the beginning on, I wanted to do something with places that people don’t know that well. When I’m visiting or researching a city, I’m mostly inspired by their creative industry. I discovered that there are so many interesting cities with amazing creative industries, that we never hear or talk about.

Therefore, I wanted to take a look at underrated cities, and explore these in a fashionable manner. By talking to creatives there, I would like to create an inspirational guide to a place. A platform (whether it’s a book, magazine, website or app) that explores a place and an industry, rather then telling you where to go and what to do.

So I won’t be looking at creative capitals like New York, Berlin, Paris or London. Instead, I want to see what new creative industries are worth focussing on.

STARTING POINT

Creating some kind of platform (book/magazine/website/zine/video etc.) which shows underrated and creative cities.

WHAT I DID

During the first phase I worked on the following things:
> Concept ideas
> Options for cities
> Options for clients

I did some preliminary research on:
> The market (travel books, travel magazines, fashion books, etc.)
> The target group
> Belgrade (chosen city)

Based on the conclusions of these I formed a research question and research plan at the end of this phase.

CITY OPTIONS

I made a list of the following underrated and creative cities, which all have something unique about them:
Bristol
Belgrade
Lisbon
Belfast
Reykjavik
Riga
Oslo
Austin, Texas
Portland, Oregon

My teachers advised me to also take a look at Dutch cities, so I looked at Eindhoven and Arnhem. The reason I did not chose a Dutch city is because these have a much smaller industry, and when I talked to people around me they weren’t very interested in them.

The city I chose for this project is Belgrade, for a few reasons:
From the beginning on I was drawn to this city, because I have a personal connection with this place (I used to live there as a kid). Next to that, I think that the creative industry is developing in such a fast way, and this is interesting because the last bombing in Belgrade was only 15 years ago.

CLIENT OPTIONS

The teachers advised me to take a look at clients I could do this project for, so I looked at brands, magazines and also the option of doing it as an independent project.

The brands I looked at were A.P.C., WOOD WOOD and Libertine-Libertine. None of the brands I could find would be a very good match with the concept, and financially it is also unrealistic for most of these brands.

I looked at the magazine Monocle as well, but at this point I was afraid it would be too much of a lifestyle magazine. Therefore, I researched independent publishing.

DECISION

At this point in the process I decided to continue working on this as an independent project, in the form of a book or magazine. Therefore I needed to research the travel/fashion magazine and book market.
I researched travel guides and my main conclusion was that these are practically all the same: showing people the standard spots and barely anything unique or creative. Also, not focusing on people. *Le Cool, Wallpaper* and *Liganova* do city guides differently, but it still stays a guide and it focuses on creative capitals mostly. Only *Wallpaper* had a book about Belgrade.

Looking at commercial magazines and independent ones, I discovered that the commercial travel magazines are a lot like the travel guides; all offering the same, standard information and images. The independent magazine industry is a lot more interesting, and by researching this, I discovered that there was no room for another travel/fashion magazine, even though this concept is different. Competing with magazines like *The Travel Almanac, [wherever]* and *Boat Magazine* is simply not something realistic.

During the first phase, we also got feedback from René. During his class, I came to the conclusion of creating an inspirational book for young creatives, which takes one city as the subject. I thought of this as an exhibition in print, with artists from different disciplines.

Because of this, I researched the creative book market, with fashion books, inspiring travel books, interesting and independent publishers etc. I spent many hours in many book shops and libraries, and I talked to people who know everything about the book market.

CONCLUSION

After researching the market, I realised that the magazine market is very dense. I don’t believe there is room for more magazines, since the existing (and very good ones) are struggling already. I could not find anything that was like my idea within the book market, so this is why I continued with the idea of creating a series of books.
TARGET GROUP

While I was working on the concept, I made a mind map of the target group, which existed out of the following (important) words: open minded, loves to travel, magazine geeks, not the typical ‘Lonely Planet’ traveler, creative, young at heart, interested in culture, broad interest in the arts as well, etc. The target group was very broad, which made me want to look at the archetypes of Jung.

ARCHETYPE

In Michael Jansen’s book Brand Prototyping: Developing Meaningful Brands, I found an overview of the branding archetypes. Out of all the options, the ‘explorer’ seemed to be the best fit, with the following description: “This brand is a thoughtful and deliberate adventure seeker. It’s rugged and seeks intellectual fulfilment.”

PERSONA

During the coaching, the teachers advised me to create some kind of target group or persona instead of the archetype. I talked to a group of people and made a persona out of the summary:

The target reader has an average age of 25, and studies or works in the creative industry. They identify themselves with these brands: COS, WOOD WOOD, Denham, Apple, Supreme, etc.

When they travel, they mostly visit European cities like London, Barcelona and Berlin, but they like to travel further away as well. To New York, Asia, South America, etc.

BELGRADE

In the first phase I did a bit of preliminary research on Belgrade too. This part of my research goes a lot more in depth in the second phase. I did this to see if there is enough to find about the city already, and to create a base for further research.

I found a few organisations, and one that specifically caught my eye was Mikser. They organise design festivals every year, and this year in March they held an event that was all about Serbia’s creative industry. This could help me a lot with my research.

During my preliminary research I already found people I could interview. Specifically, I found Andrea Tesanovic (photographer) and Medvedi (a group of curators) who know the industry very well. They were all open to helping me with my research and introducing me to other creatives.

BELGRADE - ORGANISATIONS

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BELGRADE - PEOPLE

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RESEARCH QUESTION

The research question I started out with in phase two is this:  
What makes the new creative industry of Belgrade interesting, that it could be interesting for young creatives outside of this city?

With the idea of creating a series of books in mind, I made a research plan.

RESEARCH PLAN

I divided the research into a few parts:
1. Belgrade research (content)
2. Visual research (photography/graphic design)
3. Publishing research (market/business)

By researching these three subjects, I’ll have a good overview and a good base for the actual product.
IMPORTANT FEEDBACK

The most important feedback I got during the first check, was that I should find a client to do this for. That would make it easier to show the relevance of the product, and it would make the product more realistic as well.

NEW CLIENT OPTIONS

Again, I took a look at options for clients:
- Industrie Magazine
- Monocle Magazine
- Le Cool
- Wallpaper*
- WAD Magazine
- A Magazine

DECISION - CLIENT

The best fit and the most realistic option of this selection, is Monocle Magazine to me. Monocle has a very strong brand, works with brand extensions already and has a strong connection to cities and industries.

PRELIMINARY RESEARCH MONOCLE

To prove that Monocle is the right client when it comes to this project, I looked at:
- The reasons for brand extensions,
- The link between Monocle and cities,
- The link between Monocle and creative industries,
- Relevance of “new” cities.

WHY A BRAND EXTENSION?

Monocle Magazine is not only a magazine anymore. Over the past couple of years, the magazine has gained some shops, cafes, products and books, and it just keeps on growing.

Monocle is a way of living, and therefore the brand keeps working on becoming as complete as possible.

There are several reasons for this brand extension:

1. Monocle constantly inspires its target group, and needs to continue this. Using underrated cities and their creative industries will show the target group something they don’t know yet;

2. The Monocle target group likes to be on top of things, and the first to know. This goes for affairs, design, business and other things Monocle already focusses on, but also for cities. (“Which one is the next Berlin?”)

With this concept, Monocle will offer their target group that.

RELEVANCE

As mentioned on the left, Monocle’s target group needs to be on top of things. One of the discussions on media lately has been about the “new city”. “Berlin is over. What’s next?”

Looking at these unknown industries of underrated cities is a seized opportunity.

![Monocle Magazine](image)
I wanted to explore the relationship between Monocle and cities, and discovered that Monocle is a very urban-focused magazine. All extensions have something to do with big cities, and the target group mainly lives there as well.

The link between Monocle and their love of the city, is so clear that I think exploring the underrated city is a great next step for Monocle.

As a lifestyle magazine, Monocle often focusses on businesses and industries. There is a big focus on the creative field, since design and craftsmanship are important things to Monocle. In the magazine, many articles and interviews are written about creatives. These are mentioned in other extensions too, like Monocle Radio and Monocle Film.

On Monocle Radio there are two podcasts specifically focused on entrepreneurship and design, all about creativity and business.

The short documentaries on Monocle Film are also often about fashion, business and other aspects of the creative industries.

Throughout the entire Monocle brand, there is a big connection to creativity and industries.

Monocle already does supplements on cities: they focus on large and developed cities and their industries.

Andrew Tuck (editor) has his own podcast on Monocle Radio, called The Urbanist. Everything that has to do with cities is discussed!

There are often short documentaries on cities, and a popular one is the “Top 5 Loveable Cities”

Monocle & Cities

Monocle & Industries

On Monocle Radio

On Monocle Film

Supplements
NEW RESEARCH PLAN

After having done preliminary research on Monocle, I created a new research plan to answer the new research question:

How does a magazine for Monocle look, which informs and inspires the target group with new, creative cities?

Research was divided in:

MONOCLE RESEARCH:
What is Monocle? Who is their target reader? What does the brand identity look like?

BELGRADE RESEARCH:
What is it that makes Belgrade interesting and unique? Who are the people that make the industry?

REALISATION RESEARCH:
How do these two come together in one product?

MONOCLE
Brand
Target Group
(Visual) Brand Identity

BELGRADE
Organisations
Places
People

REALISATION
Concept
Content
Design

MONOCLE - BRAND

KEEPING AN EYE AND AN EAR ON THE WORLD
Affairs - Business - Culture - Design - Edits

To get to the core of the brand, I did an in depth analysis of the Monocle brand, where I looked at all the extensions:

Magazine (content, advertising)
Website
Monocle Film
Monocle Radio
Online Shop
Monocle Shop
Monocle Café
Monocle Books
Newspapers: Alpino & Mediterraneo
Supplements

CONCLUSION

This chapter of my research helped me to understand the Monocle brand and it made be think about how the product would eventually look like. I realized during my research that a supplement would be the best option as a product.

TYLER BRULÉ’S VISION

During my brand analysis, I discovered that Tyler Brulé, the editor in chief of Monocle, is extremely important when it comes to the brand. He is really the heart of the brand, and everything that Monocle is, comes from him.

The most interesting things in my research about his vision were the following:

> Brulé has a broad range of interests. He thinks that the general interest magazine (which Monocle is) is out of fashion, because most magazines are about one specific thing. This may be the reason why Monocle is so popular.
> Brulé does not believe in social media and iPad editions: he sees that iPad editions are already closing down and he does not want to give the content away for free on social media.
> The target group aspires to be like Tyler Brulé. Brulé really IS Monocle, and the Monocle lifestyle has become so popular because of him.
TARGET GROUP

To define the target group of Monocle and the supplement that I am making, I used a few different things:

> I looked at Monocle’s point of view; their own target group description and what they have said in interviews etc.
> I did research via Instagram by using the hashtag #monoclemagazine, and analysed profiles of 110 people from the target group.
> I did observations at bookstores and cafes.
> Panel discussion

(_VISUAL) BRAND IDENTITY

During this part of the research, I mostly focused on visual brand identity, by analysing logos, the product lines, graphic design etc.

CONCLUSION - PERSONA

WHY?

- Average age of 35 years
- Working in the creative field themselves
- Very much into traveling

A broad interest: design, business, fashion, photography, art, media and culture

Enjoying the good things in life is one of their main goals; from visiting a nice art gallery to simply having a good cup of coffee. They are eager and hungry for information, inspiration and life.

WHAT CAN THIS SUPPLEMENT DO FOR THEM?

It inspires and shows them something they don’t know yet. It gives them a fresh perspective on industries and will hopefully motivate them.

WHY WOULD THEY LIKE THIS?

They are interested in design, travel and business; buying Monocle Magazine proves this already. Unknown industries would interest them, because they are professionals who are always looking for inspiration. They are open minded urban travellers.

WHAT CAN THIS SUPPLEMENT DO FOR MONOCLE?

Monocle is praised for being the first and best with many different things: branded content, brand extensions and Tyler Brûlé’s vision. Monocle is always a step ahead of the competition, and this is once again an opportunity to do just that. Underrated creative industries are getting more attention, but none of the magazines in the industry are focused on these cities in that manner. Monocle would be the first, inspiring the target reader with – once again – something different.

WHY A SUPPLEMENT?

Too big as a feature in an issue of Monocle, but too small to turn into a book. Next to that, Monocle does not believe in iPad magazines or apps, so a supplement is the best and most realistic proposal.

AND THE MONEY?

Monocle is a wealthy company with a lot of resources and has quite a stable income when it comes to advertising. I would like to include travel oriented advertisements that fit the Monocle identity in the magazine. The target group remains the same, so advertisers who want to reach this reader would also be able to advertise in the supplement instead of an issue of Monocle Magazine.
CONCLUSION

WHAT MAKES BELGRADE SO INTERESTING?
According to my research, there are a couple of things that make the creative industry of Belgrade so interesting:

1. The creatives in this city work together a lot. They share each others work and do many collaborations. Companies like Nova Iskra and SideEffects – who build bridges between people – are very typical for this aspect of the industry. They offer each other free classes and stimulate each other in their creativity and work. The competitive spirit is less present then in other creative cities.

2. Belgrade is a squatting heaven. There are a lot of abandoned buildings where creatives have settled. There are a lot of cities where artists work like this, but in Belgrade they take it to a next level: rather then using these spaces as ateliers only; they open actual shops that look professional and inviting. One of these spaces is the Belgrade Design District; an abandoned old shopping mall that is now the home of many young designers.

3. Cheap and creative solutions. Just like Berlin did not have much money a couple of years ago, Belgrade is in this phase now. Artists don’t have the money to create exhibits and show their work to a bigger audience; so they use creative and cheap/free solutions. For example, they organize a ‘Street Gallery’ (with an opening night and everything) and they use ‘Free Art Friday’ to distribute free artworks through the city.

4. It was not long ago that Belgrade was a troubled city. Only fifteen years ago, the last bombing took place and the damage can still be felt in todays generations. The mix of melancholy and hope is quite typical for this area, and still runs through the people.
REALISATION

For the third part of phase two, I did realisation research. This consisted out of concept development, a brief content selection with content ideas, and design.

THE CONCEPT

A free biannual supplement for Monocle Magazine, focussing on one city at a time.

In this supplement we explore the creative industries of underrated cities; the cities that aren’t well known for their design, architecture and fashion.

We look at what it is that makes these places different and inspiring, and talk to the people there about how it is to be a part of it.

Every six months, we will take you on a tour around the city, introducing you to the people and places who make this creative industry what it is. In eight stops, you will now everything and everyone, from the best designer in town to the best coffee place to have a creative meeting.

Stop 1: The Briefing: short bits of information, similar to a news page (1 page)

We start off with one page filled short bits of information about the city and country, which make it easier to understand the rest of the concept. Information on language, culture and politics will make you understand everything that will go on during this trip a lot better.

Stop 2: The District: article (2 pages)

We take a walk trough the creative district of the city, to give you a feeling what this trip will be about.

Stop 3: The People: interviews (5 interviews x 2 pages)

We introduce you to the people who are the embodiment of the creative industry of this one specific place. They are the ones doing exactly what this city is about. (Fashion) designers, photographers, illustrators etc.

Stop 4: The Coffee Edit: article (3 places, 2 pages)

It is time to take a little break. Some say coffee equals creativity, and coffee places are the best meeting points. They say a lot about the city and the people, since coffee is a huge part of most cultures. Monocle’s target reader is a big fan too, so looking at this part of living is essential.

Stop 5: The Design Edit: photoshoot (product) (6 photos; 3 spreads)

We will take a look at some proper, local design. By photographing them in a minimalistic way, we’ll show you what this city can do for you, for your home and simply let you enjoy the beauty.

Stop 6: Creative Businesses: articles with interviews (3 companies x 2 pages)

We’re going to look at creative businesses that are doing something different and something that fits the cities identity. We will talk to the people behind them, and ask them about their vision.

Stop 7: The Ones That Got Away: interviews (2 interviews x 1 page)

Interviewing creatives who left the city, but have been working in the industry there before they left. About why they left, how they still see the city as an inspiration and what their opinions are on the development.

We want to show you a different point of view too, because only looking from the inside won’t help us get to the core.

Stop 8: The Aperitif: review (3 places, 2 pages)

Ending the tour in the only way possible: unwinding in the finest restaurants and the most outstanding bars, where the creatives of the city come together for the night.

The Concept, based on the following

The 8 stops of the tour are based on Monocle’s way of numbering things. They always use numbers to connect the content.

At the end of the tour, we end where we began: in the same district. This makes the circle complete; the circle which is the Monocle.

The Briefing, The District, The People, Creative Businesses, The Design Edit and The Aperitif are all based on the combination of using underrated cities and the current content of Monocle magazine.

The Coffee Edit can be explained through the following reasons:
- The target group is obsessed with coffee (this became clear during target group research and observations.
- Coffee and creativity are considered to be a great match; creatives often simply need the caffeine, and therefore there are many quotes on the combination.
- Monocle has a thing for coffee too; often there are articles on new roasters etc.

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When it comes to selecting content for the supplement, there are two important things that need to be thought of:

> The first is that all content and all the people that are being interviewed for the issue need to have a certain credibility. This credibility can be measured by the media attention that they have gotten, prizes they have won, exhibitions they have held etc.

> Another point is that all content must somehow fit into the Monocle way of thinking. It needs to have a logical connection to the brand that can easily be explained.

The content selection I made was based on my research in Belgrade: these were the people that came up in my research a few times. To some of them I had already spoken, so getting them to work with me was quite easy.

The reason this concept is a free supplement that comes with an issue of Monocle, is based on the following:

- It is too big as a feature for the magazine itself
- It is too small to create a series of books
- Tyler Brulé does not believe in iPad magazines; he is very clear about this in an interview by Gideon Spanier for standard.co.uk: “Monocle’s Tyler Brulé: I don’t care about social media and iPads”

> A loose, small supplement gives the largest added value because it becomes an extra product, but is still clearly connected to Monocle Magazine. The target reader could also only take the supplement with him while traveling for example.
IMPORTANT FEEDBACK

During the third coaching, it was not clear for the coaches where my decisions were based on. My first process book was very thick and contained was basically a pile of information, it was not easy to find my conclusions and decisions. I needed to fix this first before I continued with the actualisation of the product.

MY SOLUTION

I added more tabs to my process book, together with extra conclusions for every single small chapter. Because my process book was huge already, I decided to make a second one that would be about phase three and four. In the beginning of that second process book, I made a clear summary of my first process book, where I wrote down all my conclusions, decisions, and what these were based on. Then I continued making the product.

ACTUALISATION

During the third period, I've been busy with the production of the magazine. I divided this part into a few chapters:

> Content Selection
> Content Execution
> Photography
> Advertising
> Graphic Design: Starting Points
> Graphic Design: Cover
> Graphic Design: Lay-out Design
> Printing (Paper and Binding)
> Video
> Presentation

FIRST CONTENT PLANK
The selection of content was mostly based on my Belgrade research. I looked at who the most important people and organisations were, and selected a few that were a bit more accessible than others, but also that fit the Monocle style a bit more.

I selected content per mainstay; for every stop.

STOP 1: THE BRIEFING
For the briefing, I wanted to give the reader short bits of information which make it possible for the reader to understand this magazine/Belgrade better. This is basic information about Cyrillic writing, current political landscape, last bombing and Serbian festivals. Things Belgrade/Serbia is known for and things that are important to know.

STOP 2: THE DISTRICT
During the desk research and my interviews in Belgrade, I found out that the main creative district of Belgrade is Savamala. Creatives even call it the “Berlin of Belgrade”. It’s a very up and coming area where a lot of artists are based, and it is the home of the Misker organisation as well.

STOP 3: THE PEOPLE
I needed to make a selection of different creatives that were interesting to interview, but the majority needed to be focused on fashion a bit. Therefore I selected a designer, photographer, multidisciplinary artist, a group of curators and a modern ceramics designer.

Every single one of these creatives is unique in their own way and has a certain credibility in the creative industry of Belgrade. For every one of them, I’ve answered three questions:
1. Why is this person or what he/she does typical for Belgrade?
2. Why is this interesting (for the target group)?
3. What gives them credibility?

STOP 4: THE COFFEE EDIT
During my research about Monocle and the target group, I discovered that coffee is a very important part of their lives. In Monocle, there are often articles about coffee and coffee makers, and the target group is obsessed with it too.

Coffee is also a great part of a lot of cultures, and in Belgrade I noticed that the last couple of years a lot of really good coffee places are opening.

Based on the tips I got from the people I interviewed and my own visits, I selected three coffee spots: Kaffeein - accessible and low-key coffee place, Kafeterija - huge selection of the finest coffee, Przionica - a micro roastery with the freshest coffee.

STOP 5: CREATIVE BUSINESSES
By doing a lot of desk research, I found some companies based in Belgrade which were doing a lot of interesting stuff. They all got quite a bit of attention in the press, and some of them have won awards.

The first is NOVA ISKRA, a workspace for creatives which also hosts many events to help creatives develop themselves and their work.

The second is a fashion brand called Klasa. It is a group of ten designers who graduated together and didn’t have the money to have their own brand. They joined forces and decided to start a brand together, with their own store in Belgrade.

The last is SideEffects, which is interesting because it is a company that sells prints by Belgradian designers, and it’s one of the only online shops from Serbia. The law forbids selling online, but they have figured out a way through loopholes to sell anyways.

STOP 6: THE DESIGN EDIT
This started out as a four-page product editorial, but then became a six-page editorial.

It shows the best products made in Belgrade, all by artists who are either featured in the magazine, or other artists that are well known for their work.

In the magazine, this gives a little break.

STOP 7: THE ONES WHO LEFT
To get another perspective on Belgrade and the industry, I also wanted to talk to people who left the city. This mainstay became “The Ones That Got Away”.

In my first selection I had the following people: Ana Kras, multidisciplinary artist based in NY, Boba Stanic, architect based in Amsterdam, Ana Rajcevic, fashion artist based in London.

During my project, Ana Kras did not have time to collaborate. This is why I did not do an interview with her in the end. The plan was to find someone else, but because I had a spread more for the editorial (stop 6), I decided that two people were enough for this mainstay.

STOP 8: THE APERITIF
At the end of each issue of Monocle, there is a food/drinks section where the finest places are reviewed. Because in a way this is also a guide to a city, I decided that it would be good to have a few places where you could “end” the tour.

These places are all in the Savamala district, the creative district from stop 2. They are - just like the coffee places - selected on the tips I had and my own visits.
CONTENT EXECUTION

Before I went to Belgrade to interview everyone, I had done preliminary research on them (in the Belgrade research part of phase two, but also during content selection before this). While I was there, I recorded all the interviews and wrote everything down that was interesting.

All the texts have been sent to a proofreader and checked!

CONTENT ANGLE

For every issue of this specific guide, the theme will be different. It is important to look at every city and pinpoint what it is that makes this city different, special and interesting. This will then be the angle of the content.

PLAN

<table>
<thead>
<tr>
<th>WHAT</th>
<th>WHEN</th>
<th>DEADLINE</th>
</tr>
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<tbody>
<tr>
<td>Finalize new concept book</td>
<td>The week before the 18th of April</td>
<td>18-04-2014</td>
</tr>
<tr>
<td>Contact all the people to interview</td>
<td>Between the 12th of April until the 18th of April</td>
<td>18-04-2014</td>
</tr>
<tr>
<td>Start creating content for the Magazine; Visit Belgrade again for content</td>
<td>Between the 18th of April until the 5th of May</td>
<td>05-05-2014</td>
</tr>
<tr>
<td>CONTENT deadline; all content must be finished</td>
<td>One week left for graphic design</td>
<td>05-05-2014</td>
</tr>
<tr>
<td>FINAL deadline for project; printing</td>
<td>One week left for printing and presentation</td>
<td>12-05-2014</td>
</tr>
<tr>
<td>RED/GREEN CHECK</td>
<td></td>
<td>19-05-2014</td>
</tr>
</tbody>
</table>

Things I can do in Amsterdam:
- Contact all people for interviews
- Take interviews via mail or Skype
- Write most articles (after)

After collecting content:
- Graphic design
- Printing
- Preparing the presentation

This I have to do in Belgrade:
- Interviews with creatives
- Take photographs of the creatives
- Take photographs of the places (Savamala, Coffee places, restaurants for The Aperitif)

PHOTOGRAPHY

For all photographs, I took Monocle as an inspiration, and tried to do the execution a bit differently.

PORTRAIT INSPIRATION

PORTRAIT EXECUTION

OTHER IMAGES
PRODUCT SHOOT

For the design edit/the product shoot I looked at the way Monocle does editorial shoots.

The fashion editorials are always very casual, shot from a distance in a very natural way.

The product shoots are the direct opposite, completely styled, strict and organised.

> For the design edit I wanted to combine these two and create a product shoot that is a bit more casual, but still styled and matching too.

WHAT MONOCLE DOES

ADVERTISING

The rates for advertising in the supplement “The Monocle Guide to Underrated Creative Industries’ are based on Monocle’s actual rates.

MONOCLE ADVERTISING RATES 2012

<table>
<thead>
<tr>
<th>SIZE/POSITION</th>
<th>RATE IN EUROS</th>
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<td>Page run of book</td>
<td>16,365</td>
</tr>
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<td>Page first third</td>
<td>17,890</td>
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<td>Contents/Masthead/Contributors</td>
<td>20,170</td>
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<tr>
<td>Inside back cover</td>
<td>21,315</td>
</tr>
<tr>
<td>Outside back cover</td>
<td>22,840</td>
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<td>DPS run of book</td>
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<tr>
<td>DPS first third</td>
<td>35,780</td>
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<tr>
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<td>40,345</td>
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<tr>
<td>Spread two</td>
<td>38,065</td>
</tr>
<tr>
<td>Spread three/Solus spread</td>
<td>36,500</td>
</tr>
</tbody>
</table>

The idea for the back cover changed during the forth check:
The coaches advised me to add a map to the magazine, and we had this idea of doing an extra page in the back cover with a fold out; this means that the back cover needs an advertisement that works as a single back cover page, but also looks interesting as a spread.

Advertisements are either travel oriented, creative or fashion. Always realistic match with Monocle.

Because the supplement is a smaller edition (literally and also content-wise) the rates are quite a bit lower. It would be cheaper to advertise in a supplement then in the main issue, and therefore I’ve taken half of the real rates for the pages in the supplement.

Every issue, the supplement will have the same amount of ads; one spread, 3 loose pages and the back cover.

The rates are the following:

- Spread one: €16,000
- Contents: €9,000
- Editors note: €9,000
- The Briefing: €9,000
- Back cover: €11,000 > changed to €20,000

The Briefing:

First, I had two spreads which were the top two. During my Quality Coaching with Charlotte Lokin, she advised me to add another spread because this would improve the flow of the magazine.
This part of my actualisation process exists out of the following:

- Graphic Design/lay-out inspiration
- Design starting points (lay-out)
- Lay-out design
- Cover design

Here I looked at what Monocle is already doing, and what I can use for the supplement.

Here I created a grid to work with, and I also already got the right Monocle fonts and sizes. In the beginning I just tried to play with text and images, it was very basic.

In the beginning I just used the body text font (Plantin) to create headers to work with. Then I wanted to take a look at different options, and I had the idea to do something with a combination of Latin and Cyrillic writing; I took a look at the fonts that had Cyrillic letters and chose Neris.
LAY-OUT DESIGN

When I created my first design plank with the basic designs of the spreads, I got the following feedback:

> It needs to be more designed (like Monocle); play more with text in images etc.
> Add more colour to lay-out and cover; to get the Monocle feel
> Add function. Monocle uses a lot of dots and explains the images for example. Do that too.
COVER DESIGN

My first idea for the cover was to take the map of the city (in this case Belgrade) and turn that into an abstract, coloured and graphic image.

I did some more experiments, but in the end this was still the best idea.
As a communication tool towards the target group, I wanted to use Monocle Film to introduce this new supplement. First, I analysed videos from Monocle Film to see how these are made.

For the red/green presentation, I took the Monocle shop as an inspiration. I wanted to create a little space with the Monocle feel, combining my own products with other Monocle-like things.

For the introduction video of this supplement with Belgrade, I used moving images and still; combining them together to show the content and atmosphere of the magazine. I used iMovie to edit the video, with a voice over calm music in the background.

During the red/green check I got the feedback that the American accent in the video does not suit Monocle, so I changed this into a British accent.
PHASE FOUR

PRESENTATION & EVALUATION
IMPORTANT FEEDBACK

A few things the teachers said that were important:

There are some flaws in the coherency; the voice over in the video has an American accent, and Monocle always uses British ones.

The presentation is a bit too dark, it needs a bit more lightness and openness.

THINGS TO DO

> Still do two interviews
> Changes in graphic design
> Change the map
> Change presentation
> Change video (voice over)
> Print quality needs to be better

CHANGES IN GRAPHIC DESIGN

When it comes to graphic design, I made a few small changes, but also I changed two spreads.

NEW ICONS:

6 creative businesses

Belgrade Design District, where you can find Ivan Ristic's IMI store and Marjin Sensen's 1230 Gallery: Canicoevo Sokace

Savana district

Central point: Republic Square

Creative Businesses

1 Nova Istra: Garnula Principa 43
2 Klass: Visnujeva 2

The Coffee Edit

1 Prizonica: Dobracina 59B
2 Kafeterija: Dzordz Klemanso 10
3 Koficin: Corner of Cara Dusana and Francusa

The Aperitif

1 Comuna: Karadjordjeva 2-4
2 BRANKOW: Crnojevica 12
3 Prohibicija: Karadjordjeva 36

CONTENTS PAGE

As a map, I created a subway map of Belgrade first. It wasn't really functional, so I decided to use it more as an illustration for the contents page.
During one of the coachings, the idea of adding a map came along. In the beginning I had an idea of doing a very abstract map, but this would mean the map would not really have a function.

During the third phase, I experimented a bit, but could not create the right map in the time that I had.

After the red/green check, I decided to create a new map that was a bit more clear, and actually functional for the reader.

I talked to the coaches about the placement of the map and we had the idea of putting it in the back of the booklet; as a fold out of the back cover.
PRESENTATION

The feedback that I got for my presentation, was that the overall look was a bit too dark and a bit too heavy. Even though these black details fit Monocle, the presentation could be a bit more open.

That is why I’m choosing to use a light colour of wood, and to put an abstract map of the city on top of this.