Editorial Designer

Design Challenge Kit

YAQEEN™

Design Challenge #1

Please read this paper titled [“Raising Resilient Muslim Youth: Strategies for Building a Strong Muslim Identity in Children.”](#) Re-imagine this as a multiple page editorial publication.

You are allowed to be as creative with this as you like, use this design challenge to showcase your skills and out-of-box thinking. Set up a clear typographic hierarchy and design system for different kinds of pages in your publication. Show us how you work with typography both functionally and expressively. You are allowed to create visuals using information from the paper in the form of mini infographics, editorial illustrations, data visualizations, quotes and iconography to complement your layout.

Take a look at our other papers, ebooks, infographics, Instagram account and more to get an idea of how our brand looks. Keep branding in mind and come up with your version of what this publication should look like.

When ready to submit, include a clearly labeled folder with a packaged InDesign file of your publication, any Illustrator files of design assets you may have created, along with a final PDF of the publication you have designed. Also include a one-page rationale explaining your design choices and anything you would like us to know about your design.

Design Challenge #2

Now that you have created the multiple page publication, your second challenge is to create marketing assets for social media. Imagine that Yaqeen's marketing team will be promoting this publication on Instagram, you job is to come up with 3 different types of posts that can be used to ask people to download and read the PDF from our website.

You are free to come up with the idea and content for these posts and imagine them however you like, all 3 posts do not have to be the same type (carousel, reel, still etc.). Come up with a coherent idea, with brief copy, engaging visuals, creative layout of type and image and a clear call to action.

When ready to submit, include a clearly labeled folder with all packaged art files (Photoshop, Illustrator and/or InDesign), final JPEG or PNG files of the posts as you would provide to the Marketing team, and a one-page rationale explaining your idea and any design choices you made along with anything else you want us to know about the design.

Take both folders from Design Challenge #1 and #2 and create **one zip file** named Lastname_Firstname_EditorialChallenge.zip to submit with your job application. Any submissions received without packaged art files will not be considered for the role.

Good luck!

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