Magazine Review

In this unit I was required to create an original music magazine, which consists of a front cover, a double-page spread and single page article about a celebrity that we created. I was given the freedom to decide the target audience, style and genre of the magazine, which allowed me to be as creative as we wished. I decided to create a Pop/Rock magazine as this is the type of music that I find most relatable. I was able to carry out detailed research in order to be confident when planning what features or styles would be most suitable to my genre and to understand what elements would be most suitable for my target audience. During my research I also looked at other music magazines that are popular in the music industry to give me inspiration when creating my own magazine.

Image construction

I constructed my images to compliment the genre of my magazine. They were taken in my school. I used a white back-drop with blue and red gel lights to create a relaxed, modern effect. I also experimented with my images by trying to take the images without the gels, however I did not feel that this suited the style of my magazine, as it was too plain and not as interesting. When constructing my images I also used Photoshop to edit my images. I used the spot healing tool in order to remove blemishes. I also adjusted the brightness, contrast levels and exposure of each of my images as well as cropping them. I chose to edit it this way as I wanted my images to appear as though they had not been highly edited and not look drastically different than the original. This is effective as it makes the image appear natural and real and this allows the audience to connect with my artist. I have chosen to use these specific images as they suit my style and genre appropriately. For example the image on my front cover is a close up shot which shows the direct mode of address, as the artist is looking directly at the camera. The fact that the artist is making eye contact with the audience allows them to fell connected to them. The images in my article are casual, for example one of my images is a close up of my artist smiling, making him appear approachable and creates an overall positive vibe surrounding his personality. The other image is a mid-shot of my artist looking down and not directly at the camera. This creates a casual and informal feel to my article and matches the humble personality of my artist.

Audience and composition

The target audience for my magazine is males and females aged 15-24 years, who have a keen interest in pop/rock music. The title of the magazine is "Inter-Music" which reflects the behaviour and personality of the target audience. As not only do they have a keen interest in music but they also have an interest in technology, as inferred through the title "inter" and therefore they are more accepting of the magazine in its digital format which I have chosen to publish my magazine.

I considered the target audience and composition when creating my front cover. The fact that it is minimal with not too much information makes the cover look clean and neat. The colour scheme that I have chosen to use is bright, vibrant and mature but not overpowering.

I also thought carefully about my positioning and colouring of the text. For example the information about the competition is placed directly under my artist's eye level, which immediately draws attention to the offer. The fact that I chose to use a white circle, which has red writing inside shows a complete contrast to the cover's colour scheme, as these colours force this section of the cover to appear important and stand out to the audience. The teal coloured rim matches the other text on my article to ensure that I maintained a regular colour theme throughout the construction of my front cover. This adds a more mature vibe to my cover. When constructing the front cover I also used fonts that were easily readable through the use of san serif font styles, as this style is very clear to read and not very elaborate it represents my genre perfectly. The front cover would appeal to my target audience, as not only would they feel as though the information is easily accessible to them through the title of the puffs on the cover, this would also reinforce the genre to the audience. This means they would instantly be interested in the content inside of Inter-Music magazine. I also used a large central image of my artist to ensure that my target audience connect with my artist, giving my cover an up close and personal feel. The fact that at the bottom of my cover I have included an offer for free apple music appeals to my target, as this is a well-known music brand mostly used by young people. Also the use of the buzz word 'free' would entice my audience to purchase my magazine. In my cover I also mentioned other artists that my target audience would be familiar with, such as The Script. This would instantly make my target audience be able to relate to my magazine cover, as they will associate it with other successful music artists that they know of and enjoy. When positioning this text I had to unsure that I considered spacing. For example on the front cover the wording was spaced evenly to ensure that the writing looked appealing and attractive to the audience's eye. The title was designed in black bold writing with a white stroke edge, which made the title stand out from the cover and the colour system suited the target genre. The title was positioned at the top of the page, which gives initial impression, and ides of target market and content of the magazine.

Within the article there are a variety of colours used, there is black and grey writing on a white background making the text stand out and easy to read giving it an air of importance to the reader. The colours make the article appear as though it is being portrayed as sophisticated. However this is then completely contradicted by the relaxed and informal content. Also the questions are in a bold text, ensuring that the audience can distinguish what the interviewer is asking. The amount of writing is not proportional to the images, however the images used are strong and colourful implying that the visuals are equally as important as the text, as they complement each other, both the writing and images work in harmony to create the tone and style of the article. I carefully planned the positioning of the article - on the first page I began by drawing the audience in with a detailed introduction and a large image with a pull quote to give that personal touch, this made the reader intrigued to read more. Then followed the double page spread, which consisted of the interview with the artist including pictures with pull quotes. I chose to use this layout as it is conventional yet effective when engaging my targeted audience.

Cultural contexts

Comparing my magazine cover to other existing music magazine covers is simple, as I used a typical but effective layout. I have included a bold title block at the top of the magazine, in order for it to stand out to the target audience I also used a large central image of my artist (who I created to add originality) in order to draw the reader's attention, helping them to form an instant connection with my artist through the use of direct address. Anchorage text and puffs are other conventions that I have included on my cover, as they give the reader an insight into what style of content my magazine entails. However I made a deliberate choice to make my puffs smaller than my anchorage text to reinforce the fact that my artist is the main focus of my cover. Finally I added a barcode and full date to make my cover appear more authentic. I researched many different music magazines that have a similar style and genre to my magazine to give me inspiration and to help me understand what style choices best fit my target audience.

Front Cover Comparisions

I wanted to make my cover look as professional as possible so I used this cover as an example to provide me with inspiration, as I feel like it has a similar target audience to my cover. I also avoided making my cover look busy and overcrowded, as I wanted to ensure that my cover appeared simplistic yet effective. I wanted to use bright colours, but not too vibrant in order to maintain a sophisticated colour scheme by using pastel colours.

Similarities	**Differences**
Both my magazine and Q show serious face images and their clothing is sophisticated yet trendy which is stereotypical of the pop/rock genre. The colour palette and title design is bright but not overpowering, keeping the magazine cover simplistic yet effective. Other similarities are: • They are both looking at the camera, direct mode of address. • The central image is not covered by surrounding text, in order for the model to stay the main focus. • Date and barcode allows consumers to know when that issue came out. • Over powering colours are not used, the colours used are used to highlight text, names and central image. • Facial expressions to convey a cool, calm and confident attitude. • The title font is very bold and blocked capital letters. • Features other artists on the cover within the same genre. • One person on the front cover in a mid-close up shot.	There are also some differences between the two front covers, they are: • On my magazine cover eye-catching buzz words such as 'exclusive' and 'win' are used. • On my magazine I used gels to create a relaxed and casual vibe. • Although both models are wearing trendy clothing there is a difference in style, mine sporting a young and casual t-shirt while Q model wears a more sophisticated style • On my magazine I included a competition to attract a younger audience. • Q has included the celebrity signature, making it seem more personal.

Article Comparisons

FROM YOUTUBE TO FAME

EXCLUSIVE INTERVIEW WITH LOGAN
PHELPS ON HIS NEWFOUND FAME

"Work hard, stay true to yourself and never forget where you come from."

"My biggest inspiration is my mum"

I took inspiration from the colour scheme and layout of this article as the same pink and green colour palette is used which complement each other. The layout is easy to read which makes the information more accessible to the reader.

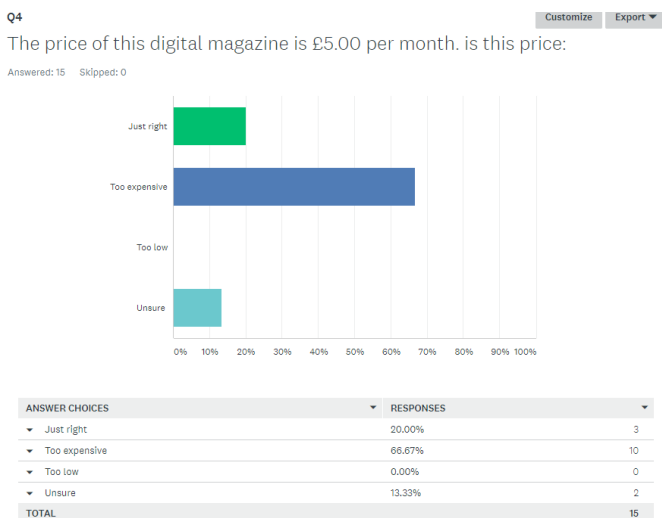| Similarities	Differences
• Large image of artist to draw the audience's attention. • Both include pull quotes to make the article more personal, both have a bold title and standfirst which stands out to the reader and summarizes the content of the article. • Questions are written in bold to stand out to the audience and help them to know the difference between the questions and answers. • Both include drop caps and have a sophisticated colour theme. • Both articles are in columns. • The style of both articles is an interview with a music artist.	• My article is four pages and the Q article is only two • Although both articles use drop caps, the drop cap in the Q article is larger and against a red background • The images in my article include gels to appeal to a younger target audience • My article includes more than one image • There is a difference in genre, as my artist fits into the pop/rock genre and Dolly Parton fits into the country and western genre • There is a difference in clothing, as my artist is wearing an informal casual outfit and Dolly Parton is wearing a formal outfit.

• Both artists have a welcoming facial expression.	• Target audience would be different, as my article would appeal to a younger audience and the Q article would appeal to an older audience • The pull quotes in my article are more easily seen than in the Q article

Production process

The first part of the production process was to find a model to be on the front cover of my magazine; when making this decision I needed to consider which person would best fit my genre. For my final decision I chose Carlos as I felt he conformed to the age range, style and humble persona of my artist. The next step of the production process was finding the ideal environment to take my photos for my front cover. I used a Canon 750D DSLR camera and a tripod when taking my photos to ensure that the camera remained stable and still at all times and I specifically used this camera to ensure that all my images were of a good quality. I used trial and error when taking my images as I tried taking them using a plain white background but then I came to the conclusion that the blue and red gel lighting was best suited to the style and genre of my magazine. I then used the elimination process to pick the images that I felt were most suitable for the different sections of my magazine. I then used Adobe Photoshop to edit my images. I also used Adobe Photoshop to adjust the style and colour schemes of my draft front cover to fit my images. After creating my final images I asked my teacher and classmates in order to gain a second opinion. After receiving mainly positive feedback I made very slight adjustments but I didn't have to make any major adjustments. I also used Google to give me inspiration on how I could improve my magazine. After carrying out research I went back and improved my magazine by adding a competition in order to engage my target audience and make my magazine more interactive.

Finished product

It is essential for every finished product to have feedback in order for the person that designed the product to know what went well and what could be improved. I decided to create a survey based on my magazine that I created. It was important for me to ensure that a variety of people took part in the survey in order for me to gain a range of opinions. The survey consisted of eight questions about all different aspects of my magazine. One question that featured in my survey was about the price of my magazine.

Q4   Customize Export ▼

The price of this digital magazine is £5.00 per month. is this price:

Answered: 15   Skipped: 0

| ANSWER CHOICES	RESPONSES	
Just right	20.00%	3
Too expensive	66.67%	10
Too low	0.00%	0
Unsure	13.33%	2
TOTAL		15

It is evident in the question that most people felt that my magazine was too expensive. Whereas only 20% of people thought that the price of my magazine was just right. Because this wasn't the answer I intended I may need to reconsider the price. One way I could do this is by charging £5.00 for both the digital and paper copy and lowering the price for one copy of just the paperback or the digital magazine.

Another question that featured in my survey was about how appropriate people thought my images were when considering my genre.
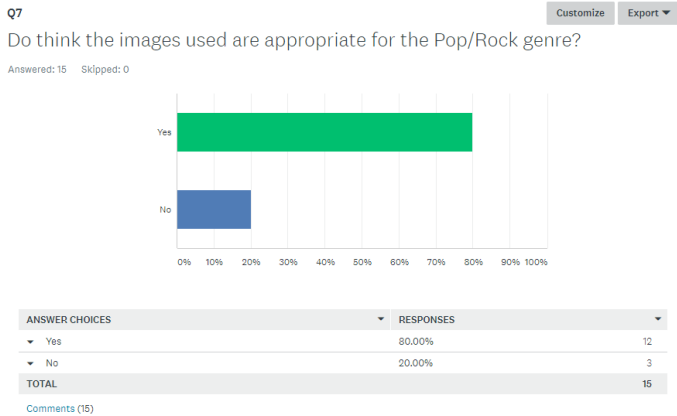
From these findings it is clear that 80% of people believe that the images that I chose to use were appropriate for the Pop/Rock genre. However the 20% of people that answered 'No' believed that my artist could be from any genre in the comments. Overall in the comments most people felt that the style of my images matched my genre effectively.

ANSWER CHOICES	▾	RESPONSES	▾
▾ Yes		80.00%	12
▾ No		20.00%	3
TOTAL			15

Comments (15)

Another important question that I incluedde in my survey was about how well my magazine appeals to my target audience.
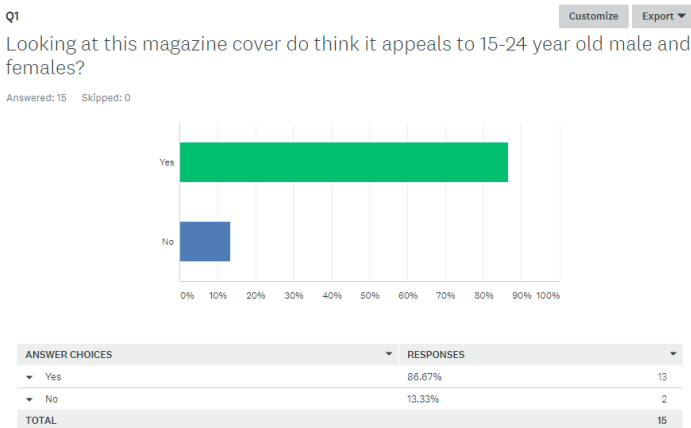
From my findings it is clear that the majority of people felt that my magazine appealed to my target audience which was 15-24 year old males and females.

ANSWER CHOICES	▾	RESPONSES	▾
▾ Yes		86.67%	13
▾ No		13.33%	2
TOTAL			15

To conculde it is clear that I have been succsessful in creating my magazine as the majority of the feedback that I recived was positive. However from the resullts I can see that I need to reconsider some elements of my magazine, in purticular the price.

Sources of information

A source of information that I used was the internet as it is an efficient way to gain inspiration and be provided with examples. For instance I was able to see different layouts and images and decide which one I felt best suited my genre and style. Also this helped me to decide what style didn't match my genre or target audience as well as allowing me to experiment with a range of different styles. I also analysed existing music magazine covers and articles to ensure that I was fully aware of the conventions that I needed to include in my own magazine. This allowed me to be critical and understand what I liked about certain magazines and what I didn't like about them. An example of a magazine that I avoided when creating my magazine was Top of the Pops because it is aimed at a much younger audience compared to my magazine and the front cover was 'busy'. A magazine that I took inspiration from when creating my final product was Q as it is simplistic but sophisticated. I feel that my magazine looks professional and I'm satisfied with the way my product turned out. I would improve my Photoshop skills to enable me to edit my images more efficiently. Something that I believe went well was the fact that I used gel lighting when taking my photographs, as I believe that this enhanced my genre and style perfectly.

My final music magazine