

*scroll down for process

The cover of Newsweek magazine features a photograph of a firefighter in a yellow jacket with a koala clinging to their shoulder. The firefighter's jacket has a patch that says "TEER". The background shows a fire scene. The magazine title "Newsweek" is at the top in red and black. Below it, the text "independent opinion for independent minds" is in a smaller font. The main headline "AUSTRALIA'S BUSHFIRES INSIDE THE INFERNO" is in a red box. Other headlines include "HOW AUSTRALIA IS COMBATING CLIMATE CHANGE", "We salute the Aussie heroes protecting our nation", and "Next steps for NSW NT QLD SA TAS VIC WA reforms". A sidebar on the right lists "Village surrounded by flames" and "Managing Animals In Emergencies". At the bottom left, it says "Including Volunteers + News about American Firefighters".

independent opinion for independent minds

Newsweek

Kathryn Ignacio

AUSTRALIA'S BUSHFIRES

INSIDE THE INFERNO

Next steps for
NSW
NT
QLD
SA
TAS
VIC
WA
reforms

HOW AUSTRALIA IS COMBATING
CLIMATE CHANGE

We salute the
Aussie heroes
protecting our nation

Village surrounded
by flames

Managing
Animals In
Emergencies

Including Volunteers
+ News about American Firefighters

PRINT ADVERTISEMENT

*scroll down for process and drafts



LITTLE THINGS
CARRY **HEAVY**
POTENTIAL



Kathryn Ignacio

PROCESS OF CREATING THE COVER PAGE

Apps used to Edit: Phonto and Picsart

Photos: Google Images

Device: iPad

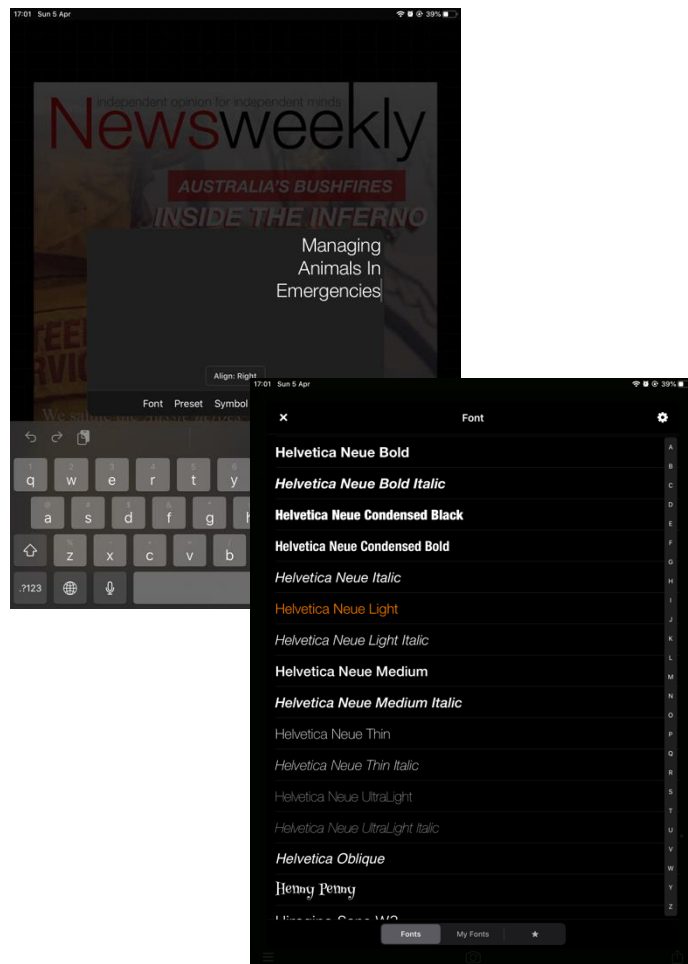
Attempts for creating the right Cover Page: 1

Time it took to finish: 3 hours

Difficulties: Finding the correct alignments for each text & what text to add on the cover page.



App used in screenshot: Phonto



Font used in above screenshot

PROCESS OF CREATING THE PRINT ADVERTISEMENT

Apps used to Edit: Phonto and Picsart

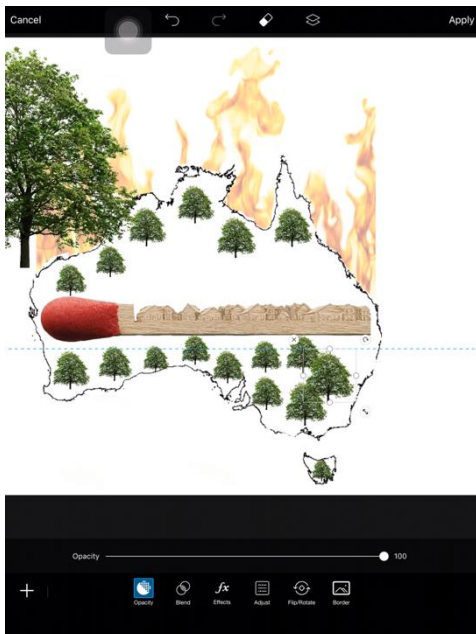
Photos: Google Images

Device: iPad

Attempts for creating the right Print Ad: 7

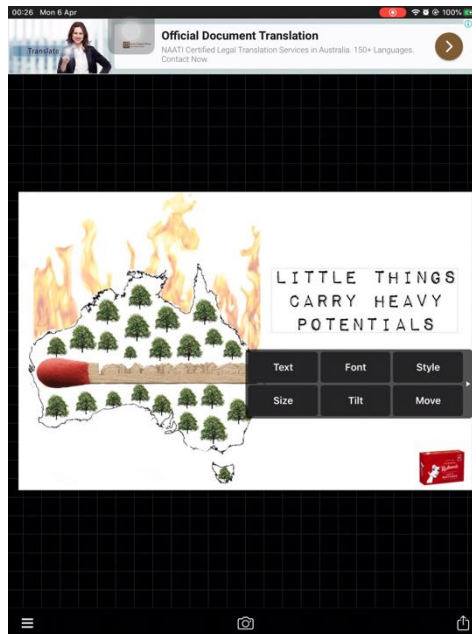
Time it took to finish: 5 hours

Difficulties: Trying to think of how the print ad would look like in my head and attempting to make it come to life but fails & aligning the images/free cropping the images, so each image has no white background.



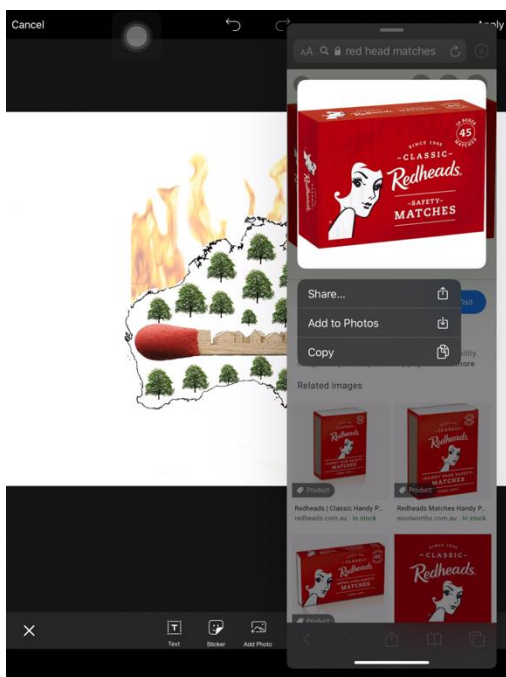
App used in screenshot: Picsart

- Action: Making the trees into a smaller size to fit inside the map of AUS



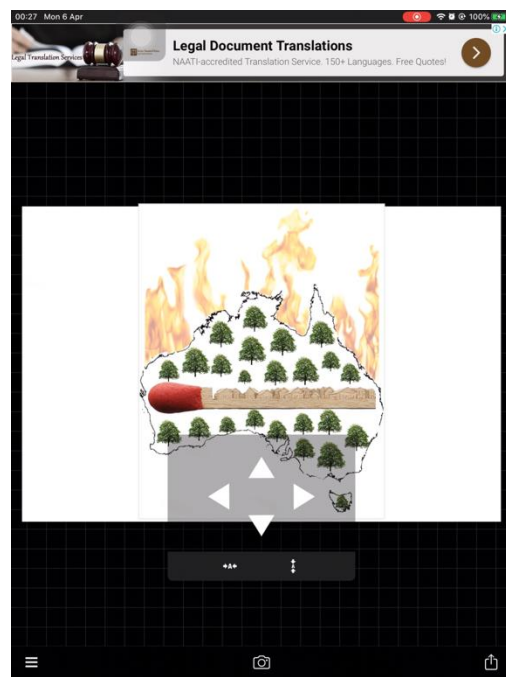
App used in screenshot: Phonto

- Action: Choosing a font for the text



App used in screenshot: Picsart

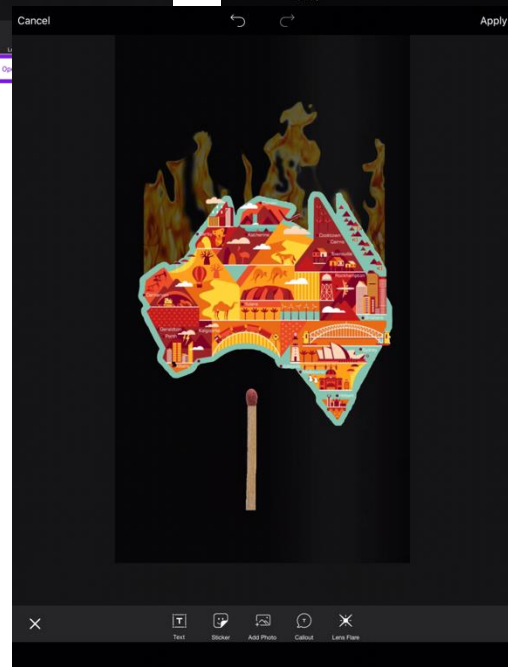
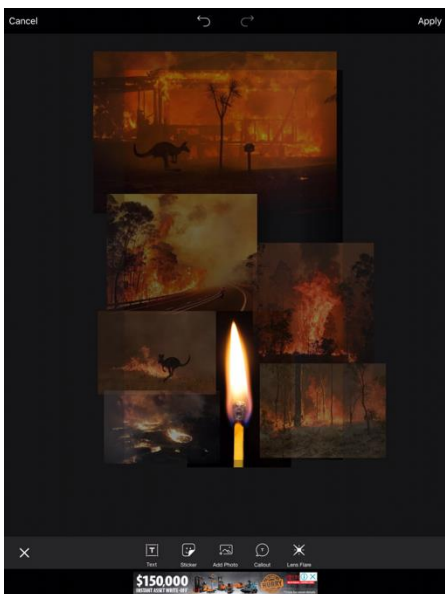
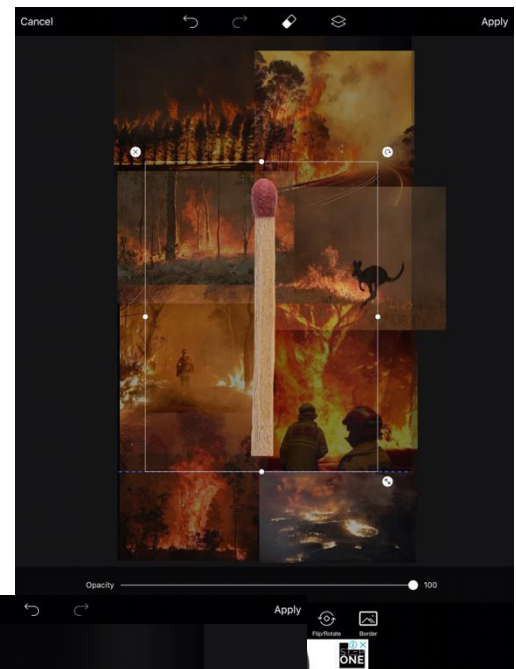
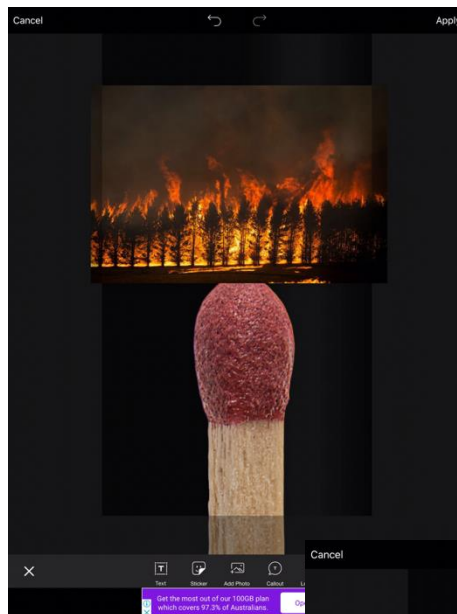
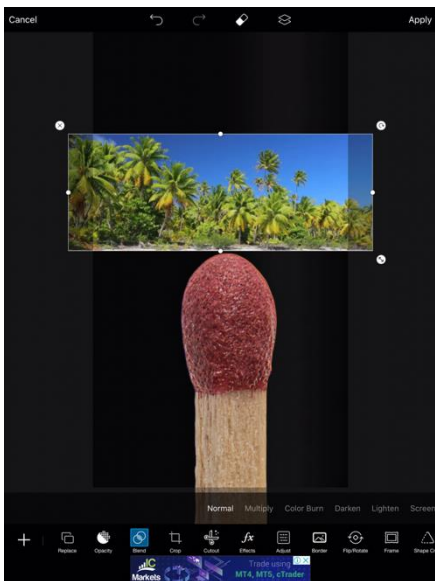
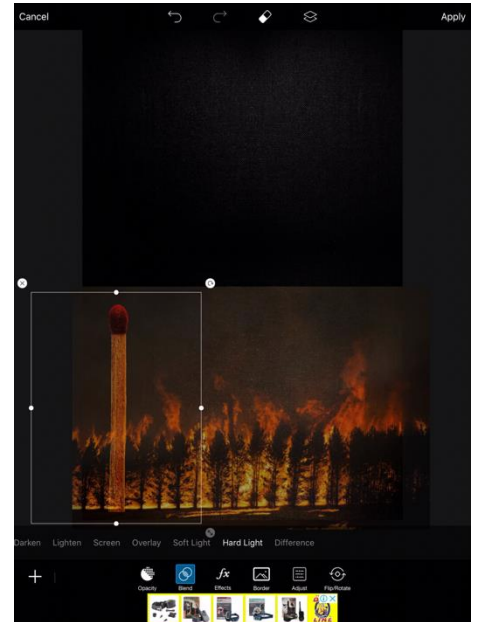
- Action: Googling a photo of the product being advertised



App used in screenshot: Phonto

- Action: Trying to find the perfect alignment for the image

DRAFTS FOR THE PRINT ADVERTISEMENT



PLANNING FOR THE PRINT ADVERTISEMENT

Text Choices:

- 1) Little things carry heavy potentials.
- 2) Trees in forests have stories to tell - some were burnt but they endured and revived.
- 3) Despising the little things have the potential to start bigger problems.
- 4) Together they multiple and get bigger and so do we. Act Now.