

Henry North

COMM 3060

Professor Lahey

Maija Isola Project Justification

For my project to create something related to the Finnish designer Maija Isola, I chose to do an article layout about her works of art. The article that I wrote is a fake news story in a fake fashion magazine named “Hel Fashion” about a string of crimes being committed where people are creating and selling forgeries of some of Isola’s lesser known works. I was inspired to write this because of the fact that while Isola created over 500 designs, only two or so of them are easily recognizable worldwide. I incorporated information about Isola and Marimekko into the article that is factual, such as the fabric quality and how it is sold, so that it could potentially seem like an article that would come out of a fashion magazine. I wanted to talk about not only Isola, but also Marimekko, because Isola left a big impression on the pattern store while she was working there.

Layout wise, I wanted to incorporate many different elements of Maija Isola, Marimekko and Finland into the article to really give it a specific flavor. The fonts that I chose were Helsinki XXL, which is a Finnish geometric sans serif typeface created based off of the road signs in Finland, for the title, byline and footer, and Bodoni for the body text and pull quote. My reasons for choosing these two fonts, and why I will not change them even though many people suggested doing so, is because through extensive research I discovered that most fashion magazines tend to use a combination of Bodoni and Futura, a similar geometric sans serif typeface to Helsinki XXL, when designing their articles.

As far as other changes that were made to the layout, I did align the “Unikko” bullets to the text and indent the bulleted text, but I wasn’t going to make all of the bullets one color, because “Unikko” comes in multiple colors and each bullet is distinctly different information that all relates to textiles (“Unikko” and my bulleted list both have a one to many relationship). I added a border around the images in the article, so that they don’t blend into the background image, which may be a generic cotton fabric, but it is more representative of the fact that Marimekko produces 100% cotton fabrics. I did increase the size of the body text and in doing so, got rid of extra white space, and slightly decreased the pull quote size. The drop cap is in the second line of the article, but it is also the starting point of the actual article; the first line just serves to pull the reader in.