



Teacher Resource Bank

GCSE Media Studies

Assignment 3 – Print Magazine

Portfolio



Brief

The magazine I am going to produce will be a monthly fashion magazine with high street fashion and beauty ideal for young woman with an average amount of money who can't always afford designer clothes; however it will have designer comparisons to make the magazine look more expensive and to widen the audience. Celebrities will play a big role in the magazine, following their latest fashion each month from red carpet events and parties to everyday shopping trips. Interviews with one main celebrity each month will include what their wardrobe is made up of and the latest gossip they have to tell about their lives. The magazine is targeted at older teens as I think there is a gap in the market for an affordable fashion/celebrity magazine that contains celebrity's, fashion, music, advice and a column on top 5 places to go that month like new clubs, the latest films at the cinema and concerts without it being a 'teens' magazine and insulting their intelligence but not being an 'adult' magazine which contains things that are aimed at the next age group. At the month older teens are more likely to pick up an older magazine to seem mature and grown up; I think one specifically for their age is needed.

The magazine will be called 'Appeal' and will be a slightly younger version of the very popular 'Glamour' magazine. It will have a similar layout to the like of 'Glamour', 'Elle', and 'Vogue' with the one main celebrity of that issue on the front with all the puffs around them. There may be some other images of clothes or beauty on the front to catch the reader eye and make them want to see what price that dress on the front is. There will always be a 2 or 3 coloured theme each month, or there could be a theme per season e.g. autumn; brown, green & orange.

I want the magazine to be affordable because of the age group but it will be a high quality thick glossy magazine, so it will be priced at £2 a month which is 20p less than the glamour magazine saving £2.40 a year. By selling a magazine to the 'Older Teen' age group it'll be easier for it to sell as that age group is the most likely to buy and read magazines and to then discuss them further with their friends 'social interaction and discussion.

well considered, independent + effective research + planning.

effective planning

Identified



Female Magazine Questionnaire

1. How old are you?
2. How often do you buy a magazine?
 Weekly Monthly Yearly Never
3. How much do you normally pay?
 £0 - £1.50 £1.51 - £2.00 £2.01 - £3.00 £3.01+
4. Do you prefer glossy or matte paper?
 Glossy Matte
5. Do you prefer it to be thick or thin?
 Thick Thin
6. What do you like in a magazine?
 Fashion Celeb Gossip Real life Beauty Advice Other
7. What would you like to see in a new magazine?

8. What is your current favourite magazine

9. Are you more likely to buy Vogue or Shout?
 Vogue Shout
10. Do you choose a magazine for the free gift?
 Yes No

11. Where do you like to read your magazine?

12. Do you think there is a need for a new older teen fashion magazine?
 Yes No
13. Do you choose a magazine because of the celebrity on the front?
 Yes No Sometimes
14. Do you read advice columns?
 Yes No
15. Do you like a magazine to have a monthly theme?
 Yes No
16. Are you likely to subscribe to a magazine?
 Yes No
17. Would you enter competitions in a magazine?
 Yes No
18. Do you prefer A5 or A4 magazines?
 A4 A5
19. Do you read magazines online?
 Yes No
20. Does an offer/discounts persuade you to buy a magazine?
 Yes No

↑ Independent
effective
plan for
primary
research.

Research

Questionnaire Results

- Most answered on each question: At home (5)
- Monthly (10) Yes (13)
- £1.51 - £2.00 (13) Sometimes (11)
- Glossy (8) No (11)
- Thick (8) Yes (14)
- Celeb Gossip (7) No (11)
- Varied Yes (16)
- Heat & Glamour (5 each) A5 (13)
- Vogue (17) Yes/No (10 each)
- No (14) Yes (11)

How production
is favored to
needs of TA

These results helped me decide what this particular age group like and how much they are willing to pay and what attracts them etc. The main result which backs up my point about what's available for this age group is that 17/20 people would buy vogue instead of sugar. This is because of what they want to read; they want to feel grown-up, but vogue is made for an adult audience.

Research

Glamour Magazine

- 'Monthly Fashion Magazine'
- Target Audience: 18 - 49
- Average age - 33
- Glamour launched in the UK in April 2001, where it pioneered the "handbag size" format, with the tagline "fits in your life as well as your handbag".
- Each September the magazine holds "National Glamour Week".
- Available in 6 countries
- 2011 circulation - 2,304,146

*Independent & effective research
Draws on relevant products.*

So...

- With this in mind I understand that this magazine is very popular but is not aimed at anyone under the age of 18 which is why I feel it is necessary I make a so called 'younger glamour magazine' which would also be A5 as I believe the idea of 'handbag size magazine' makes the magazine very attractive and easy to carry around; just like a religious person carries their bible!
- My magazine will be a 'Monthly Fashion Magazine aimed at 15 - 18 year olds.

material is presented skilfully

Bright/ Bold Title – fits theme, looks neat and relates to magazine.

Month, separates the issues

Website - promotion

Competition on the contents draws you into the magazine - puff

Where to buy the makeup used

Information about the style and photography of the featured star on the front, hair and make-up stylist etc.

Box stands out

Where to buy the Hair products used

Pictures of products – saves you reading the small print

Competition details

subtitles are coloured in orange or yellow – theme – followed on from front cover.

Subtitles to separate different sections – easier to find what you want

Bold page titles – stand out

Smaller text about page

Numbers ordered in section

Relate to magazine

Fits colour scheme

A section which is included in each issue

Line splits the page in to neat section

Contents of Glamour Magazine

February 2011

Removed for copyright reasons

See link below:

<http://www.glamourmagazine.co.uk/magazine/archive/2011/february>

Effective textual analysis.

Orange and Black theme on this issue; looks stylish, neat and professional



Buzz word in bold

Bold Words catch your eye

Looking at reader; direct mode of address

Head in front of title; more important

Strong body language; confidence

Puff, highlight of the magazine

Facts, draws buyer in.

Only £2, showing how cheap it is compared to its competition

Name in bold, key things are always in bold to catch the buyers eye.

The word 'dirt' intrigues the buyer

All Puffs

Darker on one side because of Mila's shadow, showing her impact.

Offers to draw you in

Independent ≠ effective

Image of Glamour Magazine cover

Month of September 2011

Removed for copyright reasons

See link below:

<http://www.glamourmagazine.co.uk/magazine/archive/2011/september>




APPEAL

APPEAL

APPEAL

APPEAL

APPEAL



MASTHEAD DEVELOPMENT

I started off with the idea of a bold title similar to the glamour one but more stretched out and modern. I then changed the theme on my front cover so the mast head became blue along with anything else important on the page. After a while I realised I didn't like the bold title on my magazine because it looked to young, so I thought I'd try something different before getting to my final font that looked more like 'Vogue' or 'Elle' magazine. After placing it on my magazine I played round with it and also ended up changing the colour to navy due to a change in theme before deciding the title of my magazine would look better in bold.

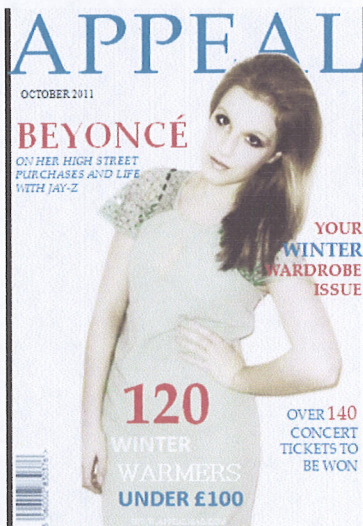
touchered to suit TA needs.

connecting & engaged
pre-production

Front Page Development



I decided to see what the magazine would look like with a grey background because a few magazines do come with backgrounds on the cover. I changed the picture again because I preferred the original layout where it said 'Beyoncé' on the left side of the page to on the right. Because of the grey background I changed the blue text other than the title to white so it looked more simple and effortless. However I didn't like this new design so I decided to go back to the original.



I moved everything back to the position it was in and found a picture which fitted better with the original layout. I then changed the font used for the title to making it more sophisticated and appealing. I change the orange colour to red so it would stand out and put the date in the top right corner so it was easier to see. I deleted everything that was in a circle so the price and the puff because I thought it looked to childish.



I returned to puff in the circle and added it as just a normal puff on the side of the picture where there was gaps to fill. I then filled another gap with another so the magazine finally looked more busy and complete. I decided to go back to the original orange and navy theme because the colours look soft and blend together better. I made the '120' bigger so it stands out on the page and made all the text underneath it even and in the middle so it looks neater. I added a new price which matches the date and placed it on the opposite side to the date so it looks matching.

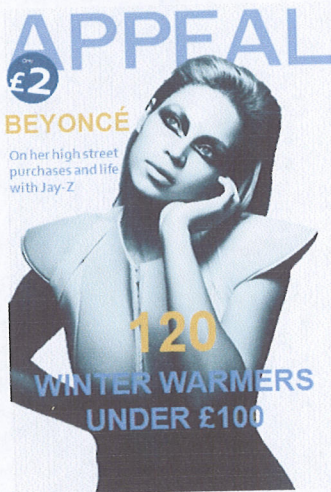
connecting & engaged pre-production

Front Page Development

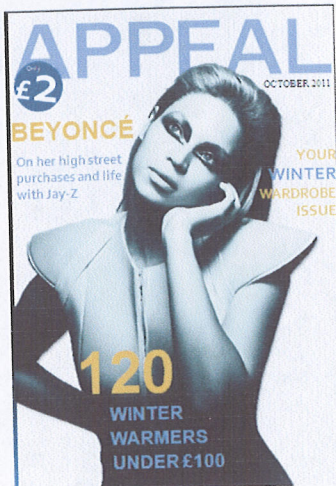
APPEAL
£2

120
WINTER WARMERS
UNDER £100

I started off with a 2 shades of blue theme which conveys winter. I used a bold blue title which looks young and trendy but simple and easy to read, then added a main heading on to the page to help start off my layout before I added the picture on. I also included the price which I wanted to stand out on the page. I chose a white background so anything placed on it will stand out.



I added the image of Beyoncé in to get the idea of how an image would fit in the magazine. I also added the text next to her which leans with her head and tells you that she's in the magazine. I changed the colour scheme to orange and a lighter blue so it looked more bright and appealing but still wintery and cool. I like the orange because it connotes the warmth of being inside whilst reading your magazine whilst its cold outside.



I changed the order of the main heading so it goes down Beyoncé's body; this makes the text stand out more because it is on a darker background. I added another puff to the page to gradually build up the design of the magazine. I also included a date which is very important to the magazine as you want to have the most up to date issue. I've used heading to do with winter to complement the season and month the issue is.



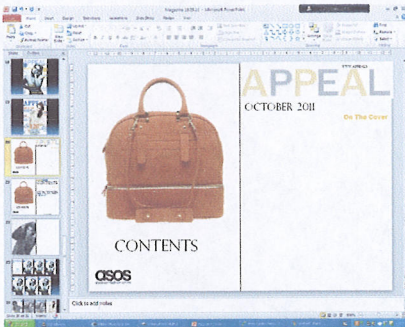
I decided to change the font on the puffs to a more old fashioned looking font because I feel this looks more grown up and neat. The whole idea of the magazine is to look mature and trendy but without containing subjects that may not apply to certain age range. It needs to feel as 'cool' as glamour and vogue but with more suitable topics inside. Adding on to this I've added another puff to the magazine which is a competition. I learnt from research that competitions attract buyers and they are likely to buy a magazine if they really want to enter a competition.



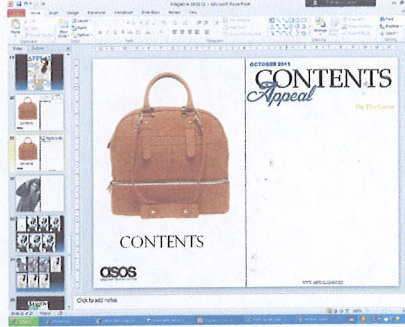
I'd also changed the colour of the 'Under £100' so it stood out more. I've then changed that main puff so its bold and stands out more. I then added my own picture which was the opposite way around to the Beyoncé one so I switched some of the puffs around. I also used a fact at the top of the page saying 'Favourite Female Fashion Monthly' to draw the buyer in and persuade them that they'll like it. I moved the price so it was on top of the title, this way when people read the title they read the price too.

convincing & engaged with a focus on audience appeal.

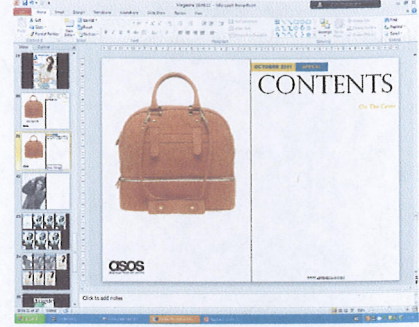
Contents Page Development



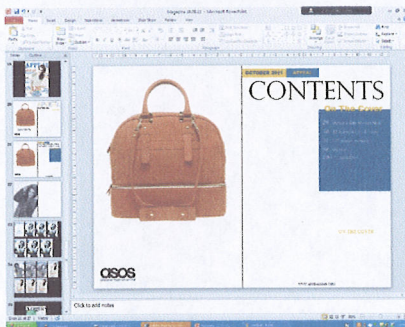
At first I used the title I'd originally used on the front cover as the main title for the contents with the date and the 'on the cover' sub heading underneath in similar colours.



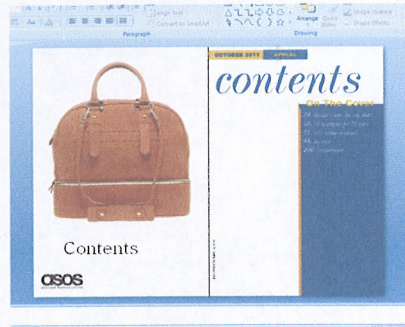
I then changed the title to contents to highlight what the page was, I included a smaller title underneath and moved the date above the title so it looked more tidy.



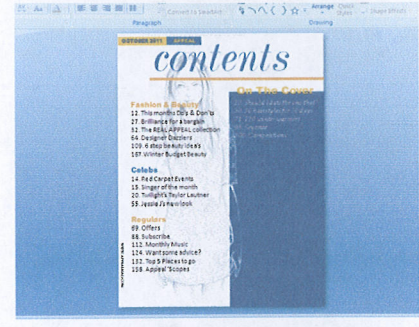
I decided that the magazine title wasn't as important and would look better linked up with the date at the top of the page; I will then use this to section sections with in the magazine.



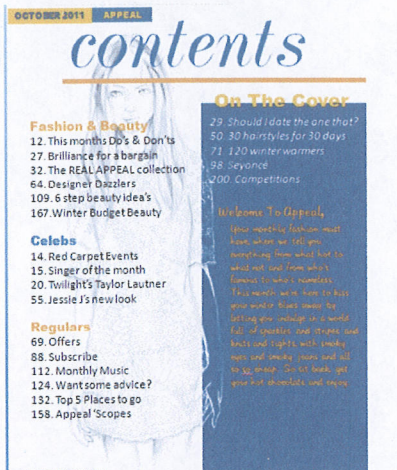
I thought that including the 'on the cover' section in a different coloured column so it would be easier for the reader to spot as normally the pages advertised on the cover are what the reader buy the magazine for.



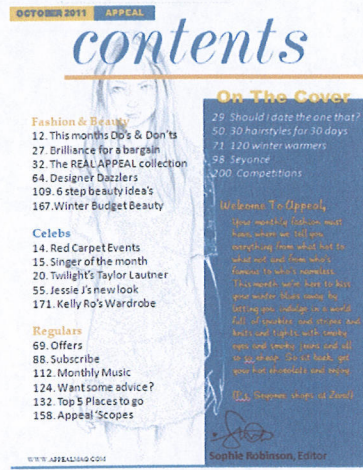
I changed the font to a more sophisticated font and the colour to match the theme, I made the column longer so it split the page in to and added a yellow line on the side of the column for interest



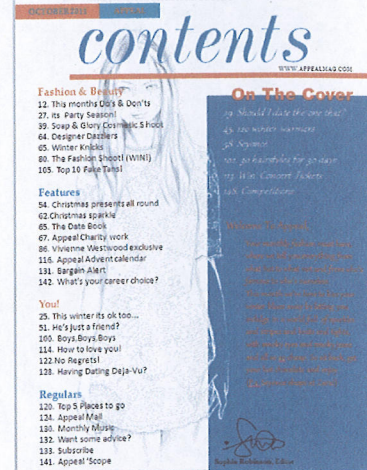
I moved the line on the side of the column to underneath the title so the contents looked more stylish, I added a sketch of a young woman behind the text added to add to the fashion magazine affect.



i filled the blank gap up with a letter from the editor to make the magazine seem personal to the reader. i used the colour orange for the text to keep to the theme I used on the front cover and all the way through the contents.



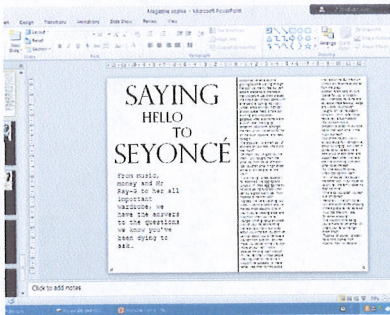
I've added a signature at the bottom of the letter so it looks professional. I also changed the section headings font to fit the theme better.



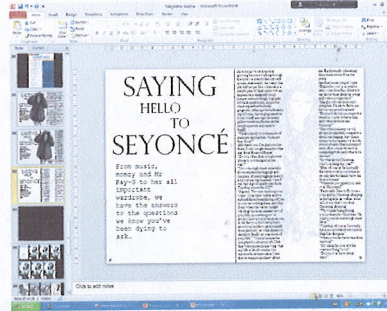
Finally I changed all the orange colours to a darker orange which is the same orange I've used on the front; this carry's on the themed colours from the front. I also changed the editors letter font so it is easier to read.

✓ A detailed + effective explanation of pre-production

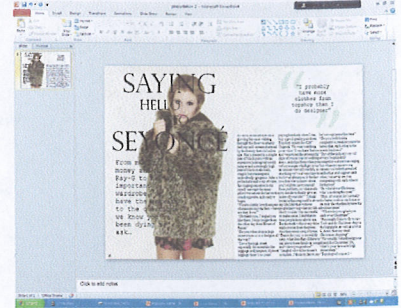
Double Page Development



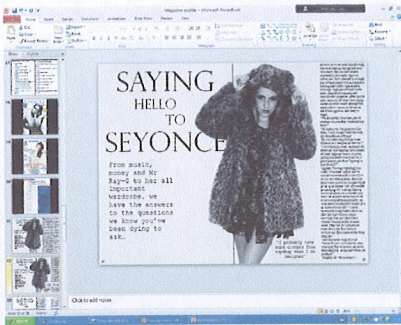
I started off with a white background and splitting my pages into a title page and a page for the interview because I wanted to make sure the introduction to the interview was really bold and clear because 'Seyonce' is important and the reader will notice the title page straight away. I also typed the interview up and placed it into two columns and ever end of the second page.



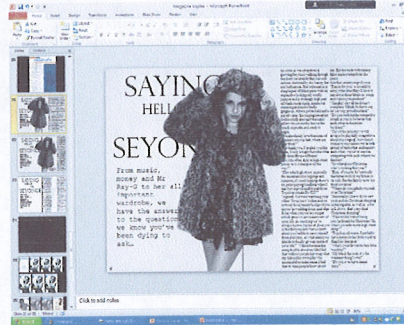
I then finished the rest of the interview I needed on that page and added a faded image beyond where the interview was because the coloured and black and white versions made the text hard to read because of the colours. I placed the image so the head was directly in-between so the text wasn't covering it. It is important the celebrities face isn't covered



I decided to then change the design completely using a different image which was coloured this time, and placing it on the left hand side of the page and then changed the interview into 3 columns with a quotation to draw the reader in above.



However I realised I liked my original design better and scraped the previous page I'd made and decided to try and figure out a way too keep the page I like with a better image on it. So I took away have of the interview column and placed an image from the middle slightly to the right of the and kept the title page as it was. I made the image black and white so the black text on the title would stand out and I wanted it to look old fashioned with the robotic/typewriter text I used as an introduction to the interview. I also moved the quote to the bottom of the page, although I didn't feel like it stood out there.



I returned the other half of the interview to the page so it looked more filled but this time the two columns were together instead of separate. I also moved the image up so it was more in the middle. After reading other magazine interviews I decided to change the interview font to 'Time New Roman' as this is what most interviews use and it is easier to read.



After a lot of debate on where to put a quotation on my double page I decided it needed to go in-between the two columns. After about 4, goes at trying to get the quote in the middle and deleting some of the interview as well I finally managed to get the quote how I wanted it in the middle. I made the font blue so it stood out from the rest of the text, using the same colour blue I changed some of the letters on the 'Saying' and 'Seyonce' to that colour blue, so it gave off a better affect and for the main reason that you would be able to read it better now on top of the image. On top of that I moved the 'to' to the side so you can see it better and the introduction to the left a little more so it wasn't overlapping the image.

✓ Further convincing + engaged pre-production work.

✓ Appropriate & effective production skills.

APPEAL

OCTOBER 2011

£2.00

SEYONCÉ

ON HER HIGH STREET PURCHASES AND LIFE WITH RAY-G

YOUR WINTER WARDROBE ISSUE

SHOULD I DATE THE ONE THAT...

- IS MY BEST FRIENDS EX?
 - MY PARENTS DISLIKE?
 - HAS CHEATED?
- (We know you've asked!)

30 GREAT HAIRSTYLES FOR 30 DAYS
Sorted!

120 WINTER WARMERS UNDER £100

OVER 40 CONCERT TICKETS TO BE WON



WWW.APPEALMAG.COM



CONTENTS

Welcome To Appeal,



This is your monthly fashion must have, where we tell you everything from what's hot to what's not and from who's famous to who's nameless.

This month we're here to kiss your winter blues away by letting you indulge in a world full of sparkles and stripes and knits and tights, with smoky eyes and smoky jeans and all so so cheap. So sit back, get your hot chocolate and enjoy. (P.s. Beyoncé shops at Topshop!)

Editor

THE COVER!



29

45

58

102

113

148

Fashion & Beauty

- 12. This month's Do's & Don'ts
- 27. it's Party Season!
- 39. Soap & Glory Cosmetic Shoot
- 64. Designer Dazzlers
- 65. Winter Knicks
- 80. The Fashion Shoot! (WIN!)
- 105. Top 10 Fake Tans!

Features

- 54. Christmas presents all round
- 62. Christmas sparkle
- 65. The Date Book
- 67. Appeal Charity work
- 86. Vivienne Westwood exclusive
- 116. Appeal Advent calendar
- 131. Bargain Alert
- 142. What's your career choice?

You!

- 25. This winter it's ok too...
- 51. He's just a friend?
- 100. Boys, Boys, Boys
- 114. How to love you!
- 122. No Regrets!
- 128. Having Dating Deja-Vu?

Regulars

- 120. Top 5 Places to go
- 124. Appeal Mail
- 130. Monthly Music
- 132. Want some advice?
- 133. Subscribe
- 141. Appeal 'Scope

APPEAL

Confident handling of technology



SAYING HELLO TO SEYONICÉ

From music,
money and Mr
Ray-G to her all
important
wardrobe, we
have the answers
to the questions
we know you've
been dying to
ask...



As soon as we set eyes on a glowing Beyoncé walking through the door we instantly feel our self-esteem shattered by the beauty that sits before us. She's dressed in a simple pair of black pants with an expensive looking red woolly jumper and a strikingly high pair of black suede heels, simple but stunning and undoubtedly gorgeous. After a polite hello and a sip of water, the singing sensation looks comfy amongst the many pillows we've set out for her on the couch opposite and ready to begin.

"We absolutely love those pair of stunners on your feet, where are they from?"

"Oh thank you, I'm glad you like them, I only bought them the other day from House of Fraser"

"Do you often shop in high street stores or is it designer all the way?"

"I love the high street, especially for essentials like leggings and jumpers, if I need leggings there's no point paying hundreds when I can buy a good quality pair from Topshop or next for £20?"

"Agreed. We were watching your video 'I was here' before and we noticed those beautiful clips of you in your wedding dress, and clips from when you were younger which gives us an unseen view of your life, as one thing we've always known but loved about you is the fact you don't let us know about your life to save yourself from publicity, so what made you decide to finally give an incite of your life?" "I think because the song itself is about my life I felt

that without people knowing what my life is like it wouldn't be successful or make sense, I feel that its time people knew about me. But the truth without any false made stories from the press.

Another recent song of yours "Dance for you" is incredibly sexy, what does Ray-G have to say about these fabulous songs and videos you produce?"

"(laughs) oh well he doesn't complain, I think its fair to say

he's a very proud husband"

"I probably have more clothes from Topshop than I do designer"

"Do you both hold a competitive streak in you to be better than each other in

the music business?"

"Out of the industry

we will always be playfully competitive about our singing, but when it comes to our careers we're both proud of each other and support each other, we never see it as competing with each other to be the best"

"So what about Christmas, who's cooking this year?"

"Him, of course, he's actually the better cook in our house so its only fair the family taste his food not mine"

"Where do you splash your cash over Christmas?"

"Personally I like to fly to New York and do Christmas shopping in the big apple, as well as a bit in L.A too, that's my ideal Christmas shopping"

"We wouldn't mind being your friend for Christmas! Ok, what's your favourite high street shop?"

"Topshop of course,

Evaluation

There is a large range of magazine genres available to buy but after doing some research such as looking at the different age groups, how magazines fit into a general or specific group and using a questionnaire I figured out where the gap in the market lies. It is key to know who my audience is as most magazine genres are noticeable by the front cover which is the first thing we had to produce. I used my questionnaire to see what my target audience prefer so I could make a suitable magazine for a niche market. I also used the extremely popular 'glamour' magazine as a comparison to help me create a younger looking magazine a like to glamour. Through research I realised magazines like glamour and vogue contain loads of adverts throughout the whole magazine this helped me on my contents page because I knew if I was doing a magazine like them two I would need gaps in pages for advert. So I applied this efficiently.

I chose a mixture of younger to older teens (15-18) as my target audience because I felt there is a gap in the market for this age group who are mainly school leavers and college students. Glamour may be suitable for this age group when it talks about fashions or the celebrity interviews and for 18 years old when it talks about jobs but it talks a lot about subjects which apply to woman 20+ which makes the magazine audience older than a lot of the people who actually read it. Therefore I felt if I made a younger glamour magazine which contained subjects like music and clubs instead of pregnancy and weddings it would attract a lot of teen girls and be more suitable.

I chose the name 'Appeal' as I decided that a magazine name needs to be easy to say and sound good when you want to buy it, you need to be able to easily say it. I also liked the name appeal because I wanted my magazine to make everyone reading it feel appealing whether that's with fashion or beauty or hobbies, that's what the magazine would provide inside. I chose a picture that showed some of the body so it takes over the page because 'she's' important and has direct mode of address so the reader will feel like she's looking at them. Around the image are a number of puffs which fill the magazine page so there is no gaps; I've used competitions, questions and general puffs to draw the reader in and want to find out what's inside. I chose a 2 colours navy and orange theme to provide a professional look on the magazine. I chose the colour navy because it connotes the cold winter but on the other hand I chose orange to convey the warmth you'd feel inside whilst reading the magazine. The colours I've used are trendy and colourful which is attractive to the age group I've chosen.

I sectioned my contents into 'Fashion & Beauty', 'features', 'You!' and 'Regulars' to make the contents page easier to follow but also to identify what the magazine is about, I wanted it to feel like a fashion bible; every teens fashion rule book that helps you with everyday troubles too! I used a section called you so the magazine could give advice to readers but in a light hearted way e.g. 'how to love you' this page would be a confident boost page to all girls who feel down whether it's with stress, spots or boys! I carried the orange and navy theme through to the contents page so it was matching and the magazine had a colour theme for that particular issue. I think it looks neat and organised this way.

I chose to use the celebrity interview from the main image I used on the front cover as my double page article because I wanted to show all sides to the magazine as it does always include a celebrity interview which talks about fashion and life each month. I also wanted to show the light hearted informal language used in the magazine which fits my target audience but shows the maturity that

critical connections

relevant research

critical connections

audience

stills stays with the magazine so it doesn't bring the readers intelligence down. I used a photo that is looking at the audience but also hiding away to connote the secrets she hold but is about to uncover. ✓

My magazine fits the audience I chose because I make it as mature and old as they want to feel without including anything that they don't need to read about, I chose subjects like they're favourite celebrities and the latest beauty and fashion as well as advice I know they'd love to read and wrapped it all into one with a modern and glamorous touch to it and created a magazine which I believe is perfect for them! ✓

A successful evaluation which make some critical connections between production & key concepts, namely audience.

COMMENTARY

Assignment 3 Print – Magazine – Appeal

Research, Planning & Presentation

There is a cover page and then 11 pages of research and planning. Research activities are appropriate and demonstrate engagement. There is clear input into the finished product in terms of appealing to a particular audience. The 'development' pages might be considered as part of an evaluation but they are certainly excellent evidence of individual and engaged planning.

Level 6 Mark 15

Construction

An impressive product. Creativity is demonstrated through lively copy and attractive original photographs. Magazine codes and conventions have been employed imaginatively. Confident and convincing.

Level 6 Mark 18

Evaluation

The student provides an informative commentary that explains many of the decisions made. Codes and conventions are discussed, audience is considered and media language used. Had the student worked more closely with all four key concepts a Level 6 mark may have been achieved.

Level 5 Mark 7

Assignment 3 mark 40/45