Design your magazine

Overview of the activity 💬

Participants will craft a small magazine or pamphlet (a zine) that represents who they are and what matters to them. It allows reflection on what is important to oneself at the moment.

Learning goal 🎯

- Participants will creatively express their identity, values, and passions through the design of a personal magazine. This allows them to visually communicate what matters most to them at this moment in their lives.

Target group 👥

Age range: secondary school or VET students (aged 14-18) who are starting to think about their future careers and want to develop a personal brand
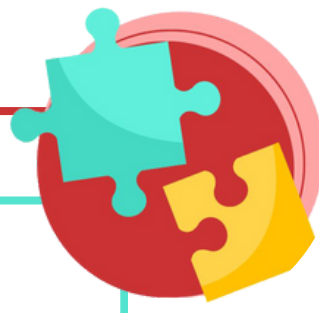**Group size**: 8-20 participants

Duration ⏱️

90 – 120 minutes

Format 💻

☒ In-person   ☒ Adaptable to digital format

☐ Included in learning platform

Materials 🔘

- Pens, colored markers, scissors, glue, magazines/newspapers, decorative materials, A4 paper;
- Or device with Internet connection.
✅ Included in this activity:
   Folding instructions
   Printable topic cards

How to implement 📋

<u>Introduction</u> (10-15 minutes)
- Explain the purpose of the activity: creating a magazine (zine) that represents their identity, strengths, values, and goals.
- Provide examples of zines and discuss what students can include (e.g., personal strengths, values, passions, future aspirations).

<u>Step 1</u>. Brainstorming (15-20 minutes)
- Have students brainstorm ideas for their magazine, reflecting on their strengths, values, and what's important to them.
- Encourage them to jot down key themes or words (e.g., creativity, leadership, balance). Let them choose a topic for their magazine with the printable topic cards.

<u>Step 2</u>. Designing the magazine (40-60 minutes)
- Students create their magazine either by hand (with paper, magazines, and art supplies) or digitally (using tools like Canva or Google Slides).
- Ensure students include a cover page, strengths and values section, goals section, and any other personal elements they feel are important.

<u>Step 3</u>. Sharing and feedback (15-20 minutes)
- Allow students to share their magazines with the group. In-person, they can display their magazines in a gallery walk. Online, use a shared platform for students to upload their designs.
- Encourage students to give constructive feedback on each other's magazines.

<u>Step 4</u>. Reflection and wrap-up (10-15 minutes)
- Have students reflect on what they learned about themselves during the activity. Ask them to write down one takeaway and how they might apply it in the future.
- Close the activity by highlighting the importance of self-expression and the process of defining personal branding.

Tools & downloads 🧩

📎 **Tool**	🔵 **Link**
🔧 *Folding instructions*	
🔧 *Printable topic cards*	
🔧 *Canva*	*Go to tool*

Tips for use 💡

Use as group or individual activity:
- Allow students to work individually to design their zines, then share and discuss in groups.

Works well in hybrid/online setups:
- Use digital tools (like Canva or Google Slides) for remote students to create their zines.

Encourage creative expression:
- Let students use different mediums (drawing, writing, collage) to express their identity.

Encourage open sharing but allow silence for reflection:
- Provide time for silent reflection before students share their zines with the class.

Use breakout rooms (online) or small groups (offline) for deeper discussions:
- Facilitate small group discussions in breakout rooms or offline groups to share feedback.

Offer visual examples to stimulate creativity:
- Provide sample zines or visual prompts to inspire students' creativity in their designs.
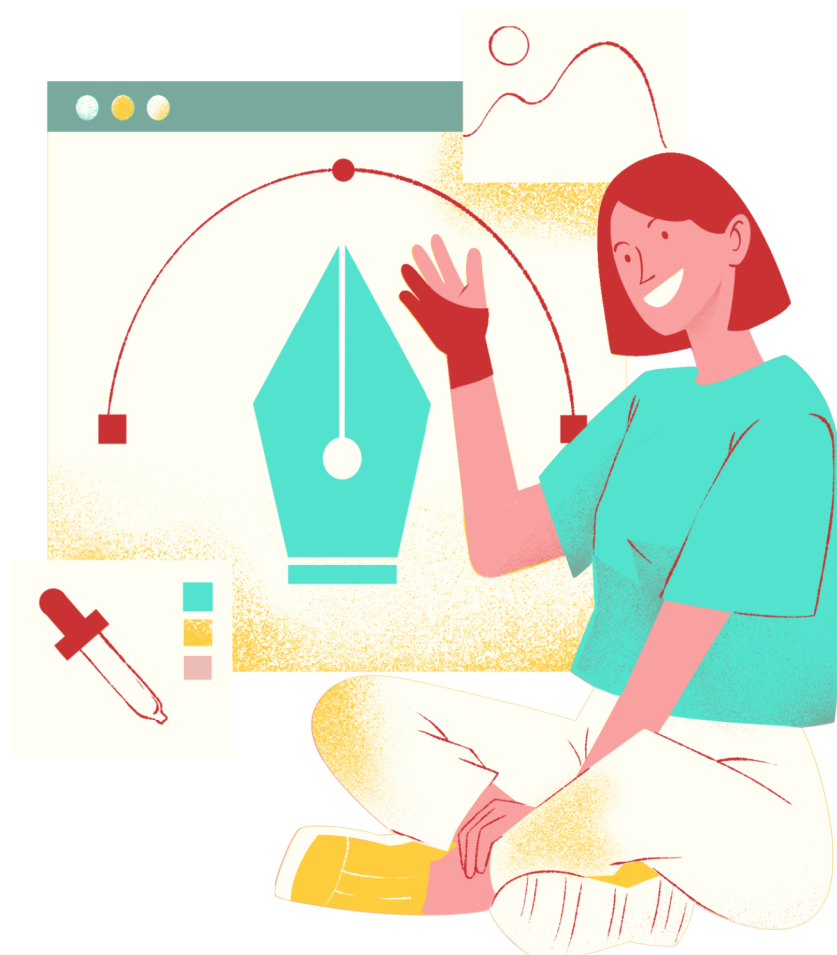
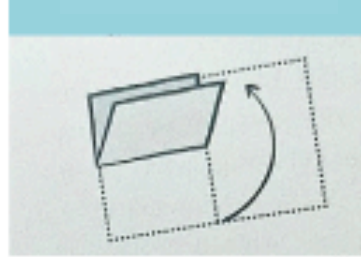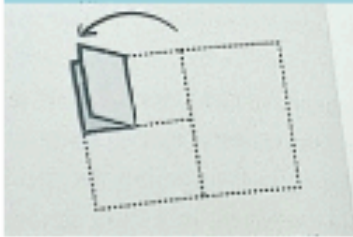# Design your magazine: folding instructions
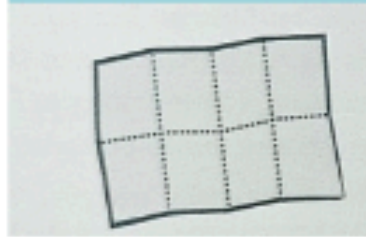
1. A4 Paper
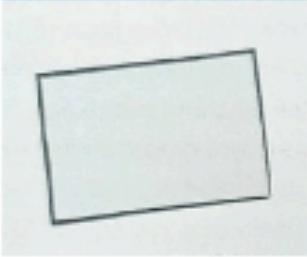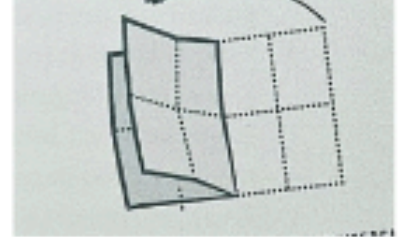
2. Fold in half
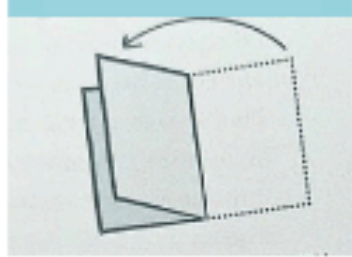
3. Fold again in half

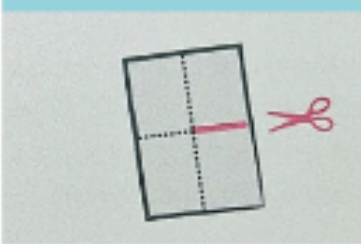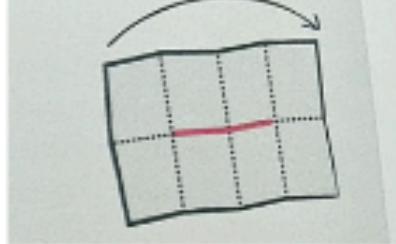**4. Fold a third time in half**

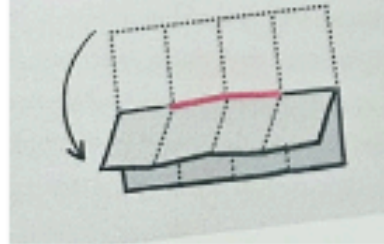**5. Fold the paper back to A4**
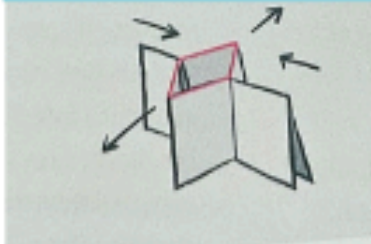
6. Fold the paper to A5

7. Cut the pink area
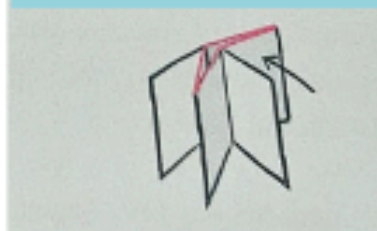
8. Fold the paper back to A4

9. Fold lengthwise down

10. Push ends together to create a cylinder

11. Push it together to create a book
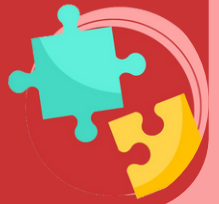
12. Fill with joy and creativity

Life
Skills

Respect	Career advancement	Health & well-being
Financial security	**Personal growth**	**Work-life balance**
Social impact	**Creativity**	**Social network**