Egyptian Weekly Magazine’s Covers Redesign
and its Readers’ Preferences

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Abstract:
The design of magazine cover is the visual identity of the magazine. It reflects its orientation, editorial policy and artistic style in designing. Therefore, it is considered one of the most important factors of success and excellence, and this is what prompted the editors of the Egyptian weekly magazines to develop their form through the process of redesigning their covers and nameplates as an attempt to stand with the other means of communication. The re-design process includes the change of the basic cover's design, a change in size of magazine, or just a redesign of the nameplate. Hence, the study problem arose because there was a research necessity to follow up the changes that occurred in the Egyptian weekly magazines cover's design from July 2012 to June 2016, by monitoring and analyzing then detecting its relation to readers’ acceptance.

Objectives: The study aimed to: monitor and analysis of the covers redesign processes in a sample of Egyptian weekly magazines, and appreciate readers’ acceptance to the redesign processes that have been occurred in the covers of the study sample magazines, and identify their preferences for the designs before and after redesign.

Methodology: descriptive survey methods, The analytical study.

Results: This paper is concerned with two studies; the first one was an analytical study for the design of covers and nameplates of five Egyptian weekly magazines before and after redesign. Those magazines differed according to the nature of the written material and the target audience, and they were issued by three ancient Egyptian newspapers. And the second one was a field study to identify readers’ preferences for the redesign processes. The researchers found through the practical study the following: AlAhram Press Corporation, which is responsible for publishing the magazines "AlAhram Alektesady, AlAhram Alryaadi, and Nisf Eldunia", has focused on redesigning its magazines' covers in order to guarantee its leadership and excellence in the Egyptian market. This is due to its reputation in the Egyptian press. However, Akhbar Elnogoom Corporation issuing the magazine of "Akhbar Elnogoom" was not less interested as Al-Ahram Corporation. As its redesign processes were characterized by an attempt to satisfy the readers and preserve the visual identity of its magazine. Also, Rosalieouf Corporation, which is publishes "sabahelkher" Magazine, is keen to catch up the train of development and redesign while preserving its visual identity. Each press organization had a certain direction in its design which is deferent of than others, this is illustrated by the methods used by designers in redesign. Which the researchers believe stems from the editors' attitude according to editorial policy. The readers preferred the design of all nameplates after redesign. Which shows that the redesign has achieved acceptance. This preference may be due to the desire of readers to change for the sake of change rather than to arrive at the best design, especially with the longtime of designing the nameplates of the study magazines without redesigning them, which may cause confusion in the reader. The level of education of magazine readers played a strong role that influenced their attitudes more than the other demographic variables.

Keywords: