

HOW Magazine 2015 Editorial Calendar

JANUARY WORKFLOW REVITALIZATION + IN-HOUSE INVIGORATION

Do you punch the clock at your corporate gig? Are you tired of feeling like the work you do will never compare to that produced by boutique agencies? Well, snap out of it! Be an instigator of good design in your organization. This issue arms designers to battle with the best with a healthy dose of visual medicine, workflow revitalization techniques and morale boosters. Can in-house designers have their cake (401K, health insurance, vacation, etc.) and eat it, too? With the right tools—we think so.

- **SPECIAL FOCUS:** *Time & Billing and Project Management Software*

Pitches Due By: 7/07/2014
Deadline: 07/28/2014
Ad Close: 10/15/2014
To Subscribers: 12/01/2014
On Sale: 12/16/2014

SPRING DESTINATION DESIGN: A GLOBAL CELEBRATION OF VISUAL CULTURE

This issue, Destination Design, comes to a universal consensus that good design needs no translation. Unlike some other forms of communication, it knows no boundaries. The beauty of a thoughtfully constructed design project from the outskirts of Singapore can be admired in a boardroom in a bustling city in Japan. View 300+ award-winning projects from the International Design Awards that break the mold and transcend borders to be elevated by renowned international design visionaries as the very best. Plus, get a glimpse of buzz-generating firms and pros from across the globe. This issue will also dive into visual faux pas specific to regions that visual storytellers should be aware of as they expand their reach to international clients. This issue's LOOK section, which boasts big giveaways, will concentrate on tech must-haves for an internationally business-savvy creative.

- **SPECIAL FOCUS:** *Hottest Software and Technology + Stock Photography*
- **OFFICIAL ISSUE OF:** *HOW Design Live*

Pitches Due By: 10/03/2014
Deadline: 10/31/2014
Ad Close: 01/23/2015
To Subscribers: 03/04/2015
On Sale: 03/24/2015

SUMMER THE 100 MOST INNOVATIVE DESIGNERS REVEALED

Don't miss this issue, which will reveal 100 of the most intriguing designers (and their innovative projects) stirring serious buzz in the creative field. A large portion of these trail-blazing professionals will be recognized for their cross-disciplinary endeavours that intersect design with realms such as technology, software, education, science and fashion, to name a few. This spell-binding issue won't stop there. It'll also provide solid advice for design students.

- **SPECIAL FOCUS:** *Design Schools*

Pitches Due By: 01/11/2015
Deadline: 02/05/2015
Ad Close: 04/17/2015
To Subscribers: 05/27/2015
On Sale: 06/16/2015

FALL THE PASSION OF DESIGN + HOTTEST PRINTING/PAPER TECHNIQUES

Creatives are known for many envied traits: their vision, innate skills, curiosity and creativity. There's another big one on that list: passion. This issue celebrates that passion in all forms, whether it be business ventures, side projects or a distinct method. Some of the most passionate designers and their projects will be showcased in this issue, whether that zest extends to printing, paper and typeface creation or designing for social good. Passion comes in all forms, including through craft itself. Plus, check out 70+ inspiring projects from HOW's Promotion & Marketing Design Awards.

- **SPECIAL FOCUS:** *Digital Asset Management, Typography, Hottest Printing/Paper Techniques*

Pitches Due By: 04/10/2015
Deadline: 05/08/2015
Ad Close: 07/23/2015
To Subscribers: 09/02/2015
On Sale: 09/22/2015

WINTER THE BUSINESS & SUCCESS ISSUE

The Business & Success Issue turns the microscope on the tools that help working designers thrive in their craft, such as guidelines for proposals, pricing and even charge-back systems. This issue will satisfy every designer's innate curiosity to know how much they're worth, with HOW's ever-popular Salary Survey results, including a coveted list of growing skills in the interactive realm that hiring managers seek most. Plus, soak in the In-house Design Awards winners, which represent companies big and small, and show that in-house design teams hold the keys to producing amazing work in these organizations.

- **SPECIAL FOCUS:** *Time & Billing Software, Job & Career Advice, Design Schools*
- **OFFICIAL ISSUE OF:** *HOW Interactive Design Conference*

Pitches Due By: 06/19/2015
Deadline: 07/16/2015
Ad Close: 10/16/2015
To Subscribers: 11/25/2015
On Sale: 12/15/2015



HOW Magazine 2015 Departments & Columns

(NEW) ENGAGE

As part of the table of contents package, a new page will be added where readers who engage with us via social media take center stage. Highlights will be DESIGN DOODLES (Plug: We know you doodle—even when you're supposed to be doing other things. Share a pic of your latest lunchtime scribbling, be it on a napkin or your own forearm, and it just might make it into the pages of the next issue of HOW.) and PINTEREST PICK (Plug: Pinterest is a visual feast of inspiration for designers. Invite HOW to share your board. We will pick one board to highlight in each issue and will give it some well-deserved social media love.) TOP TWEETS also will showcase some of the most memorable feedback that we receive from readers.

LOOK

HOW's front-of-the-book digest section, with unusual news items, new product information, noteworthy new fonts, profiles of rising-star creatives, design books and events. This is one of our most popular sections with readers, and it also ties into our email acquisition program through the sweepstakes that our editors coordinate with products featured.

BEHIND THE DESIGN

A gallery of current, noteworthy projects from a cross-section of creative disciplines, with behind-the-scenes details on how those projects were created. Readers love eye candy, and this section provides just that by concentrating on eye-catching work.

(NEW) HOW-TO

This column aims to speak to HOW's roots by providing a hands-on guide to various techniques of either an interactive or entirely tactical nature so that our readers can feel empowered to create and grow in new ways. HOW-TO could dive into the steps behind things like creating animated GIFs, building a WordPress template or making paper from scratch.

(NEW) LEADERSHIP

This new column will deliver a mix of both thought-provoking and action-oriented leadership approaches geared toward managers and principals. For those not yet at that point in their career, these think-pieces can serve as inspiration for future professional development and growth. This will be a column where industry stars can have a place in HOW for their voices to be heard.

DESIGNING CHANGE

A response to the interest in sustainable practice and design for social causes, this column spotlights a different notable project in this niche.

IN-HOUSE

One of our largest audience segments—in-house designers—face unique challenges as these creatives navigate the corporate structure and strive to be successful within an environment where creativity is often overlooked. This column will not only provide action-orientated tips and strategies, but it'll also peel back the curtain to reveal some of the most intriguing creative teams that champion the design work coming out of top corporations. This column will employ a new editorial strategy in 2015 that combines the human-interest appeal of a profile with how-to deliverables.

INTERACTIVE

This column marries the theory and practice of web design, addressing current questions and offering perspectives and solutions in an increasingly accelerated digital context. Written by leading interactive experts, readers gain insight into vetted best practices used to solve the complex design problems faced by web designers today.

BUSINESS

New in 2015: The traditional business and freelance column will be merging to eliminate redundancies and to better serve our readers. This column speaks to the tenant of HOW that promises to help designers be more successful. We'll do this by delivering business strategies and tips to help them work smarter and to be more profitable. This information will be relevant to mainly creative entrepreneurs (freelancers), principals and moonlighters.

CAREER

Graphic and interactive design is a career path that constantly evolves, reflecting the needs of society and technological advances. This column will arm designers with the information they need to grow their skills, evolve and break into a career in design.

(NEW) INSPIRE

This column aims to reinvigorate graphic and interactive designers by opening their minds to new possibilities. This may happen in the form of creative exercises. But it could also come in the form of an interesting approach a creative group takes in cultivating an environment where staff members are engaged. Inspiration comes in many forms, and this column aims to mix up its offerings so that the well doesn't go dry.

DESIGNER SPOTLIGHT

HOW shines the spotlight on an individual or group of designers (interactive included) producing work that's creating quite a stir with their design projects. You'll also be able to soak up a few pointers from these pros in terms of the philosophy behind their design business or creative outlook.

(NEW) NOW & THEN

Branding and packaging are topics that our audience can't get enough of. This column is devoted to both of these subjects, as it'll showcase branding and/or packaging projects of legacy brands as they stand today (NOW) and as they did years ago (THEN). This is our opportunity to provide commentary on major brand overhauls in our own unique way. Think brands such as Crest, Starbucks, Apple and other top consumer brands. This will occupy the last page of the magazine, a coveted spot, with a unique layout to best serve the comparison and contrast elements of the content.