THE REAL SHOW 2011
CREATIVE BRIEF 4

Deliverable/s:
4 page article layout

"Real" Client:
Association Media & Publishing
http://associationmediaandpublishing.org/

About the Project:
Organization Description —
- Serves the needs of association publishers, communications professionals and the media they create. From blogs to magazines to wikis, Association Media & Publishing:
- Leads innovative approaches in community building, as shown by their use of social media, webinars and in-person learning opportunities
- Hosts the preeminent recognition of industry and individual best practices via their Excel Awards and publications review program
- Provides career advancement via an online career center, networking opportunities and lifelong learning experiences
- Focus on emerging markets, both geographically and discipline
- Focus on professionals who connect with association members both in and outside of print publications
- Retain and honor the essential connection to publishing, which AMP views as an art and a trade

Project Objectives:
Your assignment is to develop the Cover Story for the May/June 2010 issue entitled:
   "The Future of Mobile Magazining"
   Buckle your seat belts—this isn't just technology talk. It's a deep, philosophical discussion of the very essence of association publishing and what our role will be in it.

Target Audience:
Serves the needs of association publishers, communications professionals and the media they create. From blogs to magazines to wikis…

Key Messages:
Primary Messaging — The future of magazine publications in the digital age.
Secondary Messaging — The various tools and applications to be embraced in this digital transition.

Creative Specifications:
Required Text — Attached in Copy Folder
Inks — Four color Process (CMYK)
Size(s) — 8.5" x 11"
Bio Photo —Attached in Art Shareware

Note:
Please use whatever copy fits on your first 4 pages given your design, and consider the rest simply as background knowledge as you design.