

# DESIGNNMAG

THE **ULTIMATE** DESIGNN MAGAZINE.

THIS **SPECIAL** EDITION OF  
THE DESIGNNMAG WAS WRITTEN & COMPILED  
FOR **FREE** BY MEMBERS OF **DEVIANART** FOR  
THE ONLINE **DIGITAL ARTIST**  
COMMUNITY.

Art Up  
Your Life

## DIGITAL PAINTING

Useful tips for digital painting beginners throughout the magazine and a thoughtful guide to become a digital painter.

## INTERVIEWS

Interviews with amazing illustrators, photographers and digital artist such as David Delanty and DeviantART's October 2012 deviousness award winner.

## BEHIND THE SCENES

**Special:** Some interesting tips and fact about our magazine to help you start your own!

## TOP 5's

Take a look at the top 5 tutorial websites and the top 5 web designs for 2012 as chosen by the Designn Magazine.

## EXCLUSIVE FREEBIES

Catch the link inside to a pack of exclusive freebies made available to you by the Design Magazine crew!



Write for us and contribute articles at:

[WWW.THE-PS-MAGAZINE.DEVIANTART.COM](http://WWW.THE-PS-MAGAZINE.DEVIANTART.COM)

The Designn-Magazine is compiled by Udara Jayawardena and most articles are written by artist at [www.deviantart.com](http://www.deviantart.com). We welcome all our reader to visit our deviantart group and contribute their articles or artworks to our free magazine.









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# The Crew

Some of our founding editors and writers.

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## Udara Jayawardena

Artist | Digital

[cartondock.deviantart.com](http://cartondock.deviantart.com)

A self-taught varied digital artist who specializes in web & graphics designing, video post-production and HTML & CSS coding. Loves clean code and simplistic designs!

## Senna V. Reymaan

Artist | Literature

[treo-legigeo.deviantart.com](http://treo-legigeo.deviantart.com)

A professional writer and author who specializes in writing short stories. Recently finished his very own novel - 'The Magician' which can be found on his deviantART profile.

## Elliot Gindi

Artist | Literature

[smashbrother29.deviantart.com](http://smashbrother29.deviantart.com)

A hobbyist writer and digital artist.

## Henry White

Professional Web Designer

[henerz-design.deviantart.com](http://henerz-design.deviantart.com)

A Professional design and interface designer with a great taste for design. He also codes HTML and Wordpress themes and a provider of free resources on deviantART.

## Abdur Olajuwon

Illustrator

[slickrickramon.deviantart.com](http://slickrickramon.deviantart.com)

A student at Sam Houston State University learning the different techniques in the world of art and majoring in Computer Animation

These members - although some of them no longer work for the magazine, played a large role at the beginning; their support is not forgotten and is always appreciated. And what's more we're recruiting for our next edition!

Want to work with us? We're recruiting some new folks to work on our next edition and if you think you'll fit the roles below feel free to apply for the positions by sending our deviantART group a note with a short description of yourself and your qualifications/experiences.

Graphics Designer  
Sub Editor  
Features Editor

If you're not looking for permanent work - you are welcomed to join us as either a contributing writer or contributing artist.

[www.the-ps-magazine.deviantart.com](http://www.the-ps-magazine.deviantart.com)

[www.designnmag.tk](http://www.designnmag.tk)

# EDITORIAL

It's been a year since we started with the PS-Magazine (now known as the Designn Magazine), and have only published two editions of which both were created on Photoshop, remember I said Photoshop; not Indesign. Things have changed - including our name and advanced a lot since then. This time we bring you the best compiled edition of the Designn Magazine. It was one long run for me from September to December; noting various artists, sponsors, pestering for articles and a load of ranting about simple things like how to get the page numbering right on Indesign!

This magazine would never have been a success if not for the amazing community at deviantART who watched our backs! The talented artists who willingly submitting their arts to be used on the magazine, our dedicated editors who have proofread and waited patiently until I was done with the compiling. And most of all I must mention that everyone played their part for free! That's why we have such a massive credits page to honor every single one of them; so once you're done with the magazine I think the least our amazing readers can do is checkout our writer and artist at DeviantART.

As always the magazine's digital edition is 100% free and you can download your free copy at deviantART (which I think you already have), and if you feel like you want to be part of our magazine you are always welcome to join us at [www.the-ps-magazine.deviantart.com](http://www.the-ps-magazine.deviantart.com), we welcome everyone and give you a fun and useful experience of how our magazine works; this is a community written magazine and it doesn't cost you anything to write up an article or simply join our group and follow up with our magazine.

Thank you for taking your time to download and read our magazine,

Udara Jayawardena,  
Founder & Editor  
[www.cartondock.deviantart.com](http://www.cartondock.deviantart.com)



## Founder & Editor

Udara Jayawardena

[cartondock.deviantart.com](http://cartondock.deviantart.com)

## Editor

Senna V. Reymaan

[treo-legigeo.deviantart.com](http://treo-legigeo.deviantart.com)

## Sub-Editor

Raveena Weerabahu

## Illustrator

Abdur Olajuwon

[slickrickramon.deviantart.com](http://slickrickramon.deviantart.com)

## Graphic Artist

Udara Jayawardena

[cartondock.deviantart.com](http://cartondock.deviantart.com)

*"Creativity is allowing yourself to make mistakes. Design is knowing which ones to keep"*  
Scott Adams

# Video Production

An all-in-one guide, with emphasis on software based video post-production.

Videos are simply a more complex form of art; it consists of a sequence of fast moving images creating a life like scene. But it's not just any set of random images moving about – it's a craft of combining the videos captured on camera to create a perfect blend of scenes. Today it's known as video post producing, which I believe is a title that could only be genuinely acquired by those who possess a unique eye for art and can craft the path to communicating the intended message in the most effective manner – whether it be an advertisement, documentary or a whole movie. I myself am a novice to the post-producing industry but having produced a few lengthy documentary clips, adverts and videos I understand what it takes to make the best videos. I hope to share some of my first

//

*In post-production, it is absolutely essential to know the story that you want to create and have a vision of what it will look like in the end. Having equipment and knowing technical aspects (shortcuts, everything about a codec, etc.) help immensely with post-production, but are not what makes an excellent editor. The skill and knowledge of how to make a story flow is what is absolutely necessary"*

- Zev Vel  
Director of photography  
([www.zevimages.com](http://www.zevimages.com))

experiences to those who are hoping to enter the video post producing industry themselves or are looking to it as a hobby.

Any video post-producer needs some raw clips and details to begin with, it maybe camera recordings consisting of various 'cuts and takes' or animated videos off an animation software, whatever it is, this initial raw video is of utmost necessity, or what would you put on the video? You may have to record/create this yourself; like many times I've had to do so. If it's the same for you then the most important tip I can give you is to use the highest video standards available to you, my minimum is 1080P HD videos – because whatever you do, if the raw clip is of low quality then so is your final video going to be. If it's an animation then you probably have nothing to worry because, softwares such as Adobe After Effects anyway render at the best quality and high bit rates giving it the utmost necessity to post-produce these clip – at least for compression. Once you've acquired your clips then you must watch them through a few times and create a mind map of the highlights and other various aspects that have to be considered depending of what you are making – such as the purpose of the advertisement or the theme of the documentary. Depending on the many such variables create yourself a chart of what goes where and what affects you



## SONY NXCAM CAMCORDER

MODEL NUMBER: HXR-NX70U  
VIDEO CAPTURED IMAGE RESOLUTION : 1920X1080 4:2:2  
AVCHD 2.0 UP TO 28MBPS  
OPTICAL ZOOM : 10X 3.8~38MM  
FOCAL LENGTH : 3.8 TO 38MM  
RECORDING MEDIA : 96GB INTERNAL FLASH MEMORY  
PRICE: \$ 2799.00

Get the quality and performance of an NXCAM camcorder with the added bonus of dust- and rain-proof operation. The Sony HXR-NX70U camcorder was built for professionals working on location in rugged environments. Boasting IPX54 certification, its compact body is resistant to raindrops, splashes, sand and dust. With an ultra-wide angle 26.3mm Sony G lens, you'll capture brilliant, accurate color and sharp, detailed images out to the

corners of the frame. An assignable lens ring allows for manual adjustment of focus, iris and zoom settings, while a professional-style (front to back) zoom rocker similar to that of the HXR-NX5 delivers variable, servo and zoom control. Optical SteadyShot image stabilization with Active Mode compensates for greater degrees of camera shake to deliver stunningly smooth video—from wide angle to full telephoto shooting.  
[More info - www.store.sony](http://www.store.sony)

intend to add, my suggestion is that you put this down on paper and finalized it before taking it to the next level – which is the software.

There are many various softwares available for post-production. Some examples would be Sony Vegas Pro, Corel Video Studio, Adobe Premier Pro, Final Cut Pro and the list keeps going. In my point of view there's no marked 'best option' – you can use any software which you are comfortable with and provide you with the necessary features. But keep in mind; if you've got an idea in mind, but

your software lacks the necessary feature to allow it – then it's time to shop for a new one! – Never let your software limit your creativity.

The standard features any video editing software should allow you are - video trimming, sound separation and cropping, transition effects, text overlays and more. A more sophisticated software should allow you effects such as video overlays, sound mixing capabilities, various video saving formats and even green screening abilities. I have in the past used many different video editors and the one I've

## VideoStudio Pro X5

Our Suggested video editing software for both beginners and advanced users.

Fast & easy HD video creation  
Advanced visual effects  
Complete screen recording  
Innovative sharing  
More info: [www.corel.com](http://www.corel.com)



grown most accustomed to is Corel Video Studio which has a very simple interface with many drag and drop functions and yet allowing you to carry out almost any standard and some advanced video editing function with ease.

From my experiences I can tell you that most videos I have created only included trimming, cropping and rearranging the raw videos to fit the sound to create the story in a sensible and effective order. Other than that the main features I use are the most basic transitions and text overlays - keeping things simple is also an effect!

A video is never complete without proper audio. What would you think a good movie would feel like if it lacked the carefully crafted sound effects? The magnified and edited sounds of a gun or the crunching crashes; even though it may be just a few seconds, it plays a large role in creating a dramatic effect - which is essential. Therefore it has to be considered thoroughly for any production. I even suggest that once you are done with a soundless video, you should use specialized sound editing software to form the sounds - even though it may not seem so, hearing is just as important as sight. You may consider using the original sound of raw captured videos for direct use on the clip. But this is inadvisable - usually it is a must that you may have to clean-up the

sound and add some little background music or amplified sounds depending on the scene to make the audio more dramatic than in real life. This always has more effect on the final viewers.

According to the information I gathered from others and my own experiences - I can tell you that getting someone else who specializes in sound editing to do the audio is more effective than doing it by yourself unless you are capable of doing it and is fine tuned to the *art of sound!*

Once the audio and video is combined you now have a proper and complete video, documentary, advert or whatever it may be called. Finally you will have to decide on what format to save it as. My suggestion for the best video format for high quality youtube videos is HD MP4 or FLV files. The best video format for all other videos such as documentaries and movies is considered as H.264/MPEG-4 AVC as it provides high quality video with good sounds (supports AAC and MP3 audio) and is widely compatible.

-Udara Jayawardena

### BEST YOUTUBE /ONLINE VIDEO FORMATS:

Video Format: MP4/ MPEG/MOV/FLV  
Video Codec: H.264, MPEG-2 or MPEG-4  
Audio Codec: MP3 or AAC (stereo channel)  
Frame Rate: 25frames or more.

### CAPTURING SLOW MOTION FOOTAGE.

This is something which is not talked of too often because some may consider it as unimportant or put back by thinking it requires specialised \$5000 video cameras.

But it is sometimes essential to capture videos in slow motion and thanks to modern day technology this feature is now available on some handycams at a very reasonable price - for example the Canon HF10/ HF100. Although most of them would only allow you to record short lengths of time at a frame rate of about 60-120 fps (normal frame rate is 24 fps) it is quite effective if put to correct use. For example you can capture a very dramatic video of a ball being thrown in slow motion with a camera shooting at 120 fps.

One of the main points you need to keep in mind when shooting in slow motion is to have proper lighting, the higher the frame rate you will be shooting at the more light you would require.

Another point to remember is that you don't need to use a tripod when shooting in slow motion. This is mainly because capturing in slow motion removes most of the blurring from the video. So feel free to move your camera around and capture you scene properly and fully.

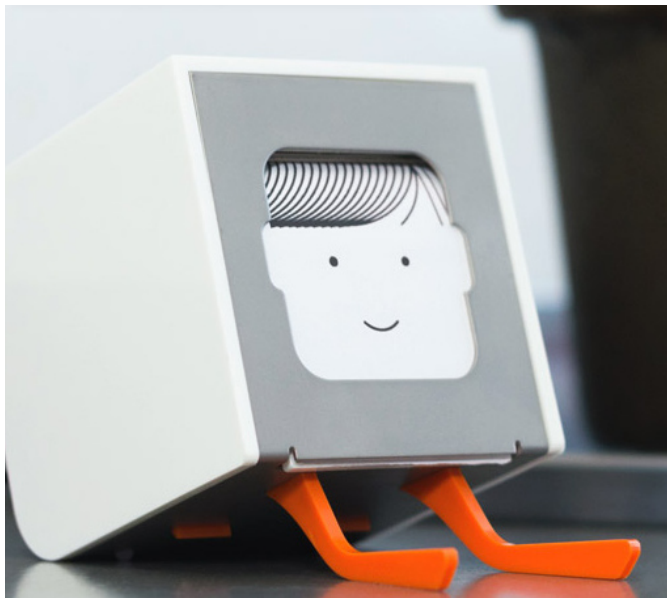


Canon HF100  
More info: [www.canon.com](http://www.canon.com)



# Little Printer

## Something you'd want to own!



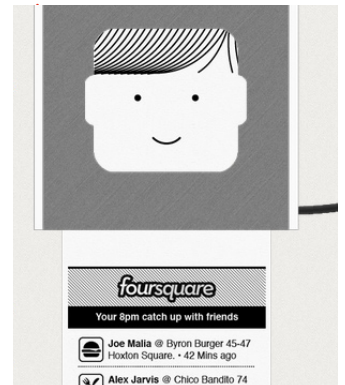
Little Printer lives in your home, bringing you news, puzzles and gossip from friends. Use your smartphone to set up subscriptions and Little Printer will gather them together to create a timely, beautiful miniature newspaper.

Connected to the Web, Little Printer has a wide range of sources available to check on your behalf. We call them "publications". Subscribe to your favourites and choose when you'd like them delivered. Right on time Little Printer gathers everything it needs to prepare a neat little personalised package, printed as soon as you press the button. You can get deliveries multiple times a day, but we find once or twice works best—like your very own morning or evening newspaper.

Little Printer holds a compact,

inkless, thermal printer. Its zero-configuration wireless connection to the Web (via the Bridge unit, included) lets you place it wherever you have a power outlet. Little Printer is constructed in high-gloss injection moulded plastic and the brushed steel faceplate holds the paper, framing each delivery as it prints.

More info and purchase at : [www.bergcloud.com/little-](http://www.bergcloud.com/little-)



# Ainste™

## The new style of the modern wallet.

As a designer I'd love to own this wallet! This is how they describe it -

"There are so many cool wallets on the market today, but we felt that something was missing. That's why we made this wallet, the Evan wallet™. The Evan wallet™ is made out of leather and includes a band that secures the contents.

We are Ainste™, inspired by Amazon, Einstein and Steve Jobs. We are devoted to creating unique products. The creator of Ainste is Ryan Kim. He is interested in photography and design. Even as a young child he had interests in designing new and different things. He is very excited to share his first design with you.

We been developing this initial wallet for about ten months. There were many design revisions and prototypes, but finally we got it!

We currently have a small sized and regular sized Evan wallet™. In the future we plan to make larger Evan wallets™ for other countries that fit with the currency of the country. We think that many people will enjoy the unique design of this wallet.

Our goal is simple- to make better products and make people happy with our products. That's all."

To fund and find out more visit: <http://goo.gl/LosBL>



# Romo

## The Smartphone Robot for Everyone!



Romotive is back with a brand new bot! Romo is an affordable, personal robot that uses your iDevice as his brain.

"Romotive builds accessible, highly functional, and flexible robotics platforms that are powered by a supercomputer already carried by millions—the smartphone.

Our robotics platform adds everything that the smartphone is missing—movement, accessories, and physical capabilities that a true robot needs.

But unlike the lame single-purpose machines out there for sale today, our robots will also be able to learn, grow, and change, both by adding new hardware modules

to the platform, and more importantly, by bring to people everywhere a true "app store" for robots, where robots can quickly gain functionalities based on the app they are running (and you can even code your own).

We're only scratching the surface of what is possible with smartphone controlled devices. With your support, we will have the opportunity to pursue bigger and bigger ideas."

More info and purchase at : <http://goo.gl/olZpJ>



# LIFX

## The Light Bulb Reinvented!

A wi-fi enabled, multi-color, energy efficient LED light bulb that you control with your smartphone.

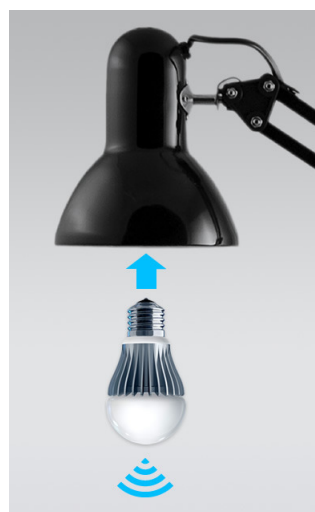
"LIFX is the smartest light bulb you've ever experienced. It's a wifi-enabled, energy efficient, multi-colored bulb that you control with your iPhone or Android. LIFX gives you unprecedented control of your lights, reduces your energy costs, lasts up to 25 years and delivers an amazing range of experiences we think you'll love.

LIFX is incredibly easy to set-up. Simply replace your existing bulbs with LIFX smartbulbs, download and install our free app from the App Store or Google Play and you're good to go.

LIFX is a revolution in home lighting and will allow you to save money and reduce your environmental impact. With up to 20% of homes power

consumption coming from lighting, it makes sense to switch to LED technology and even more sense to switch to LIFX LED smartbulbs. But this is just part of the story, LIFX is about the experience."

More info and purchase at : [www.lifx.co](http://www.lifx.co)

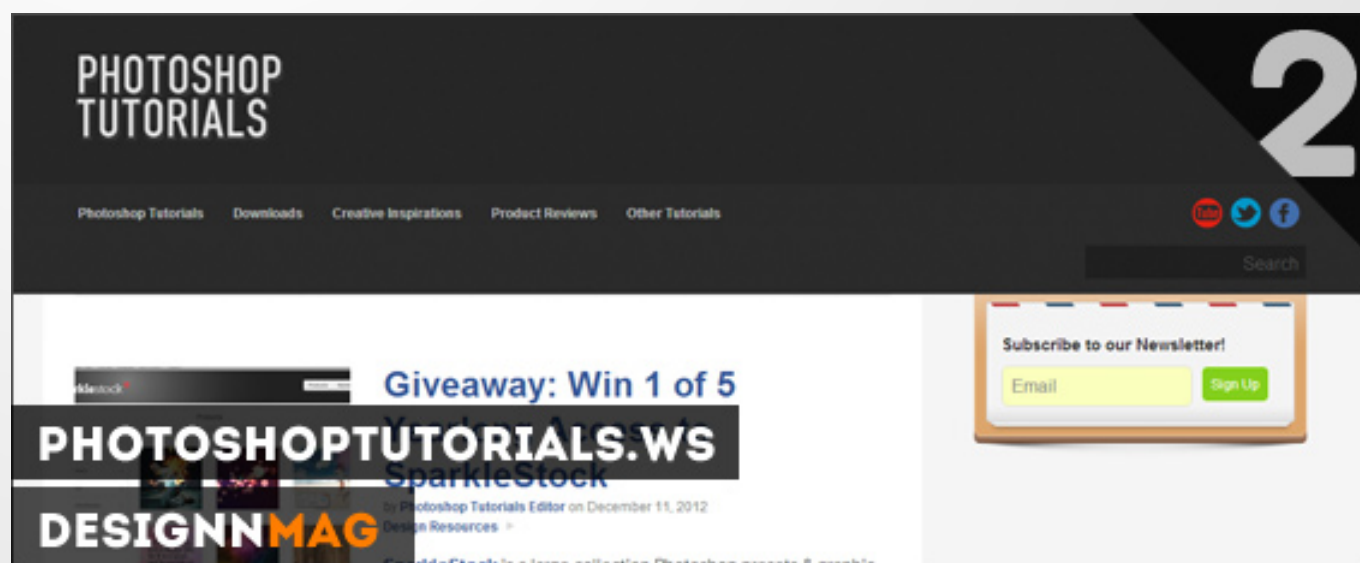
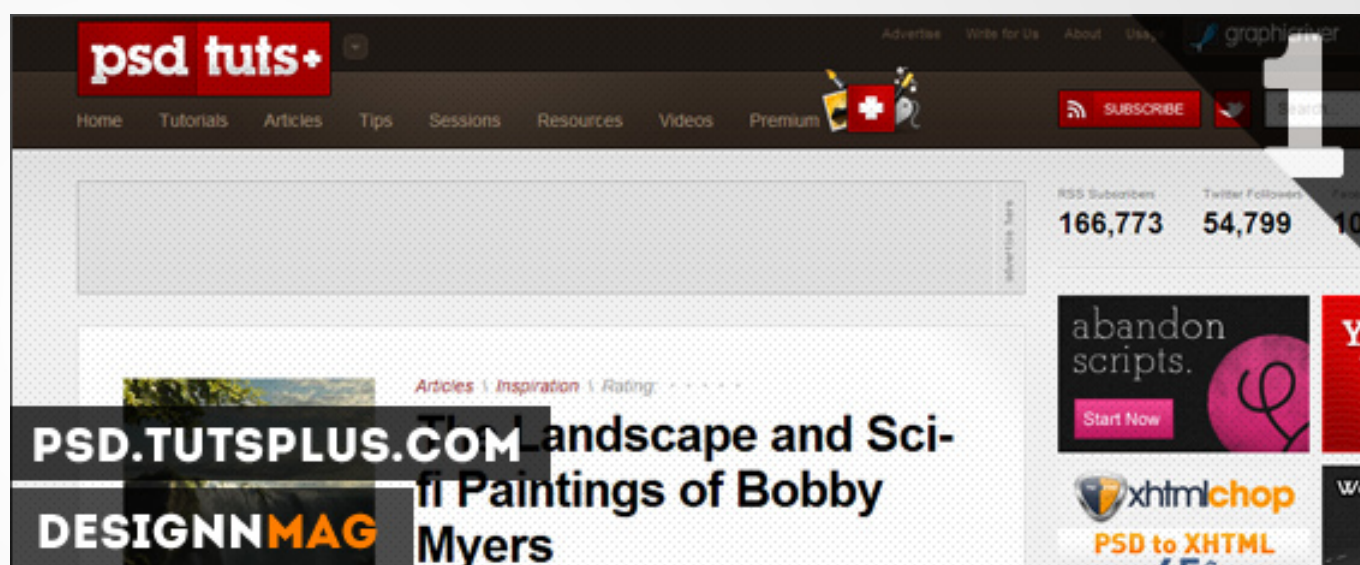


# TOP 5

## DESIGN WEBSITES

### DESIGNN MAG

The top five most useful design websites as chosen by the Designn Magazine. These websites were selected according to their helpfulness, quality of articles and the number of submissions per week. We hope you find our selection useful!





**SMASHING** MAGAZINE

Books eBooks Job Board Shop

Search on Smashing Magazine  
e.g. Responsive design

**CODING**

CSS  
HTML  
JavaScript  
Techniques

## The New Mobile Book Is Finally Here!

By [Smashing Editorial](#)

December 12th, 2012 [Smashing Book](#), [Smashing Magazine](#)

41 Comments

**SMASHINGMAGAZINE.COM**

Web Design

**DESIGNN**MAG

has finally arrived, and it has almost reached your doorstep! If you've already pre-ordered the book a few weeks ago, then it's really only a matter of days! Until then, the complimentary digital version is waiting for you in your Smashing

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CREATE

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abduzeedo

**ABDUZEEDO.COM**

**DESIGNN**MAG

4

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e.g. talking points

**CATEGORIES**

AJAX CSS Design Photos  
Inspiration Freelance Show

Free Websites [More Sites](#)

**NOUPE.COM**

Dec 17 The Mobile Book: Packed With Know-How, To Read

**DESIGNN**MAG

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UNLIMITED DOWNLOADS  
[CLICK HERE](#)  
Premium Website Templates

5





Every stunning painting has its own story of creation."





# Digital Painting

## WHAT BEGINNERS SHOULD KNOW.

**D**igital painting is an emerging form of art in which traditional painting techniques such as watercolors and pastels are applied using digital tools by means of a computer and the necessary software.

I myself am just beginning to get handy with my graphics tablet and started doing some nice digital paintings (the painting on the left is my actually my first successful digital painting!). Therefore I'm pretty sure that as a self-taught artist I can give you all the advice you need to begin digital painting.

From all the stunning digital paintings you may see featured on DeviantART and artists themselves; you may think it's just a simple task and a matter of having the time; or others may think of it as the hardest thing to do which requires great artistic talent. But to start with I must tell you that it's actually a mix of the two. You need a fair amount of precious time, patience and some artistic talent to start with; meaning if you are a person who constantly draws sketches and imagines deeply of how perfect it would look

with the amazing colors in your mind then you're almost ready to start.

To begin with I understand that you own a graphics tablet and have a painting software of your choice such as Adobe Photoshop ready. The first few experiences I had with digital painting were frustrating and at times I even gave up the whole idea of digital painting for months at a time. You need a lot of patience and the determination to somehow complete your artwork.

Now that I'm done with the background info I can give you my first practical and useful piece of advice.

**1) Begin with the line art** in complete black on a separate layer. Once you have completed your line art make sure you lock the layer in position and do any of the colorings on layers below the line art; this makes things a lot easier.

**2) First fill in / paint the base colors** on a separate layer. You can quickly do the painting as this has nothing to do with the detailing. Filling up the base colors on my first digital painting took me over 1 hour to do and don't expect it to be any lesser.

**3) Now begin shading the shadows and highlights** on a layer above the base colors.

You will have to spend time on this depending on how much detailing you expect to do. For me it took a total of over two hours to do the detailing on my first painting.

**4) The background counts a lot in any digital painting.** To be truthful the background here is actually a free stock image of clouds; but anyways it should fit the image and you should most certainly take your time on doing the background of any painting perfectly.

Those are the few tips I can give you as a beginner myself. To tell you the truth as a web & graphics designer I was a lot familiar with Photoshop and had had many frustrating failed digital paintings before I got to complete my first painting. My final advice is don't give up, keep trying until your finally succeed with a perfect digital painting; while you're a beginner don't give yourself deadlines, take your time with your paintings and care more about making it look beautiful than rushing to publish it. Oh and coloring free line art by people for practice helps a lot!

### Some Interesting Facts

- Peretz Rosenbaum is one of the most influential graphic designers of the 20th century. He is responsible for the IBM logo, the old and arguably most recognizable UPS logo, the Westinghouse logo, and many other design icons. You know him as Paul Rand.

- What we now call sans-serif typefaces were once known by a number of names: Egyptian, Antique, Grotesque, Doric, Heiti, Lineale, and Simples. I think sans-serif works just fine, thank you.

- Facebook uses a modified version of the typeface Klavika for its logo.

### Clients From Hell!

CLIENT: I need a message centre on our new website so I can log in and leave messages for my customers to read. Can you build this?

ME: Why don't you just send them an email?

CLIENT: Because sometimes they don't always have internet access. Can you build it or not?

### Clients From Hell!

"Hey, I know it's been a while, but do you happen to know our office WiFi password?"  
— A client I haven't seen since 2010

# INTERVIEW WITH MIGUEL

## PHOTOGRAPHER

**DESIGNNMAG:** Who are you and what do you do?

**MIGUEL:** I am Miguel, a Portuguese hobbyist photographer and general art lover, currently living in southern Brazil and working in marketing and design. Photography is a great passion of mine and often part of my work, fortunately.

**DESIGNNMAG:** When did you start your photographer career?

**MIGUEL:** Since childhood, I just loved the idea of capturing moments and thoughts. Growing up in the 90s digital video era, I started doing a lot of video and then fell in love with photography, where I

kept finding more and more depth, as a form of expression.

**DESIGNNMAG:** When did you first discover your creative talent?

**MIGUEL:** My friends at school would look at my drawings and say I was talented. I always thought they were exaggerating, because I had the feeling I could do better. Then I learned about the power of communication through art and that you don't have to be perfect, it's all about finding ways to express and share emotions. So, this so called talent comes from my inability to express myself in any other way.

**DESIGNNMAG:** What inspires

you to keep taking these amazing Photographs?

**MIGUEL:** Stories, questions... emotions. It makes no sense to me if I'm not expressing, relating to and/or provoking all of those. Trying to find the humorous side in all of it is a great inspiration too.

**DESIGNNMAG:** How will you describe your photography style?

**MIGUEL:** A mess. An emotional mess. Seriously, I like to try any style that fits an emotion or story. One of the great things in art is the freedom to experiment, so I challenge myself a lot into different styles.

**DESIGNNMAG:** Why did you choose to be a photographer?

**MIGUEL:** I didn't. It just keeps happening to me!

**DESIGNNMAG:** How long and how much dedication did it take you to come to this professional level?

**MIGUEL:** It requires a lot of dedication, of course – just like any passion you put your heart into. I spend a lot of time out shooting, studying light and experimenting with my own processes. Also, whenever I have the time, I try and learn more about new and old techniques, concepts and artists.

**DESIGNNMAG:** Who is your Favorite Artist?



# ITS NOT JUST A TALENT

HMFS

.DEVIANART.COM

**MIGUEL:** Honestly, I find new favorite artists every week. I value any person who manages to channel their emotions through an art piece. That's always special and inspiring.

**DESIGNNMAG:** In your point of view, how has DeviantART helped you?

**MIGUEL:** As an art community, it's the perfect place to find more about yourself as an artist – which I consider to be an endless search – and its purpose is based on one of the fundamental links in humanity, which is sharing. I've known dA since it started and it was just a matter of time until I found the time to be part of it. I find positivity and inspiring art every time I log in. It's

one of the world's finest galleries and I'm really proud to be part of it.

**DESIGNNMAG:** What jobs have you done other than being a photographer?

**MIGUEL:** Many odd jobs. Wine taster was one of them, which I still enjoy very much. One thing I learned by mixing wine and photography: there's no better tool to shoot great blurred abstracts than a nice bottle of Bordeaux.

**DESIGNNMAG:** How have your practices changed over time?

**MIGUEL:** They have evolved quite a bit. The coming of the digital age and the evolution of digital post-processing chal-

lenge me constantly and I enjoy riding that wave. However, I never discard "old" knowledge. Nothing is really obsolete.

**DESIGNNMAG:** What art do you most identify with?

**MIGUEL:** Art through which the artist is searching for the truth. Whether it's a simple landscape shot or the portrayal of a real life event, if the artist is able to capture his emotions in a way which I can feel them too, that's the kind of art that moves me.

Having said that, for the past couple of years, I've also become passionate about the process of coloring black and white photography, especially



from the early 20th century. It's painting and photography coming together through the study of light. That's really





interesting and basically awesome.

**DESIGNNMAG:** Professionally, what's your goal?

**MIGUEL:** I'd like to collect and range of emotions and find their meaning through the

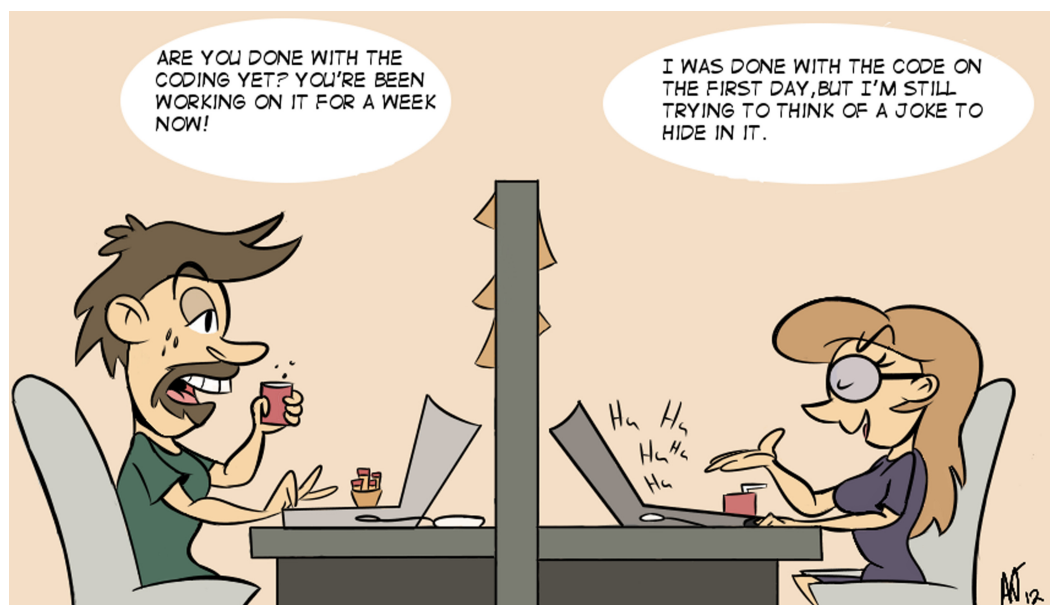
eyes and feelings of others. I believe I'm slowly getting there. My goal is to speed up a little.

**DESIGNNMAG:** What is the most funniest moment in your life?

**MIGUEL:** Basically, I try to have fun with everything in life, so I actually have a lot of those moments. I filter my dark energies through family, friends and, of course, art. At the end of the day, I just find it amazing that there are others who

relate to it in some way. It makes me believe we're sharing something unique. That brings a lot of joy into my life. Hopefully to theirs too.

*"Every creator painfully experiences the chasm between his inner vision and its ultimate expression."*  
Isaac Bashevis Singer





# DOWNLOAD

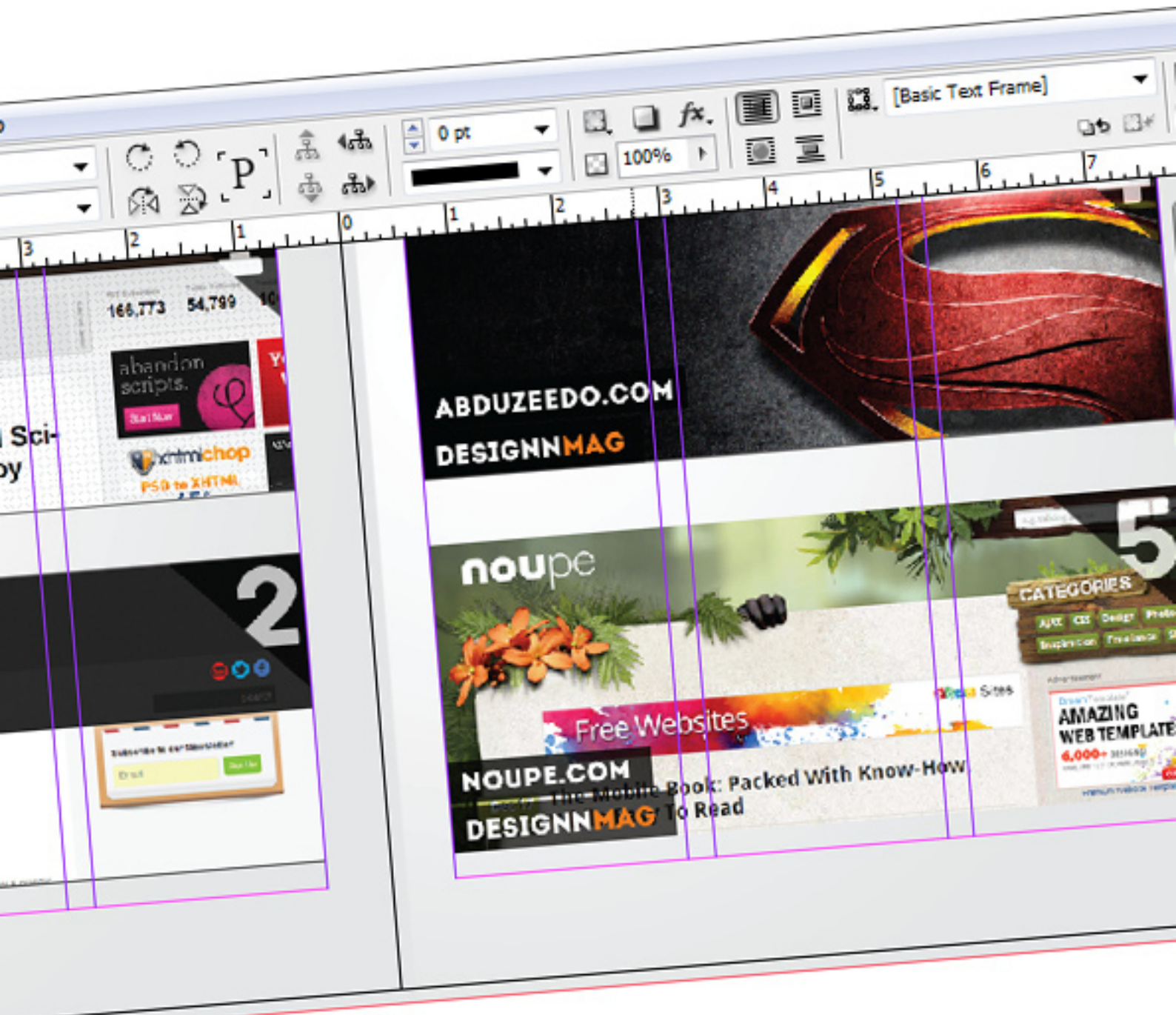
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# MAKE-A-MAGAZINE

## SOME BEHIND-THE-SCENES



This is to all our magazine fans! Are you up for making your own magazine? If so I'm going to give you a few handy tips which will help you easily compiling your own magazine. And being a person who

has tried most possible ways I'm sure I can show you the easiest.

First on the list is the fact that you absolutely must use a professional magazine com-

piling software such as InDesign, it makes the whole process much easier! Don't even think of using other software such as Photoshop or Microsoft word for compiling a magazine – it's the worst you could do

for your magazine. Don't get me wrong, Photoshop does come in handy to design most of the elements of a magazine and Office software plays a large role in storing the separate articles – but it's in no way suitable for compiling a whole





magazine. Softwares such as InDesign are not too complicated to teach yourself and a quick internet search ought to get you the necessary tutorials needed to startup. If you use InDesign you can easily compile yourself a magazine in about a month or even days depending on how dedicated you are! Furthermore if you want to style up your magazine as a beginner there are loads of free InDesign magazine templates available online.

Moving on, the next tip is about organizing your magazine, get together with some friends, assign specific roles – making an online group on a service such as deviantART or Google Groups could help a

lot! Communication should at all times be efficient and all articles collected or written should be proof-read at least once and organized properly before finally copying all the articles to InDesign. Remember to assign yourself a deadline and try your best to stick to them; what I've noticed is that even though you may not be able to finish a magazine sharp on the deadline it'll at least alert you to finishing it as soon as possible and you're bound to get more quick at it as you continue.

I believe that any magazine should always be full of colorful images and graphics, it keeps the

readers eyes glued and forces them to continue turning the pages and read on. For this magazine I've acquired permission from many artists at deviantART to use their images for illustration purposes – I received over 100 submission and from this the best and most attractive have been chosen to display in line with the rest of the content – just to keep the readers interest rolling. Don't you think it's interesting to see a whole lot of curiously creative and beautiful images rather than black text on white paper?

Next it's about publicity – I can proudly say that the very first edition of this magazine

was alarming successful! It was welcomed mainly by deviantART members and later onwards even received a daily deviation. Being our very first edition I can promise you it was nothing much to do with design – the magazine was made on Photoshop and compiled on Word, the direct opposite of the advice I have given you previously. As the founder I believe that the reason behind this success was the amount of dedication we put behind making it and the fact that we welcomed articles and resources from anyone, and even invited free features – this meant that behind us we built a small crowd of fans, who either had their work on the magazine or were simply enthusiastic about what it would turn out to be! Always put your community first and build up a community base for your magazine.

You can't expect such success all the time – even we've had our ups and downs. But I can promise you making a magazine is an easy process on the technical side, but it requires a lot of time, dedication and a theme behind it to become truly successful. Hope you found that useful and if you are thinking of making a magazine of your own please do feel free to come around and visit us at [www.the-ps-magazine.deviantART.com](http://www.the-ps-magazine.deviantART.com), we'll be glad to tell you more and help you out with it.

**- Udara Jayawardena**  
**Founder & Editor**

## Clients From Hell!

### THE CLIENT IS ALWAYS RIGHT

CLIENT: I'm not too sure about the blue...

ME: Actually, that's green.

CLIENT: Who's the client?

ME: You.

CLIENT: And what color is it?

ME: ...blue?

CLIENT: Right. Now let me see what other shades of blue we have.

We settled on pine-tree "blue."

## Clients From Hell!

CLIENT: "We like your proposal and enthusiasm, but we really can't afford you. How much would you charge to rent out your computer?"

ME: "Excuse me?"

CLIENT: "Our Sales Manager is pretty creative. We could just have him come to your office on a Saturday or something and knock this thing out."

ME: "You don't want to hire me, but instead want to... rent... my computer??"

CLIENT: "Yeah. And you could be there. You know, to give him some tips if he gets stuck. Maybe toss in a creative idea or two. In fact, we'll do all of the work and still use your creative ideas. It's a win-win!"

## Some Interesting Facts

- The first website of the internet was "<http://info.cern.ch/>" launched in 1992 by Tim Berners-Lee. It is still active.

- The boy silhouetted in the logo design of Hollywood studio Dreamworks SKG is William, the son of Robert Hunt (the illustrator hired for the design).





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# LOGOS

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# TOP 5

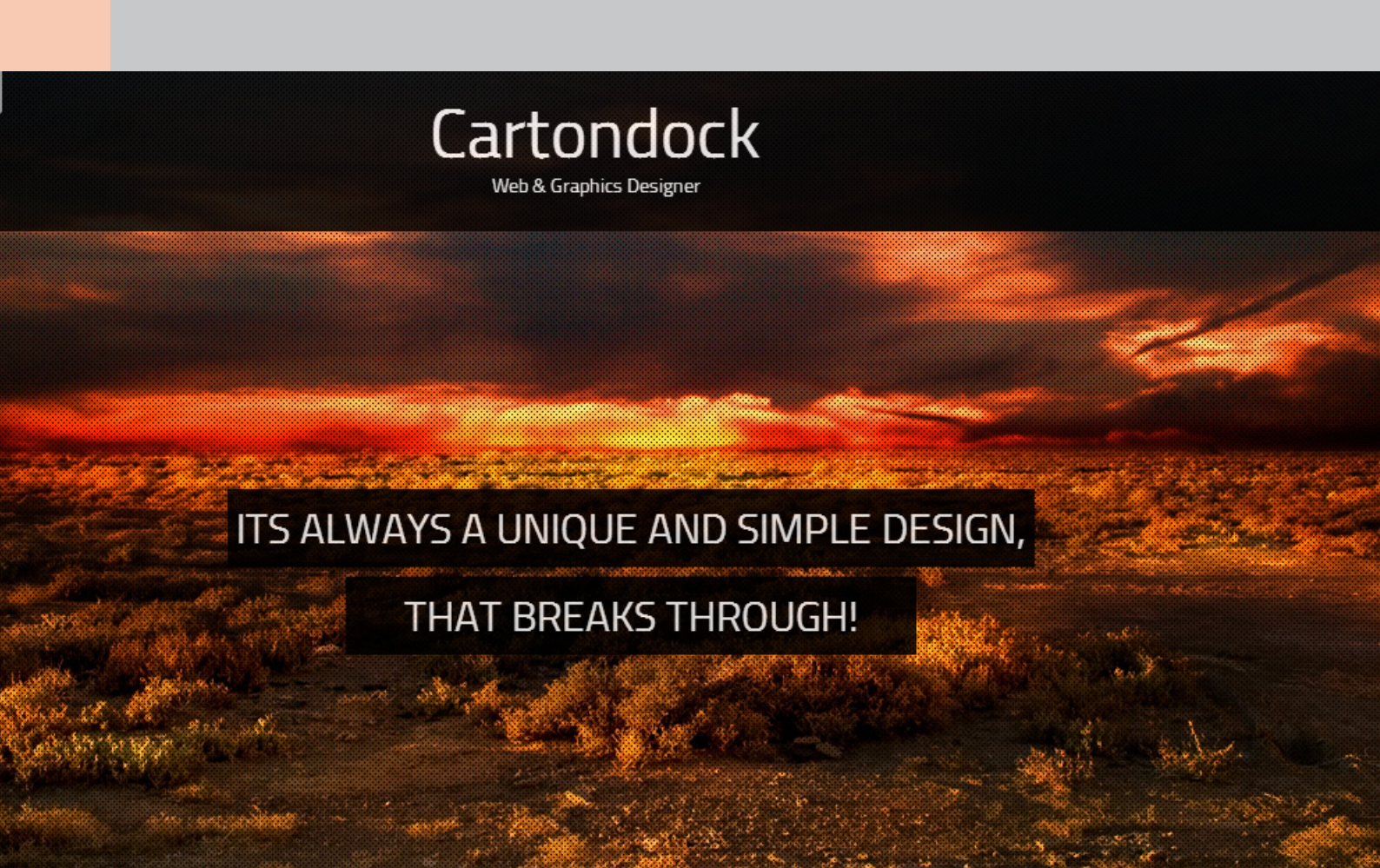
WEB DESIGNS  
DESIGNN MAG

Top 5 web designs as chosen by Designn Magazine. These selections were made according to not only their powerful and unique designs but also the work that has been put behind making such simple on the surface but *complexly coded* websites!









ITS ALWAYS A UNIQUE AND SIMPLE DESIGN,  
THAT BREAKS THROUGH!

A brief introduction to web designing and what you should keep in mind.

# WEB DESIGNING

UDARA JAYAWARDENA

I believe that the perfect blend for a website is the standard HTML, with a bucket full of flawlessly crafted CSS and a pinch of Javascript. Being self-taught and having designed over 50 web designs over the past – usually for my own work, and watching their successes and failures has taught me a whole lot about what the best design should compose of and how to match the website to its purpose. Through this article I hope to share some of my essential design experiences

with you.

First and foremost I suggest that you should always choose the simplest design for any webpage you are to design. Too many colors, popups, buttons, transitions and boxes on a page are more likely to confuse a viewer than conveying the intended information. What you should understand is that not everyone is a web designer who would care to appreciate the hard work put behind different sections or features of a website.

Compatibility issues; while I'm working on a website I always tend to preview the site during the process only via my default browser, sadly there are slight differences between how CSS is interpreted by different browsers and some features work on some while not on others. This mistake occasionally ends me up in watching a ruined website on every browser other than my default and it's not always easy to correct these issues at the end, my advice is

always preview your website on various browsers during the coding process.

It's always a good idea to be unique don't you think? Well I do! I personally know that making your web design unique and memorable makes a good impression on the intended audience and result in a memorable visit. But remember a unique design doesn't have to be complex – 'It's a unique and simple design that always breaks through!' I usually tend





# Designn Mag

The Designn Magazine ( Previously known as The PS-Mag ) is a FREE magazine written by fellow deviants for the community. All editions would be published on Deviantart as downloadable PDFs and be hosted on a free magazine site for online viewing.

[Download Latest Edition](#)
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Welcome to our official website! here you can find out the latest updates on our magazine and also gain access to free 'mouse made' resources which only come along with our free zine!

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to make my websites unique by giving attention to a unique feature of information on the website, for example in the designnmag.tk website I have given main attention to the preview of the Designn Magazine, you'll never find that elsewhere would you? And on my personal website at cartondock.com I have given key highlight to my quote – which is also unique!

How about some hidden features for curious designers? Well that's quite out of topics but all-in-all a unique idea, I always end up adding some hidden feature to all my websites; which has no other purpose than just simply adding some 'fun' to the site. Usually it's a small transition to some element, such as at cartondock.com the whole background darkens on click – just for fun!

Using various fonts – some designers choose not to but I'm all for it! You can easily get access to a load of free web fonts by Google at [www.google.com/webfonts](http://www.google.com/webfonts). It's always pleasing to see some variation on the titles with a non-standard font and the best you can get is by Google Webfonts. But be careful on which fonts you choose to use – some fonts may have an adverse effect on the loading time of your website.

Social media icons, that's something you always find on nearly every website! And they are in-fact an important element of the website and its placement for maximum exposure should be thought out by you as a designer. Using a unique set of icons is one option, but I tend to skip that point totally and have a simple set of buttons

with the first letter of the media icon and usually change color on hover to the unique color of their website – I don't suggest you to do the same but use it wisely depending on the rest of the design.

What if something goes wrong? What about the error pages or popups? This isn't something I have used in the past but I hope to introduce it to my designs soon. It would be neat don't you think, if your error pages such as the 404 page was also your homepage but a popup message appears displaying the error – and when you close it, you'd be on the websites homepage! A simple design which gets rid of redirecting back to home pages and makes sure that the viewer will never get lost! Putting it to action might take a bit of thought, but I'm sure it'll be a

unique change for any website.

I'm going to leave it at that for this times edition and you can hope to find some extended web designing tutorials by me on the next edition.

//  
**ITS ALWAYS A  
UNIQUE AND SIM-  
PLE DESIGN THAT  
BREAKS THROUGH!"**







*“Free time?  
What free  
time?”*

## INTERVIEW WITH DAVID DELANTY

VEST

.DEVIANART.COM

Professional Digital Artist and DeviantART Senior Member.

1.

WHO ARE YOU  
AND WHAT DO  
YOU DO?

My name is David Delanty, and I am a freelance color

artist. My job is to take a black and white drawing (pencil, ink, or digital), and give it color, light, texture, mood, and environment. As a freelancer, it is also my job to seek out these collaborative efforts, manage my own time, and meet all deadlines and directions given to me by the client.

Most importantly, it is also my job to just be a nice personable fellow that others don't mind (too much) having to talk to... seeing as I don't have an agent or project manager between myself and the client.





## 2.

### HOW HAVE YOUR PRACTICES CHANGED OVER TIME?

The biggest changes have been in the speed at which at work and my time management. After getting experience working under deadlines and being an integral contributor to several collaborative projects, my ability to manage my time and put together a strong-looking coloring in less time has dramatically improved. Now I don't stay up until 3 am out of the necessity to make a deadline; I can actually sneak a good night's sleep in now (resulting in compounded benefits to productivity).

## 3.

### PROFESSIONALLY, WHAT'S YOUR GOAL?

In the immediate scope of time, my goal is just to get the latest batch of covers, pinups, and posters done. Albeit, these goals were mandated by my clients, but as one who is being depended on to deliver on time and on quality, I make it a point to adopt their goals as my goals.

It's the fundamental core to collaborative endeavors after all; aim for the same thing collectively. My lifetime goal is to never run out of steam. It's an easy goal for me to maintain, but a goal that I feel to be paramount to anything else. Improving my style, learning the software, and developing a network of fellow artists wouldn't mean a thing if I suddenly col-

lapsed creatively and found myself physically unable to pick up the pen again. As long as I keep my eyes on not burning out, all other art-centric goals will come as a mere side-effect...a passive benefit...to the simple act of finding the energy to keep going.

Fortunately, with a good freelancing business, lots of solid feedback, and a group of artists and art enthusiasts by my side, this goal is also the most effortless to retain. Each comment, each addition to their favorites, each view, each "hello" in my Livestream...every bit of their presence makes this whole "art" thing totally worth it.

## 4.

### WHEN DID YOU START YOUR DESIGN CAREER?

I started coloring as far back as high school. I wasn't that good with the early steps of illustration, having a lot of difficulty with proportions, perspective, and especially anatomy. I just couldn't correlate what was visualized in my head (not even what was presented in references) and translate them to my hand in the pencil sketching phase. However, I did find that as soon as I put down the pen and moved on to the tools for coloring, I was far more proficient. I kept focused on that aspect, the one that came a lot more naturally, and developed it the furthest.

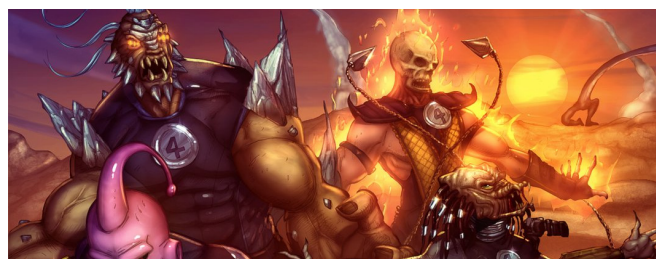
It originally began as a collaborative project between myself and aspiring comic artists I knew in high school. I worked for free, and the work itself wasn't that strenuous, but it was enough work to allow me to grow it into an applicable proficiency that would turn into a professional venture.

## 5.

### WHAT INSPIRES YOU TO KEEP MAKING THESE AMAZING ARTS?

The biggest driving factor that inspires me to keep getting better and continuing down the artistic path is the reaction I get from both my clients and from those who see my work online. There's no feeling better than waking up in the morning, cracking that Email open, and being immediately greeted by a profanity-laden supernova of capslock ecstatically screaming how inconceivably delighted they were by the final result.

It's a wonderful sensation; one that reminds me why I stuck to it for all these years.





6.

#### HOW WILL YOU DESCRIBE YOUR STYLE?

My style is very "light-driven," as in, the colors are not set by the physical colors of the objects themselves but the lights being cast upon them. When shading and high-lighting an image, my brush color remains

the same no matter what color the surface is.

I like my colors to be extra saturated, bold, and strongly rooted in utilizing the primary colors for a palette. I will take red/blue/yellow over anything else, and frequently during the end process of an image, I'll take a moment to inject more of each primary color into it.

7.

#### WHY DID YOU CHOOSE TO BE AN ARTIST?

I live in a family that consists solely of accountants and artists. Turns out, I was

terrible at math.

The biggest influence that got me started in picking up a pad and pen was my uncle. He's a high-profile landscape painter in Orange County, California, and as far back as I could remember I was constantly amazed at the works he makes. I thought it was just the most coolest thing in the whole universe. Truth be told, it still is. If given the choice...to either watch him pull together a brilliant rendition of the Laguna Beach shoreline, or see an early screening of Wreck It Ralph in Rich Moore's home theater...the former would certainly prevail.

So even as a little kid I wanted to be able to replicate whatever mystical wizardry that coarsed through his fingertips. I still have a long, long way to go.

8.

#### WHO IS YOUR FAVORITE ARTIST?

I have a number of artists I look up to. Of course, my uncle is way up there, but no doubt I'm highly biased in his favor.

When it comes to colorists in my field, I have always been inspired by Nei Ruffino. She really drove it home for me that the most important asset we as artists have is our unique style, and she has been quite a trend setter in defining the comics industry. In fact, true to her words regarding the importance of our unique style, she is constantly changing her own style to always stay one step ahead of the other colorists in the industry explicitly directed to try to copy her style. The fact she can keep an upper hand in this stylistic cat-and-mouse game makes her an absolute joy to watch, as she's bound by the nature of the comic industry to always evolve and find new means of aesthetic expression. I know, kind of an unfortunate circumstance mandating such changes, but if that doesn't make her a tremendous inspiration, then I don't know what is.

As for artists I collaborate with, and whose work I love to color, there are a ton. But to narrow it down to a list that excludes a tragically gargantuan number of names, Paulo Barrios, Nathan Seals, Chris Ehnot, and Jamie Fay have always been tops. Whenever they approach me with a lineart needing coloring, well...let's just say that for the sake of my professional reputation, I'm grateful they can't see me roll on the floor squealing in euphoric trances.





# noah's ark

## INTERVIEW WITH JUDE CHRISTOPER



DEVIANART OCTOBER 2012 DEVIOUSNESS AWARD WINNER

[JCROXAS.DEVIANTART.COM](http://JCROXAS.DEVIANTART.COM)

*JCROXAS is an inspiring artist with a colorful collection of stunning artworks and has even been rewarded with the deviousness award for October 2012 on deviantART and he is currently a community volunteer at deviantART for the Cartoons and Comics gallery.*

1.

#### WHO ARE YOU AND WHAT DO YOU DO?

Hello! I am Jude Christopher R. Roxas.

Currently, I am trying to reach my dreams one step at a time and trying to see the lessons from my mistakes. My journey in reaching my dreams is such a big challenge for me, so I try my best to take things slowly but surely.

2.

#### WHEN DID YOU START YOUR DESIGN CAREER?

I am a fresh graduate and working as an illustrator for

story books a few months after graduation. So basically, I am just fairly new with my career (professional wise). Though a starter, I've been trying to connect to lots of people where I can learn many things from them and to meet new friends. My design career so far is moving really good. I am now working at Audacese, Inc. and my works with them will be published soon so I have my fingers crossed.

3.

#### WHEN DID YOU FIRST DISCOVER YOUR CREATIVE TALENT?

I believe that each one of us discov-

ered our creative talents ever since. From the basic strokes of our pencils, we can already say that we are creative. But it is up to us if we would like to pursue further. As a person who loves adventure, I'd like to try thousands of things before getting acquainted deeply to a few things. In primary school, I devoted myself to writing

and in high school, to a more educated writing (essays, etc) while trying to make paper crafts and traditional artworks. It was only in the university where I was first acquainted with digital art and from there, I pursued and studied on my own until I chose to become an illustrator.

4.

#### WHAT INSPIRES YOU TO KEEP MAKING THESE AMAZING ARTS?

My life basically; the things happening

around me, my family and friends and anything under the sun! I am a person who loves to illustrate what I feel, what I think and what I see.

5.

#### HOW WILL YOU DESCRIBE YOUR STYLE?

Hmmm. Colorful? Well, I get that comment a lot and

some say that it's cute and I'd like to believe them haha. That's what I am really!

6.

#### WHY DID YOU CHOOSE TO BE AN ARTIST?

It is because of my experiences before and those things

that affected me so much (in a good way). As a child, I was exposed to lots of creative things like reading story books, colors and watching cartoons all day. And I told myself, that one day, I'd like to be one of the creators too and make people happy with my creations. I believe that idea and thought really put me to where I am now.

7.

#### HOW LONG AND HOW MUCH DEDICATION DID IT TAKE YOU TO COME TO THIS PROFESSION-

AL LEVEL?

Like what I said previously, I am just a

starter. So as a start, I am sure to give my best everytime and learn from my mistakes. It helps me a lot. and of course, getting enough inspiration to those around me.

8.

#### WHO IS YOUR FAVORITE ARTIST?

I don't really have one as I have many favorite artists but

really, I can't pinpoint them because it'll make this list really long. But really, I love artists who doesn't only try to make artworks because they have too, but rather, those artists who tell something with their artworks.

9.

#### WHAT JOBS HAVE YOU DONE OTHER THAN BEING AN ARTIST?

This is my first job actually. But I

became a virtual intern before in an organization in Europe called Challenge: Future but basically, the nature of my work itself is artistic.

*"Never tell people how to do things. Tell them what to do and they will surprise you with their ingenuity."  
George Smith Patton*





# Credits

We appreciate every bit of support made towards our magazine !

Stefan Chinof for artwork on magazine cover : [chin2off.deviantart.com](http://chin2off.deviantart.com)  
Michal Marek for artwork on magazine cover : [ixrevivalxi.deviantart.com](http://ixrevivalxi.deviantart.com)

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Zev Vel - [www.timberclipse.deviantart.com](http://www.timberclipse.deviantart.com) : for the quote on the video production article.

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Mads Burcharth for providing permission to use his logos on the magazine : [www.mabu.dk](http://www.mabu.dk)





ONE DAY  
YOUR LIFE WILL  
FLASH  
BEFORE YOUR EYES.  
MAKE SURE ITS WORTH WATCHING.

# More info!

Links, contacts, details and more!

## DeviantART Group

Our main gathering place is at our deviantART group through which we accept submissions, articles, queries and all other problems. If you were to visit us at our deviantART group you can meet nearly all our editors, writers and even all of the members of our group. Further more you can gain access to older versions of the magazine, latest updates and more. [www.the-ps-magazine.deviantart.com](http://www.the-ps-magazine.deviantart.com)

## Facebook Page

Our facebook page which was founded recently is not quite popular as our deviantART presence (where we originate from) - but it is something we hope to strengthen soon. If you are on facebook please do like our page at [www.facebook.com/DesignnMagazine](http://www.facebook.com/DesignnMagazine)

## Advertise with us

Would you like to advertise on magazine? If so please do send in your requests as a note/comment on our deviantART group. It is necessary that you note us with your advertisement at least a week before the due publication date.

## Complains/Issues

If you have any complaints about our magazine or any issue to report please do send us a note to our deviantART group and we would do our best to correct ourselves. All mistakes are unintentional and we have done our best to proofread, check and gain permission for all the resources used on our magazine. We apologies for any errors.

## Free Downloads

The free download pack available with our magazine is licensed for commercial or non-commercial use, with or without attribution. The magazine or its crew will take no responsibility for what these resources are used for.

## Submit an article

You are most welcomed to submit your design related articles to our magazine. Simply send in your article to our deviantART group via a note. (A free deviantART membership is necessary for sending notes)

Only the best articles would be approved for publishing and if so you would be provided with credits along with your e-mail address/deviantART profile/website as stated by you.

## Printed Edition

Each free digital edition of our magazine would be followed by a printed edition. You can pre-order the printed edition by sending our group a note and we shall instruct you for further payments. Keep in mind that only a limited number of copies are printed.

## Volunteer

Since we are a free magazine all editors, writers and designers who work with us are volunteers. If you would like to work with our magazine as a volunteer please send our deviantART group a note with your details and how you hope to help us. We appreciated all the support we can get.



# DESIGNN MAG

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## SPECIAL EDITION

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Formerly known as THE-PS-Magazine, we have changed our name in this times edition to Designn Magazine or in short DesignnMag. The main purpose of this change was to widen our audience and allows us to expand our magazine to not just only Photoshop but all the areas of design. Hope you like our new identity!

[www.designnmag.tk](http://www.designnmag.tk) | [www.the-ps-magazine.deviantart.com](http://www.the-ps-magazine.deviantart.com)