

# CASESTUDY - Print

## UA International Magazine



Gerii H  
**CREATIVE**

account owner:



client:



Brief:

To create a "bumper issue" for the Christmas 98' Edition.  
Improve design and also meet a tighter deadline.

### Info:

**Client:** UA International Magazine  
**Date:** Dec 1998  
**Media:** Magazine

**Account Owner:** Architectural Publications Ltd, Belfast, N.Ireland

**Gerii's Role:** Magazine Designer, with responsibility for all layouts, ad production / inclusion and handover to printers.

6 months (6 issues)



### Solution:

Via: PowerMac OS 9.2 with Quark4, Photoshop7, Illustrator and Freehand. Scanner. ISDN.

Designed all editorial page layouts and created 80% of their sales team's display ads.

Contact with ad agencies for ad supply (20%) on ISDN/disc.

### Result:

**Delivered the companies most successful issue.**

- Over 100 pages
- record ad revenue
- designed new running heads
- designed new A-Master pages



**Quark Xpress**



**80% of all Ads**

Created 80% of display adverts in-house, from full page to 1/8 th page.