

# Uncut

## Redesign team

Uncut had focused primarily on music that spanned many generations but wanted to go back to its roots of catering for a younger audience. Research suggested that a pared-back content delivery would be successful, but the title's creativity and personality needed to be maintained. The team created a new look and editorial running order that was varied and exciting whilst still delivering content in the desired manner.

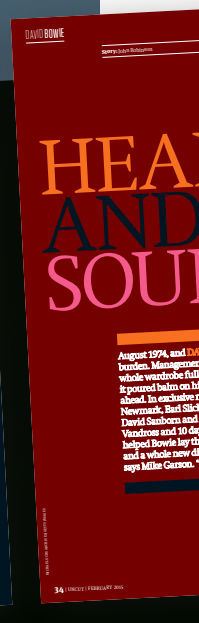
The title also had to offer more value in terms of editorial content, so new boxouts and franchises were to be included whenever possible.

My role was to evolve the title in terms

of feature design and content based upon market research findings. The features also had to suit the planned reorganisation of editorial pacing throughout the book.

### Solution

- Simplify what had become a complicated set of grids
- Present content directly and in a consistent layout
- Retain body copy in a strict four-column grid
- Allow more freedom on feature



headings through a large palette of fonts and colourways

- Negotiate a higher page budget to allow the use of memorable and iconic images
- Organised and implemented pdf to printer protocols and uplinks
- A handover to their art team of a full set of working grids upon completion of the launch
- Daily “Show and Tell” meetings to senior management

## Outcome

As a result, the team streamlined readability with a uniform set of grids that presented content in a much clearer manner, whilst retaining individuality within each spread. More freedom in opening header layouts and the wider variety of fonts greatly helped with this requirement.

