

CASE STUDY

CROATIA TRAVEL MAGAZINE

SARAH MANNING

ROLE: Graphic Designer

CLIENT: Traveling Magazine

TARGET AUDIENCE: Families and group travelers who are looking for a destination focused on sightseeing, learning, and activities.

GOAL: To design a travel magazine that captures the charm and culture of Croatia.

DESCRIPTION

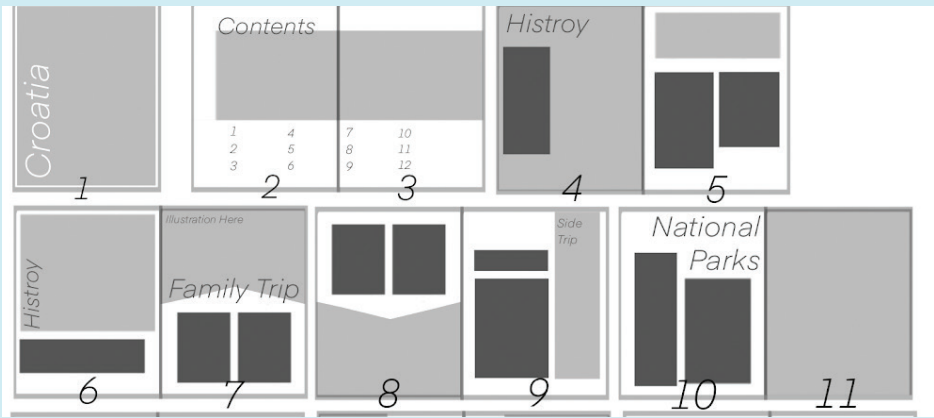
Croatia Travel Magazine is a visual travel resource designed to highlight the captivating areas across Croatia—from serene national parks to historic vineyards—drawing in readers through thoughtful layout and imagery.

The campaign objective was to create an editorial design that appeals to families and travel groups interested in sightseeing, history, and regional experiences. The design needed to feel new and inviting while maintaining a clean structure that encourages readers to plan their journeys. This campaign is not only a learning experience in layout structure, but also a chance to visually display Croatia's identity and immerse the readers in the opportunities presented.

SKETCHES

When conceptualizing, the goal of building the layout was to utilize facing pages that could visually complement each other, creating engaging transitions between information.

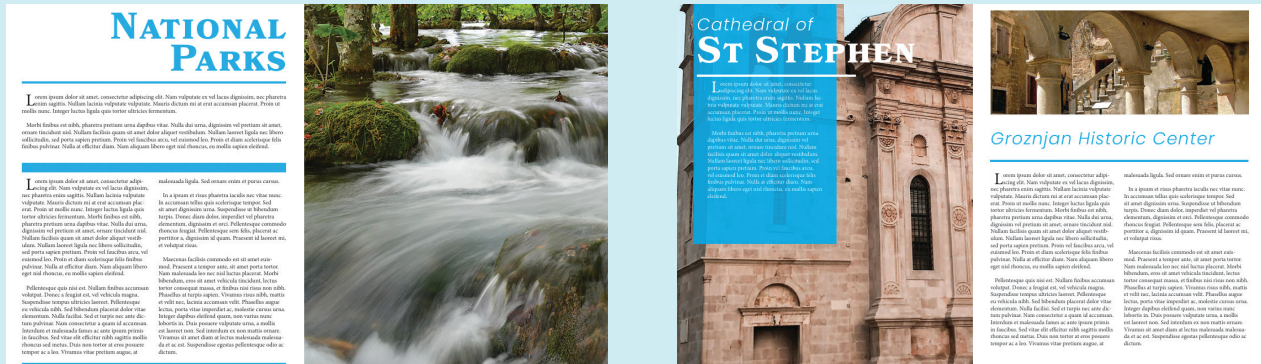
These sketches allowed me to explore content hierarchy and plan how imagery would interact across spreads. Sketching allowed me to strategically block out areas for graphics and information, ensuring that each layout had a defined flow, while being able to adjust for white space later on.



ROUGHS

With the base design outline set, I moved into the rough layout phase, where the focus shifted to organization and placement of content to fit both flow and visual appeal. I prioritized assembling the core components of each spread—placing headlines, inserting copy, and positioning visuals.

Rather than concentrating on final polish, the rough phase was about functionality and flow. This process was vital in identifying what worked and what needed adjustment in terms of spacing.



FINAL

The final design of the magazine reflects the essence of Croatia's landscapes and culture, with attention to consistency, ensuring headers and body text are legible across spreads and the flow of information is legible.

The color chosen was drawn from deep blues and greens from the Croatian landscapes, infusing the magazine with a sense of appeal to the serene nature of Croatia. Ultimately, this magazine was designed to do more than just inform—it was made to inspire. Through engaging layouts, compelling visuals, and thoughtful design, Croatia Travel Magazine invites readers to explore Croatia with curiosity and appreciation.

