

## **Principal Moderator's Comments**

### **Brief 2 Magazine Extract (Music magazine – Mob)**

**Overall mark 118/20**

#### **Research & Planning 30/30 Level 4**

There is strong evidence of comparative research, and a quantity of potential target audience research. It is pleasing to note the extent of analysis and interpretation of the research, which was then used to inform the planning. The evidence of planning, organising and drafting is convincing. The effectiveness of time management is confirmed by the teacher.

#### **Production 60/60 Level 4**

The process of production is evident, as is the candidate's acquisition and application of photographic and computer skills, using appropriate software. The evidence of original photography is clear, with a sense of planned design in the capture of the images. There is an imaginative application of genre codes and conventions, resulting in a high quality production piece.

#### **Evaluation 28/30 Level 4**

The evaluation is clear and reflective, giving insights into the candidate's approach and the reasons underpinning it. The earlier research has clearly informed the planning and process of production, modifying decisions made along the way. The sense of audience is clear, despite the only actual evidence of feedback being a reference to discussing the product with others.

The teacher comments on the mark sheet are helpful.

**Media Studies**

**OCR GCSE Unit B324**

**Controlled Assessment Cover Sheet**

Please read the instructions printed overleaf before completing this form. One of these cover sheets, suitably completed, should be attached to the assessed work of **each** candidate in the moderation sample.

<b>Examination session</b>	<b>June</b>	<b>Year</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>1</b>
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**OCR Set Brief:** *extract from a new magazine aimed at a specific target audience.*

**Media covered in portfolio (e.g. TV/Film/Print/Outdoor/Web)** *Print - Magazine see below ↓*

Skill Area	Mark
<b>Planning and research</b> (max 30)	<i>30</i>
<b>Construction</b> (max 60)	<i>60</i>
<b>Evaluation</b> (max 30)	<i>28</i>
<b>Total (max 120)</b>	<b>118</b>

Is this candidate certificating in this examination series? **Yes / No**

If **No** then go to the next page

If **Yes**, a minimum of 3 media (including one print and one audio/visual) have to be covered across the whole of the specification.

Please list the media covered in each unit below:

<b>B321</b>	<i>Film / print / Advertising</i>
<b>B322 or B323</b>	<i>Action Adventure</i>
<b>B324</b>	<i>Magazines / print</i>

**Planning and research**

Excellent research into similar products and a potential target audience.  
 Excellent organisation and time management with clear sense of drafting. Fantastic!

30 /30

**Construction**

There is excellence in the creative use of:  
 framing a shot, including and excluding elements as appropriate. Using a variety of shots and selecting effective mise-en-scene including colour, lighting objects and setting.  
 Accurately using language + register and showing conventions of a professional layout + page design.

60 /60

**Evaluation**

There is a detailed evaluation of the monitoring of decisions and revisions. There is a detailed discussion of how the brief related to research into similar media texts and target audiences. There is excellent understanding of the forms + conventions used in the production.

28 /30



# MUSIC

ISSUE 20  
28/06/10

WE CATCH UP WITH NEW KID ON THE BLOCK  
**MOOSE**  
WHAT HAS SHE GOT IN STORE FOR US?!

CHANCE TO  
**WIN**  
TICKETS

EXCLUSIVE BAND  
**MERCH**  
UP FOR GRABS!

FIND THE  
**GIGS**  
FOR YOUR  
FAVOURITES



**GLASTONBURY**

**PLUS** PANIC AT THE DISCO/ MUSE/  
MSI/SIMPLE PLAN/KORN

[WWW.MUSICOFBITAIN.COM](http://WWW.MUSICOFBITAIN.COM)

Barcode  
1 25002 74135 0  
£2.50 \$3.70





# SHE'S NEW, SHE'S SMOOTH, SHE'S MOOSE

Things tend to get pretty wild!

**S**ophie, a.k.a Moose, has topped the alternative charts at just 17. We got our top chatter, Sam on the case to find out what makes her and her music tick.

*Colour and wacky stuff!*

MOB: Hello Moose.  
MOOSE: Hiya MOB.  
MOB: We can't tell you how much we've been looking forward to this interview! How are you feeling?  
MOOSE: I must admit, I'm soooo nervous! This is the first big mag interview I've done since the new track releases.  
MOB: No need to be, no brain surgery will be performed here today haha.  
MOOSE: Oh... did I get the wrong room?  
MOB: Hahaha. So! Tell us, what was it like for you while being brought up?  
MOOSE: Well... I think I had certainly developed my own style by about the age of 14. I've always been one to express myself through colour and wacky... stuff! As a young teen I was usually found reading comics, seriously, don't get me started on the comics hahah. Also went to loaaaads of



conventions and signings in London. It was a great way to get me out of the house and away from home. I think doing that also made me much more independant and confident, thats helped me get where I am now. But I had a lot of support from my friends as I was growing up, it was difficult to fit in with my interests and dress sense, but they always made me feel wanted and kept me up there when I was feeling down.

MOB: So you're a bit of a comic book nerd? Confession.... I was also very into comics hahaha. Fav had to be GreenLantern!  
MOOSE: No way!? GreenLantern is a-w-e-s-o-m-e!  
MOB: Indeed! Right, next question... Where do you get your inspiration for your songs from?  
MOOSE: Well, as I said before, I love to express myself. If I'm having a bad day I often draw things out on paper or scribble words down, I sometimes use these to find the inspiration I need for a song. Basically I write songs about current situations in today's society and also about things that are happening in my life.

MOB: There's a lot to write about then hahah. What are you hoping to achieve in the future?  
MOOSE: Corr... big question haha.... Urrmmm. Well I

*Seriously, don't get me started on comics!*

think in the nearish future I'd definately like to do a couple of gigs around Britain and then maybe travel or go on tour with a couple of other bands. Also hopefully go to some big-ass concerts like Glastobury next year and all the alternative/ rock shows I can get my hands on. I'd also like to do some remixes of songs with other bands, they seem like fun!

MOB: A lot of planning to do then! Have you planned any gigs already?  
MOOSE: I have. I think my next gig is on in my hometown, St. Albans. After that I've planned a few around some venues in London and in Machester and Cardiff. I'm really looking forward to the St.Albans venue because it's my home turf, I also feel a lot more able to let myself go on stage, things tend to get pretty wild! But I'm very nervous about the other venues. I still get stage fright when I perform at new places.



MOB: Well you must be pretty new to all these big gigs youre performing so you do have an excuse hah.  
MOOSE: I'll have to get over my fear soon though or I might start to let it get in the ay of a good performance.  
MOB: This is true, but I'm sure the more big gigs you perform, the greater your confidence will grow!  
MOOSE: Hopefully! Towards the end of each performance I always feel slightly crazed by the fans chants and cheering. I always try and let the audience get involved as



much as I can, so much so that it's almost a if they're controlling the actual gig! I think some bands forget that fans want to be involved during the performance, to me it's really important.

MOB: Totally agree with you there. It's something many bands do over-look. Did you ever want to be in music when you were groeing up?

MOOSE: I hadn't really thought about it if I'm honest. I'd always been very arts and crafty, but not especially musical at that age.

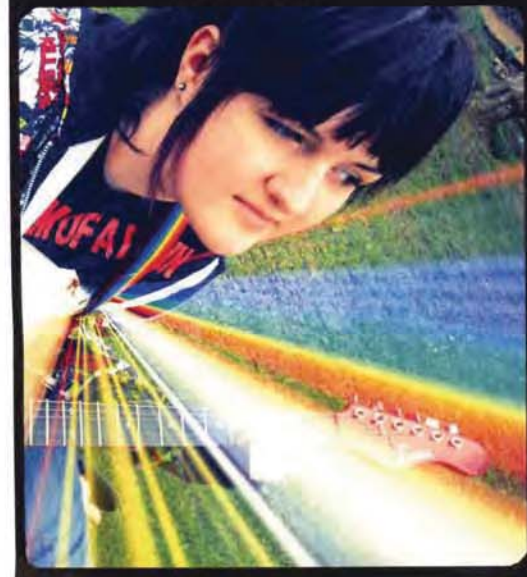
But by the age of... i guess, 15? I had discovered a few songs which I could play pretty well on my guitar, it kinda gave me a new way to express myself apart from through art. Art is more about pictures and music is more about notes and words.

MOB: Didn't you name your guitar?  
Haha.  
MOOSE: Hahah! Yeh I did, it's called Gary. I called it that when I had discovered the 'hidden musical talent'. I also drew all the patterns on the Gary, it kinda made me feel like I was combining my love for doodling with my music. It sounds weird but I would say that Gary is my other band member.

MOB: Hahaha aww cute! Well, thankyou for talking with us, it's been awesome catching up with you. We wish you all the best for the near future! Untill the next time!

MOOSE: Thankyou! I love you all! Biyee! <3

*Combining doodling with my music*





# Contents

**Hello! Welcome** to this week's issue of MOB! This week is jam packed with all the latest music, punk to indie and everything in between. The Team have been catching up with all your favourite bands, so no doubt that there will be info on all the gigs and gossip! You'll also notice we have our very own app available on the Apple App Store, meaning you guys'll have all our updates, at your finger tips! Enjoy!

## THIS WEEK!

### FEEDBACK

- 04 LOSTPROPHETS
- 04 MUSE
- 05 THE USED
- 05 ELBOW

### NEWS

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- 16 LATEST STYLES

### LIVE REVIEWS

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### GIG GUIDE

- 33 PENDULUM
- 35 AVENGED SEVENFOLD
- 37 WEEK PLANNER
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### FAMOUS LAST WORDS

43 PAGES DEDICATED TO THE LOSS OF 'THE PIG' PAUL GRAY AND 'THE REV' JAMES SULLIVAN. RIP.



Danny Keane



The Smartest Draddy



Praden



Band of The Week



66 MY BIGGEST REGRET - WEARING A CLIP ON FRINGE... IT FELL OFF



Praden

## ESCAPE THE FATE

Craig Mabbitt - lead vocals  
 Bryan 'Monte' Money - lead guitar, vocals  
 Max Green - bass guitar, backing vocals  
 Robert Ortiz - drums, percussion

Escape the Fate is an American post-hardcore band from Las Vegas, formed in Pahrump, Nevada in 2004. Their debut full-length album, *Dying Is Your Latest Fashion*, was released on September 26, 2006. Their second full length album, *This War Is Ours* was released on October 21, 2008.



Elbow



08



29

## Drop Dead Clothing

Has just revealed it's latest, summertime collection of new tees and accessories. Guys, check'em out they have some amazing new kit that'll make you look awesome! My favourites of theirs are the tees, they're just so unique! Pay them a visit at [www.iheartdropdead.com](http://www.iheartdropdead.com)



16



21



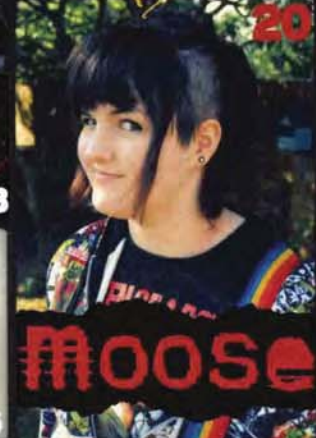
39



Boycott



Pendulum 33



Moose



"YOU CAN NOT KILL WHAT YOU DID NOT CREATE"



Fobins



Mayday Parade

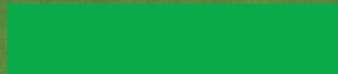


39 ALL THE UPCOMING FESTIVALS



# Production Journal

Production of magazine project during 12 weeks



# Week 1

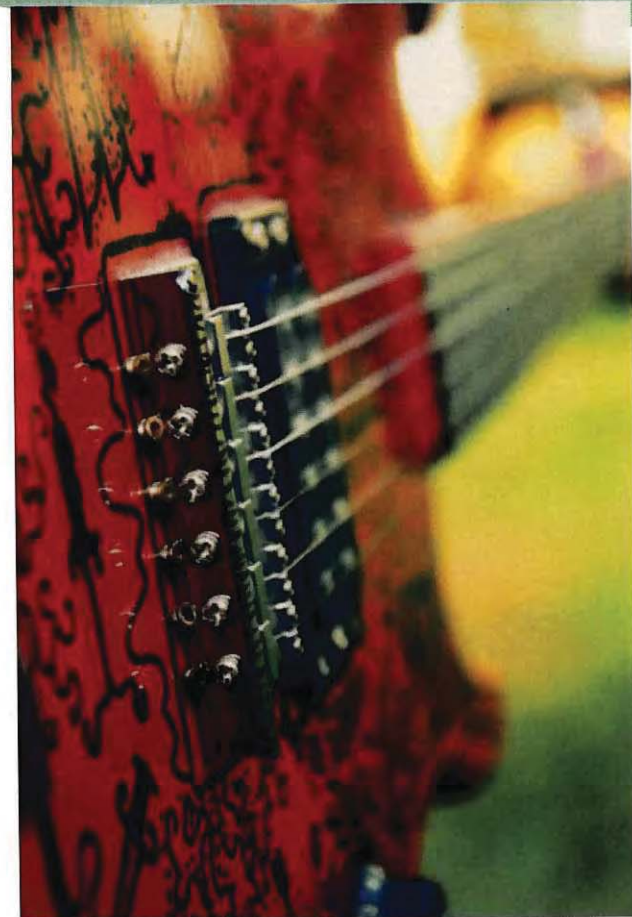
- \* Annotated professional magazine, 'KERRANG!' and decided what aspects I would like to include
- \* Designed a questionnaire for potential target audience.





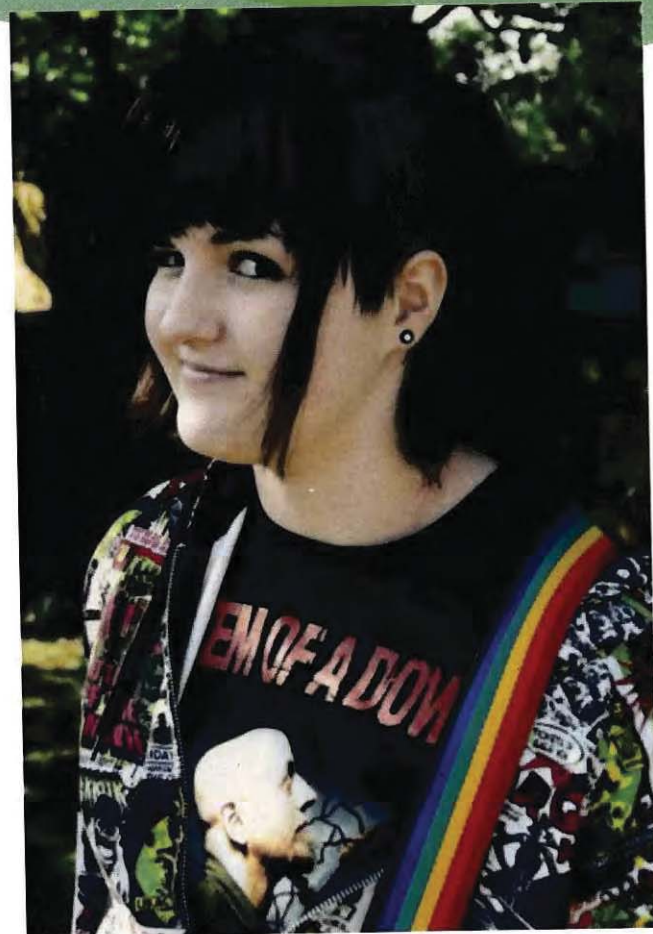
# Week 2

- \* Finished designing questionnaire.
- \* Gave people in the class and family the questionnaire and analysed results.
- \* Compared the answers and the interests of my target audience.
- \* Took round two music magazines to see which one was the most appealing.



# Week 3

- \* Worked to produce paper mock-ups to decide what I wanted to include and designed layout.
- \* Annotated my paper mock ups and marked what I liked and disliked about each page.
- \* Commented on colour schemes layout and features of my magazine.
- \* Thought about who I could include in my magazine as models for photo-shoots.





# Week 4

- \* Got audience feedback from the class on my paper mock-ups.
- \* Changed my double page spread topic and theme to focus on a faux-celebrity so that I could include more uses and gratifications theory.
- \* Started to plan out my Photoshop mock ups and thought more about colour schemes and layout.
- \* Re-thought about models and shots to include in all my magazine pages.

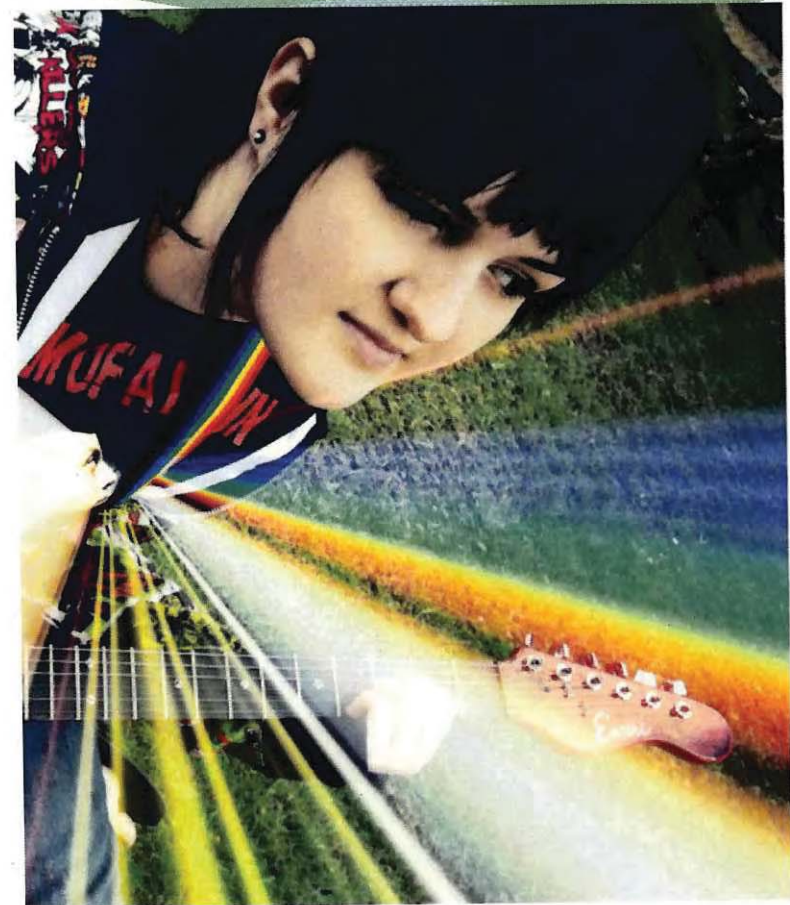
## Week 5

- \* Finished the basic layout for my cover page and contents page, but without original photography, as I had not done the photo-shoot for it. But had in mind what I wanted the shot to include.



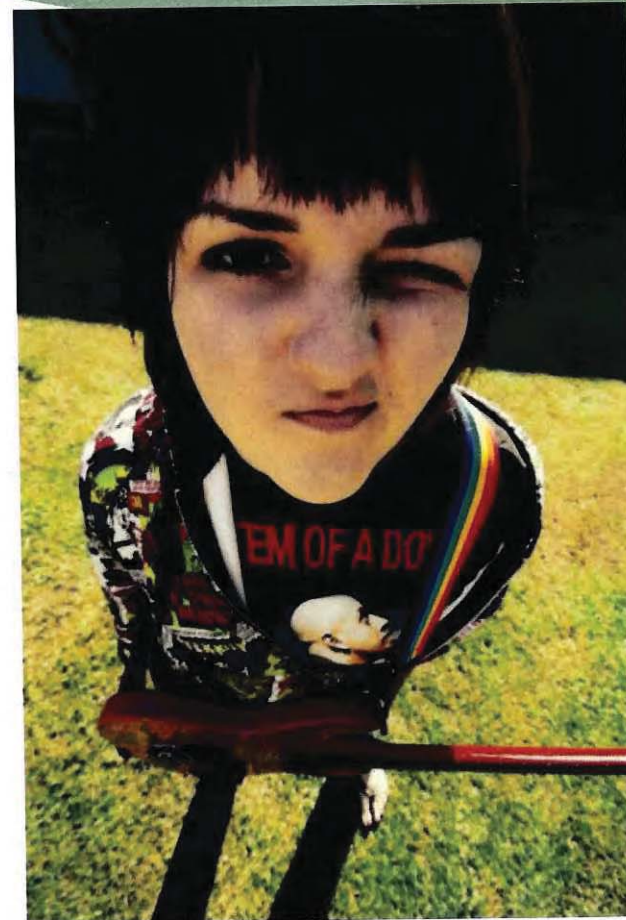
# Week 6

- \* Got peer's and teacher's feedback for my Photoshop mock-ups and did the appropriate changes so that I could start producing my final products.



# Week 7

- \* Photo-shoot for the magazine with Sophie as a model
- \* Used different angled shots to connote quirky and interesting personality of the faux-celebrity.
- \* Used a colourful and interesting guitar as a prop to attract the reader's attention as well as having the model dress in the appropriate style for MOB magazine, (punkie and alternative clothing).





# Week 8

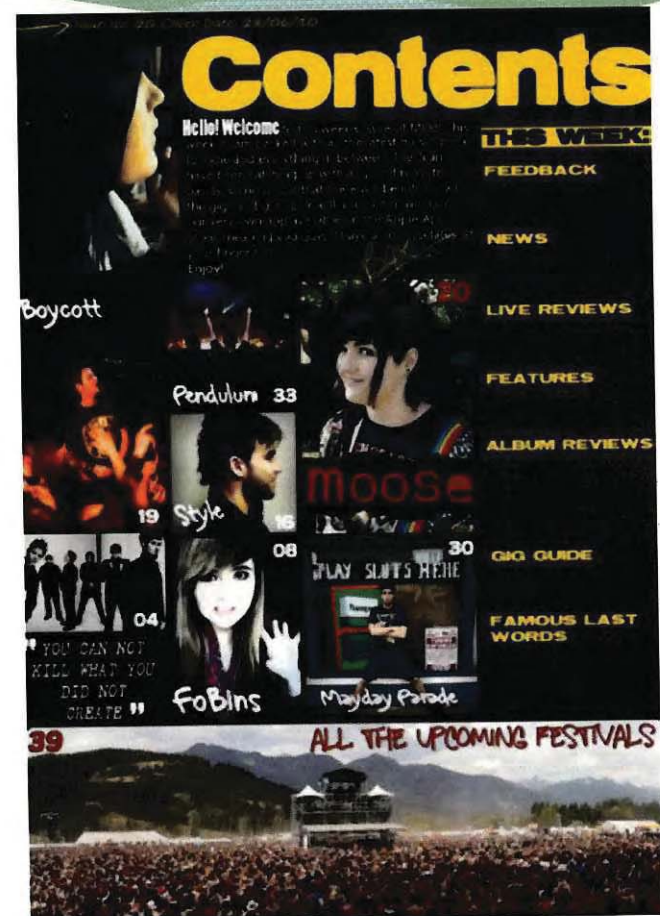
- \* Started and finished my front cover.
- \* I based it round the stereotypical layout of a music magazine with one main picture of a band, with a few headings of articles. As well as a big bold title which makes the audience easily recognise the magazine.
- \* Used a barcode, issue number and date to make the cover look realistic.





# Week 9

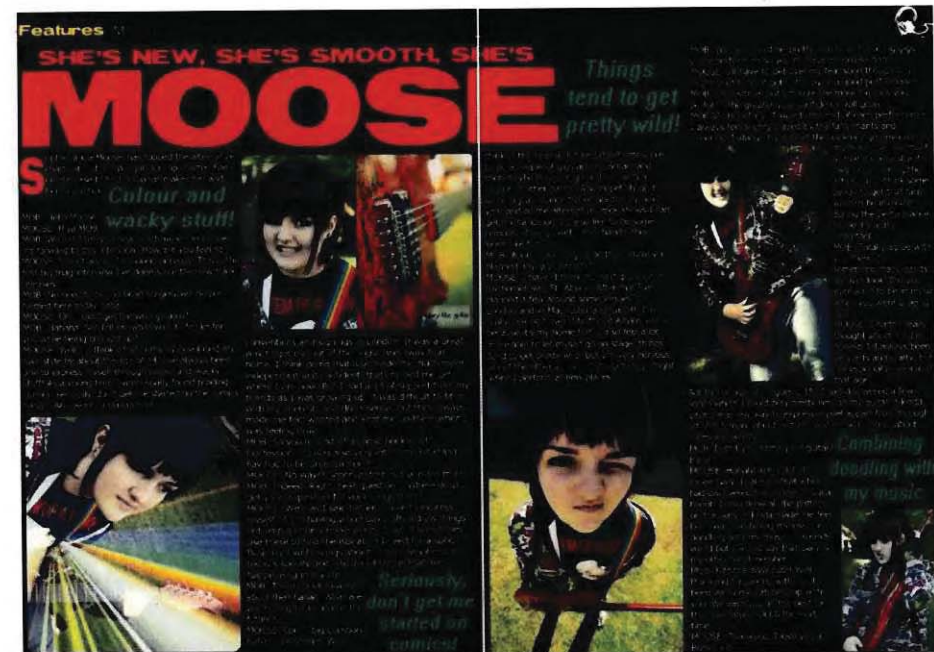
- \* Started and finished my double page contents page.
- \* This page I had based on the professional magazine, 'KERRANG!'





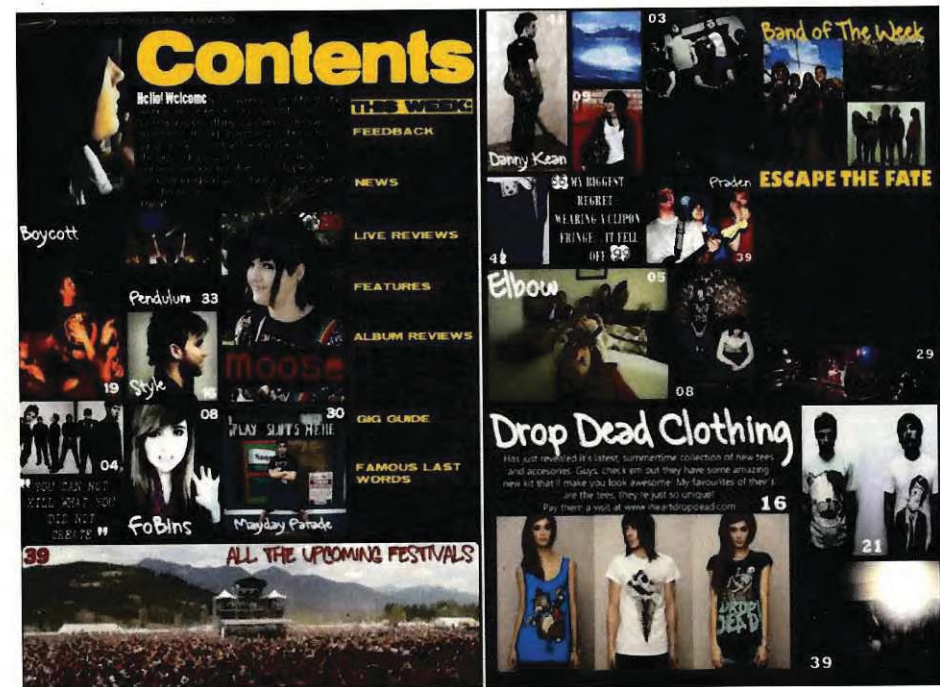
# Week 10

- \* I started and finished my feature article.
- \* I took successful aspects of professional music magazines and tried to incorporate these into my own piece.
- \* I used a big bold title which would make the audience interested in the article as it stands out.
- \* The variety of colours used catches the readers eye and makes them interested in the article.



# Week 11

- \* We got feedback from our teachers
- \* I needed to include another page for my contents page as well as correcting spelling mistakes and adding some more features to my front cover to fill up spaces.





# Week 12

- \* Changed some spelling mistakes in my double page spread .
- \* Changed the layout of my front cover and added in some more pictures to fill in gaps.



PHOTOS I LATER ADDED TO MY FRONT COVER

Paper

Mock ups

✓ Cover

✓ Contents

✓ Features.



COVER

Big bold colour contrasting title. would stand out against other mag titles, advertising.

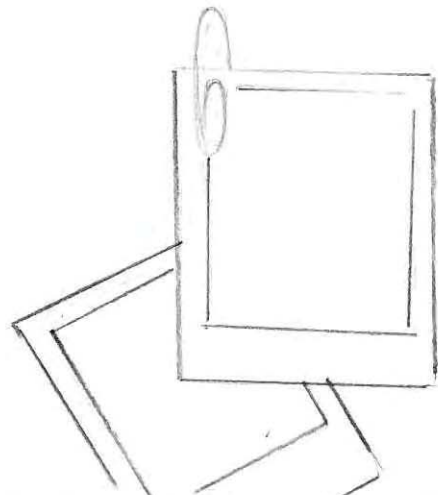
MOOB

Blocked capitals

Main feature titles including main.

Main feature's picture

Custom Photoshop brushes look like Polaroid photos.



PLUS MISL/BLIP (MKT)  
SHIP PLAN/AFI

Shows other featured bands. would attract their fans.

bright / contrasting coloured banner

Bold stretched titling / subheading stands out. Contrasting colours to banner.

Price  
Barcode

DATE OF RELEASE

ISSUE NUMBER

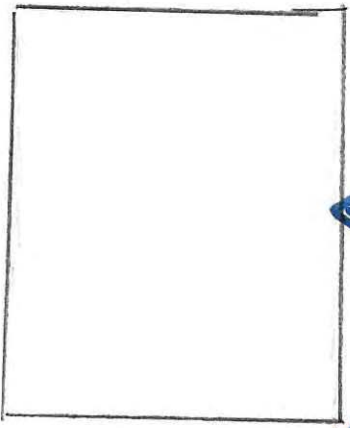
COVER DATE:

ISSUE:

# CONTENTS

HELLO! WELCOME TO THIS WEEKS MOB...

Will contain info about this weeks issue and important upcoming events.

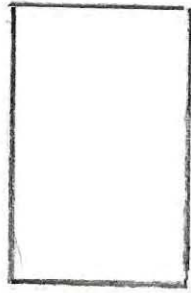
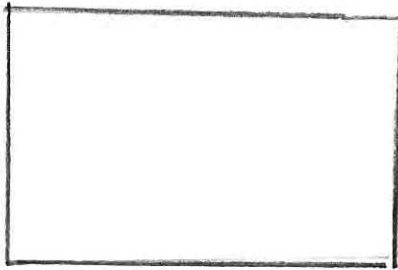


editors picture

coloured box sec.

welcoming

Editor's letter

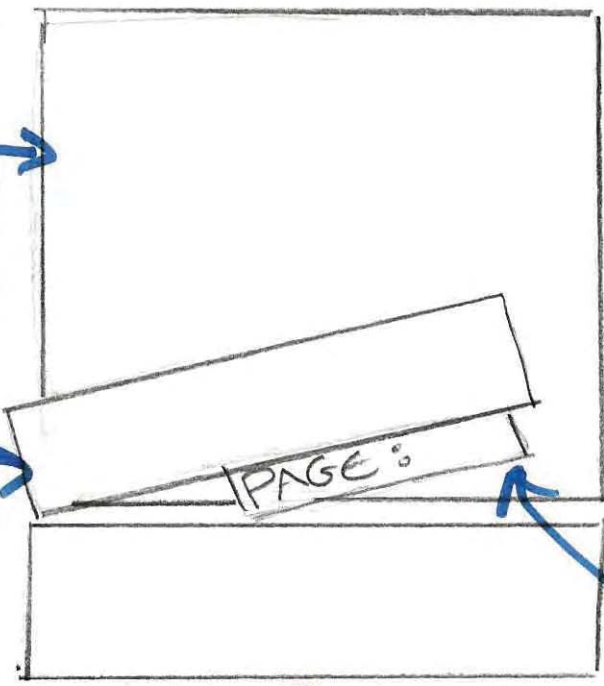


THIS WEEK:

Has headings such as 'News' and the associate page numbers. (headings in coloured box)

other feature number

feature article 1 picture



feature article 1

Pan shot photo

coloured box section or coloured text.



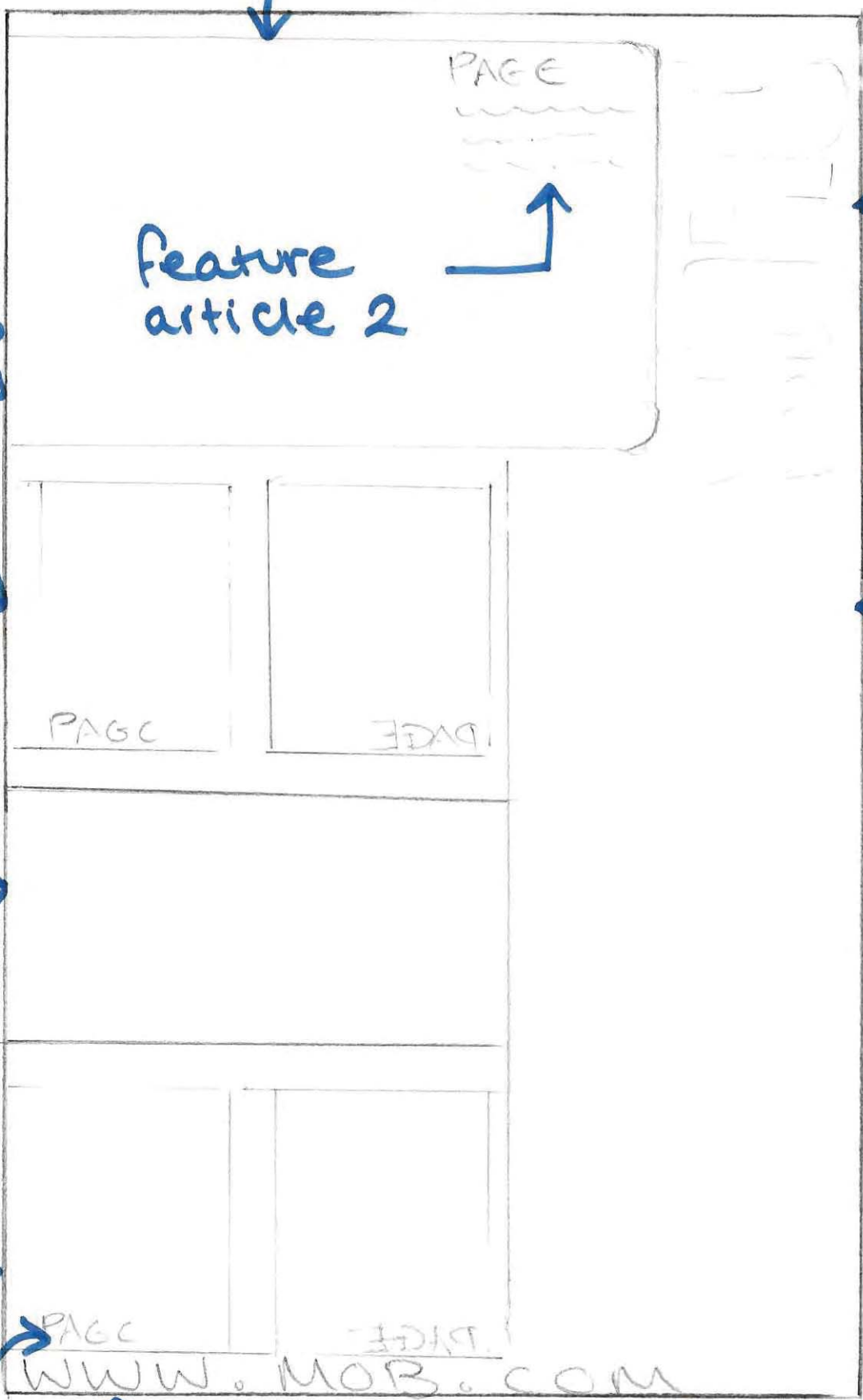
feature article 2  
picture

coloured  
bold  
text.

more  
feature's  
pictures  
+ no.'s

feature  
article 2

more /  
other  
feature  
numbers.



Quote  
from a  
band /  
band  
member.

coloured  
text +  
picture.

Advertises the  
website for catch-  
up and orders.

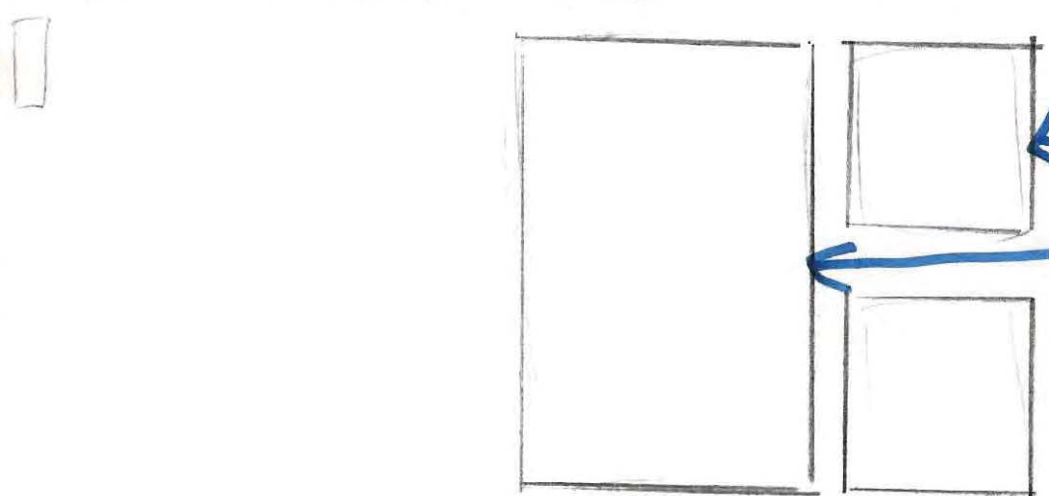
coloured  
/ boxed.

Big Bold colour block capitals.

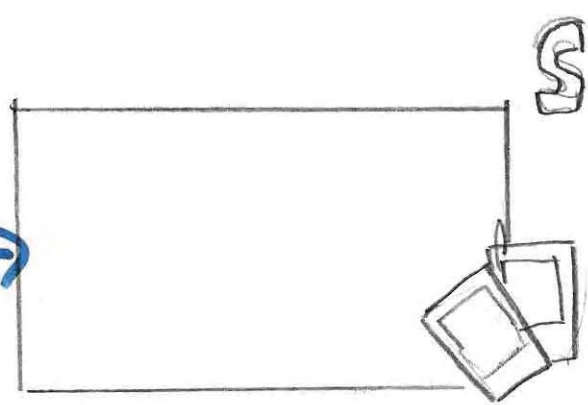
# GLASTO

Picture of people in very muddy wellies

big letter to start it off.



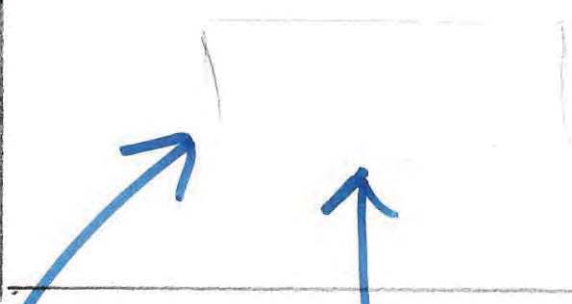
big band picture



Tents to show the camping element.

another band on stage

W



bigger text in bold italics.

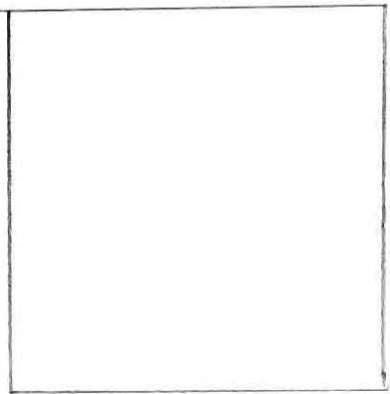
pop out quote from fans / band.



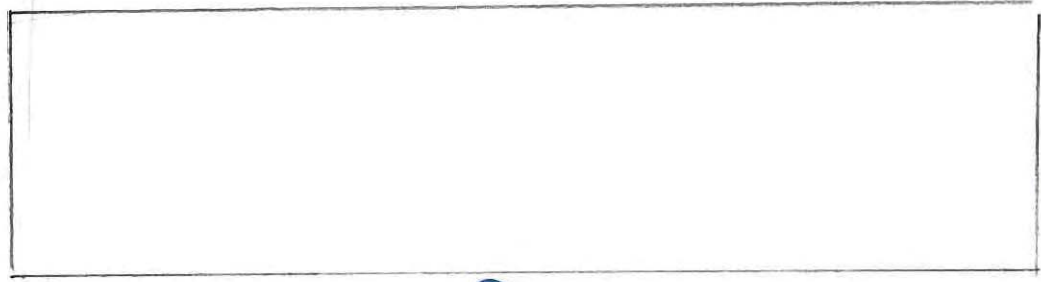
Titling spreads across two pages

# NBURY!

enthusiasm!



H



Stage + perf. of a band.

pan shot / wide shot





Cover Image



Contents Image



Article Image



Article Image



Article Image



Article Image



Article Image



Article Image

# SOPHIE PHOTOSHOOT



Audience

Research:

✓ Annotated Mags.

✓ Questionnaires.

✓ Evaluation of findings.





# KERRANG!

*Head gets one + the writing*

**"THIS IS THE BEST SHOW OUT THERE!"**

**7-DAY ROCK GUIDE**  
OVER 900 GIGS LISTED!

# GREEN DAY

**EXCLUSIVE U.S. TOUR REPORT**

*Big bold texture + high contrast. Modern text + layout.*

*Make reader feel excited and special. Interesting boxes for layout.*

**WTF?!**  
**HARRY POTTER JOINS GALLOWS!**

**NEW ALBUMS:**  
**THE K! VERDICT**  
**MUSE • MEGADETH**  
**ALL TIME LOW**

**PLUS!**  
OVER 20 MORE REVIEWED!



**SLIPKNOT STORM MEMORY LANE**

**WIN! RARE SIGNED BIRTHDAY BOOTY!**

**PLUS!** ALICE IN CHAINS / THE USED / AFI / ANTI-FLAG  
INTERNATIONAL SUPERHEROES OF HARDCORE / DEAD BY APRIL

*The guitar immediately inspires*



ISSUE 1  
SEPTEMBER 1  
AUS: \$  
WWW.KERRA!

Advised by the N



# CONTENTS

ISSUE NO. 1278 COVER DATE 12/09/09

*editor makes readers feel welcome to the magazine.*

**HELLO! WELCOME** to this week's Kerrang! - the first one edited by me! Having been a K! reader since my teenage years, it is an absolute dream come true and honour to be writing in this space, and I can't tell you how excited I am about where we'll go together through the pages of our favourite mag in the coming months. No better place to start, either, than AAA on Green Day's Stateside mega-tour, which will get you totally fired up for their upcoming UK shows! You'll also notice a few changes in this issue. There'll be more to come, too, so tell us what you think and what you'd like to see (contact details on p4). Enjoy!

*Nichola @kerrang!*  
Editor

*"I'd be really slutty if I were a girl for a day..." audience are slightly confused*

**Chris #2, Anti-Flag** *want to read article*

SEXI! DUNGEONS & DRAGONS! AND PUNK ROCK 'N' ROLL! SEE PAGE 28.



## THIS WEEK

### FEEDBACK

**04** LOSTPROPHETS, THE USED, PEARL JAM...

### NEWS

*use sub-headings to split up page.*  
**08** AFI  
**12** ASH  
**12** SLIPKNOT  
**14** ALICE IN CHAINS

### LIVE REVIEWS

**16** DEFTONES  
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**20** NAPALM DEATH

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**28** ANTI-FLAG  
**46** DEAD BY APRIL

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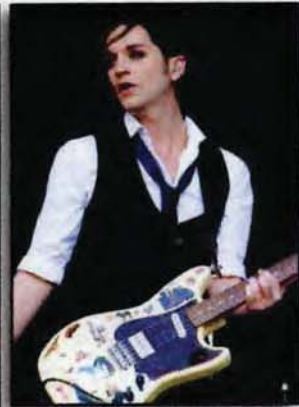
**53** ALL TIME LOW  
**54** MEGADETH  
**54** EUROPE  
**54** GWAR  
**54** THRICE  
**56** EVERY TIME I DIE  
**56** SHADOWS FALL

### GIG GUIDE

**62** THE USED  
**64** WEEK PLANNER  
**66** UPCOMING GIGS

### FAMOUS LAST WORDS

**71** MICHAEL STARR (STEEL PANTHER)



**06** ISHC *Band info*  
FIGHTING CRIME IN OLD LONDON TOWN.



**08** GALLONS *Band*  
HARRY POTTER AND RON WEASLEY GO PUNK!

## 33 READING AND LEADS

### MASSIVE 8 PAGE REVIEW!

*festivals*



**52** MUSE *Band info*  
THE KERRANG! VERDICT ON THE RESISTANCE.



**66** THEM CROOKED VULTURES *Band info*  
ANNOUNCE UK TOUR DATES!



**48** SLIPKNOT  
CELEBRATING A DECADE OF AGGRESSION!

**PLUS!**  
YOUR CHANCE TO WIN HOT SIGNED SHIT!



GET K! DELIVERED TO YOUR DOOR FOR JUST £6\* PER MONTH!

CALL 01858 438 806 NOW QUOTING DSDD TO CLAIM YOUR DISCOUNT

\*£6 per month offer applies to new Direct Debit only.

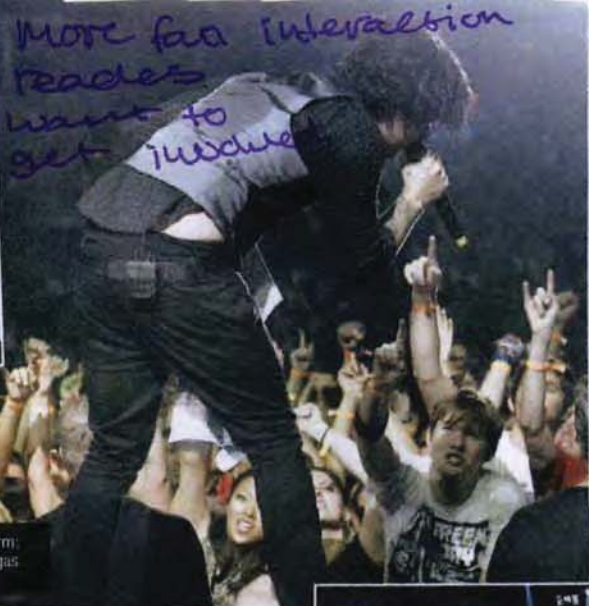




'Mutton Chops' Mike Dirnt



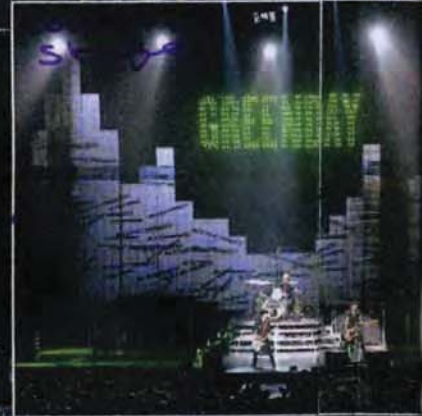
21 AUG 2009  
Concert-Photos



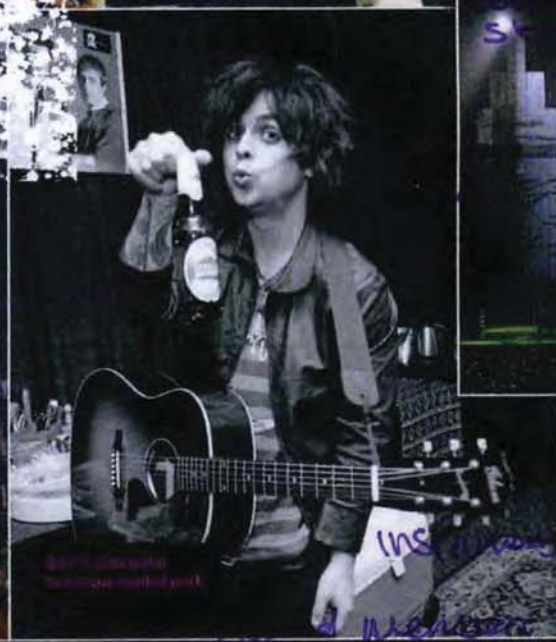
Desert storm; Billie in Vegas



**"THIS IS ABSOLUTELY THE BEST SHOW THAT'S OUT THERE AT THE MOMENT!"**  
BILLIE JOE ARMSTRONG



Billie Joe: Jesus of Sin City



Billie Joe Armstrong playing acoustic guitar on stage



Mike "fresh pits" Dirnt

**G**REEN DAY have been onstage for less than 10 minutes and Billie Joe Armstrong is already missing from the stage. The man who fronts the band who once claimed they wanted to be known merely as "that" – as in, "how can anyone follow that?" – is midway through Know Your Enemy, getting to know his audience. But Armstrong is not to be found slapping at outstretched hands in the photo pit, shepherded by a phalanx of security men. Nor is he in the shallow waters of this 10,000 strong Las Vegas crowd, among the bobbing heads and fists of those standing immediately in front of the stage. No, instead, he's – where is he? – he's miles away.

A figure in black and grey, dressed as if he's the Sheriff around these parts, which tonight he kind of is, is located by a spotlight. Billie Joe Armstrong has found his way onto the banks of seats that rise high above stage right in this vast arena. Guitar still slung low to his waist, the frontman walks up the steps that divide the seating sections and turns right into one of the rows. As he shuffles eight, nine, 10 chairs deep the band thunders on the stage below him, Know Your Enemy now stretched some distance beyond its three minute studio perimeter. Armstrong's new neighbours in the crowd look at him amazed, but also shocked, even intimidated. This kind of intimacy does not occur often in such impersonal surroundings.

"This show is to the absolute max," is the singer's opinion. "We're not afraid of being entertainers."

Green Day once toured Europe in conditions so squalid that one night drummer Tré Cool slept next to a human head staring from a jar of formaldehyde. Today the band are appearing in Las Vegas, in markedly different surroundings. The 35th date of the North American 21st Century Breakdown Tour, soon to transfer its attentions to the United Kingdom, has pulled its wagons up to the loading bays of the Mandalay Bay Events Center, here at the southernmost

tip of Las Vegas Boulevard, known universally as 'The Strip'. Tonight's show, Tré Cool will reveal after soundcheck, is "really oversold" and at 4pm fans are already gathering by the ticket barriers and metal detectors that stand guard at the entrance to this circular indoor arena.

A proportion of Green Day's audience remains young, but not universally so; in fact, the most surprising thing about the people who will this evening fill the Events Center to bursting point is just how diverse a gathering this is, in terms of both age, shape and gender. This is no accident. At some point during the recording of the latest Green Day album, Billie Joe Armstrong took a night off in order to see Van Halen perform an arena show with original singer David Lee Roth. But what made the strongest impression on the 37-year-old punk was not the band onstage – well it wouldn't, would it? – but rather the audience. The prohibitively high price of tickets for Van Halen's show, and that of many other bands like them, meant that the audience comprised only a certain type of person.

Billie Joe Armstrong says that "the place [that night] was filled with people who work in offices, because they're the people that can afford those kinds of ticket prices. They bring their office dates with them and suddenly you've got an arena full of white-collar people. But rock 'n' roll is supposed to be a blue collar kind of music. It should be affordable to everybody."

In America the most expensive ticket for the 21st Century Breakdown Tour is less than \$50, or about £33. This explains the diverse nature of tonight's crowd, as well as why the band are travelling from show to show in buses rather than by private jet. "We don't charge enough to fly between shows," smiles bassist Mike Dirnt. But what affordable prices do mean is the attainment of Green Day's desire that their audience involves itself in the show as much as the band. Here musicians and customers join together in a union

of energy that is like a human tornado.

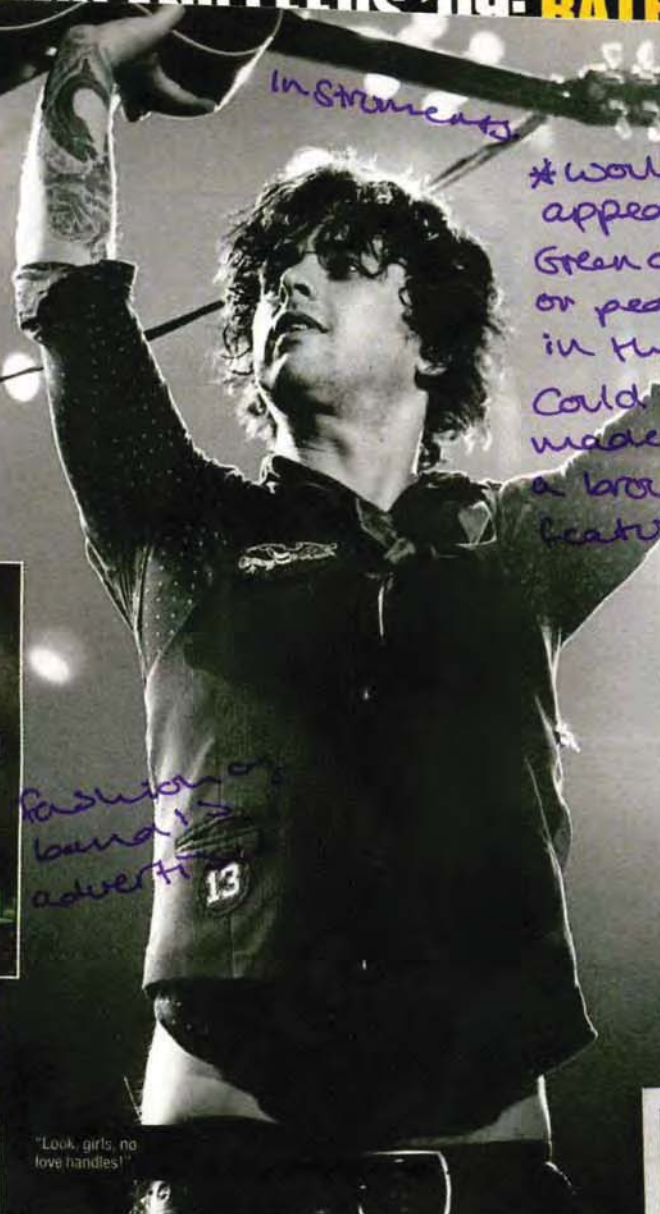
Of all the shows playing in Las Vegas on Friday August 21, this one is almost certainly the cheapest. More than this though, it is also the best: the one which offers the most entertainment, the most excitement, the best songs and the best band. If you have a ticket for Green Day's UK tour in October, be thankful: you're soon to see The Greatest Show On Earth.

**IT ALL** began halfway through the recording of 21st Century Breakdown, at the point at which the songs could be imagined live. Before The Lobotomy, for example, played tonight with violent panache, was envisaged by Billie Joe Armstrong as being "[in concert] a really intense song, a real crowd pleaser." At the same point as the music for Green Day's eighth studio album was coming together, so too was the artwork. Sketches of the stencil paintings that adorn the pages of the CD booklet, fashioned by Chris Bilheimer, were beginning to make their way to the band's eyes. Always a group with a strong visual sense (from the fold-out collage that accompanies the Insomniac album to the bleeding flag in the video for American Idiot) things were beginning to take shape.

"It all starts with the music and the art," says Billie Joe Armstrong. "Then you have to think about taking it onto the stage. But it's all a part of the same process."

With 21st Century Breakdown finished and awaiting release, Green Day spent part of the spring playing their new album in its entirety at clubs such as New York's Bowery Ballroom, and then the same city's larger 3,000 seat Webster Hall. These, plus appearances in San Francisco and Oakland, were the group's first live shows since concluding the tour in support of American Idiot in Australia more than three



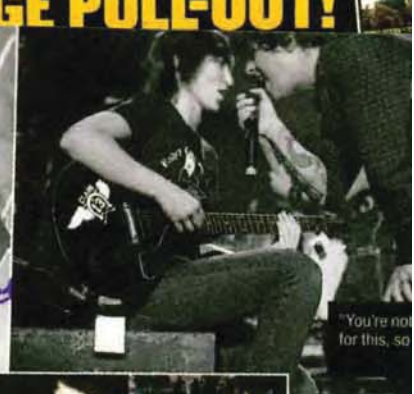


*Instruments*

*\*would only appeal to Green Day fans or people interested in them. Could be made into a broader feature.*

*fashion & band's advertising*

*"Look, girls, no love handles!"*



*"You're not for this, so..."*



Tré Cool: Mr Music Man



*cloves*

**"I SAID A HEY-OH"**

TONIGHT'S GREEN DAY CONCERT CONSISTED OF:

- ★ 26 SONGS
- ★ SEVEN KIDS ONSTAGE (AT DIFFERENT TIMES)
- ★ 10,000 CHANTS OF "I SAID A HEY-OH"
- ★ NINE MUSICAL INSTRUMENTS
- ★ SIX MUSICIANS
- ★ TWO WATER PISTOLS
- ★ ONE T-SHIRT CANNON
- ★ TWO STAGE DIVERS
- ★ ONE TOILET ROLL DISPENSER (DON'T ASK...)
- ★ ENOUGH PYROTECHNIC TO ATTACK THE ISLE OF WIGHT



*family ideologies son & father support*



years earlier. According to Mike Dirnt, Green Day "didn't want to take the chance that they were ready to jump straight into an arena tour. "Although," he says, with something approaching a smile, "you're never really ready for the first night in one of those places."

By the time spring rolled into summer, Armstrong, Dirnt and Cool, as well as their contingent of accompanying musicians – notably long-time second guitarist Jason White – had decamped to San Diego, for two weeks' rehearsals at the 12,845 seat Viejas Arena. It was here that the full production that now accompanies the tour was first assembled into place, and fine-tuned into purpose.

The production itself is designed by Artfag, a company formed 10 years ago by Justin Collie and Doug 'Spike' Brandt. The pair specialise in 'performance environment design', in other words everything you see onstage that isn't a human being or a piece of musical equipment. At the back of the stage stands an LCD screen – assembled and dissembled in tile form – standing 60 feet wide and 27 feet high. Onto this screen is projected various images throughout the show: a composite skyline of an American city, flyers from past punk shows advertising such groups as Operation Ivy and Millions Of Dead Cops, stencils of faces obscured by gas masks, and, not least, full colour footage of the band onstage. All of this takes place beneath a lighting rig that while impressive is never once intrusive.

"There is a tendency for bands who play in arenas to be overlit," says Billie Joe Armstrong. "But we create a lot of energy onstage, and we want that to be the main focus of the show, rather than the lights. The band and the audience are what makes a show such fun. Without tooting my own horn, we're playing better live now than we ever have. We want people to notice that."

What can British audiences expect when they come and see you in October?

"They can expect to get laid," says Tré Cool. By you? Smiling. Nodding. "Sure, if they like."

**GREEN DAY'S**

North American 21st Century Breakdown Tour began in earnest at the Key Arena in Seattle, Washington, on July 3. Between then and the first leg's final date at LA's Great Western Forum on August 25, the production has visited 38 of America and Canada's largest cities and has been seen by something like half a million people.

"I think of this tour as being like a major studio motion picture," says Armstrong. "It couldn't really be any bigger. But the cool thing about our band is that we don't have to operate on this kind of scale. We can make indie films as well."

Although not at the moment, they can't. This tour will roll for at least another year, in venues the size of hockey arenas at first, before transferring to larger outdoor spaces in the summer of 2010. Even indoors this is a massive production. Green Day transport with them a crew of 93 people, whose jobs range from tour manager – the likeable Doug Goodman, whose first tour was with Slayer, in frontman Tom Araya's car – to front of house security. The travelling party is transported from state to state, country to country, on seven different tour buses; the equipment they help construct packed into 11 articulated trucks, including one dedicated solely to T-shirts and one for pyrotechnics. No member of this crew is getting more than five hours' sleep a night, sometimes much less. Everything the audience sees

this evening not made of cond belongs to the band, including Producing a show that can last up hours – as it did for its two night stand York's Madison Square Garden – involves an day for those working behind or beside the s When the drive between cities exceeds six he working day is condensed, but not the job at hand. The crew must react accordingly.

"It's as the saying goes, the show must go on," says the band's tour manager. "I don't know who came up with that phrase, but sometimes I want to slap him."

But anyone expecting the backstage area of the Mandalay Bay Events Center to be busy with roadies displaying signs of intermediate tourettes syndrome will be



Free CD inside  
see page 90

make reader want to buy!

# Photoshop® creative

The magazine for Adobe® Photoshop® inspiration and advice

0073-00

Photoshop File Edit Image Layer Select Filter View Window Help

## Master Levels and Curves

Improve your dull and washed-out photographs with this special eight-page workshop

43 pages of creative tutorials inside



side  
to editing  
easy  
make your  
look fabulous  
over the  
tools  
page colours at  
of a button  
photos  
network  
way to create  
illustrations

ur  
e disc  
0 worth of  
resources  
0 iStockphoto pics  
7 pro brush sets  
video tutorials  
Plus much more!  
Textures, desktops,  
tutorial files, fonts



Use the Dry Media brushes  
Revamp your portraits with these top brushes



Photoshop animations  
Learn to create moving clips using the Animation palette  
Q&A Sci-fi special  
Great tips on how to give your images a special sci-fi twist



\* would only appeal to a few people as it's complex.



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← Title is in bold big, contrasting font.

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**Tutorial: Learn to create and colour your own line art**

Transform your photos into great illustrations

advertises the main / another main-ish picture and tutorial.

Finished product. →



Shows a page preview of the articles.



**Creative hub**  
Newsflash!

Brain training... Give yourself a good dose of Photoshop news and check out the latest industry interview



**Advice centre**

Your questions answered

This month it's a Q&A sci-fi special. Discover a whole host of weird and wonderful Photoshop techniques



**Creative reviews**

Spend some money...

Discover the latest in media player technology and find out what we think of the newest compact camera

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**Extra help**

The Photoshop Creative eMag Volume 3 and Photoshop Creative Collection Volume 4 are out now! Go to [www.imagineshop.co.uk](http://www.imagineshop.co.uk)



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**Exposure workshop**

Learn how to master the art of correct exposure both in-camera and in Photoshop



**tutorials**  
main feature attracts intermediates.  
to photoshop.

← pop out contrasting circle. Stand out and advertise the free CD's makes

90



**On the CD**

More free resources

Our CD is bursting with amazing video tutorials, brushes, fonts and more - worth £70!

94



**Exhibit**

Reader showcase

This is where we display the best of the Readers' Challenge entries in each issue of PC

checkered background is used in the programme. - links.



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features on Readers competition the freebie Exhibit 'get involved'

uses the words 'you' 'your' a lot to connect with the readers.



**HARDWARE**

→ what type of product it is.  
Does the latest offering in Fujifilm's fd range measure up? -  
The name of the Product.

# Fujifilm Finepix F100fd

- info**
- Manufacturer: Fujifilm
  - Website: www.fujifilm.co.uk
  - Price: £200
  - Megapixels (effective): 12
  - Max resolution: 4000 x 3000
  - Sensor information: 1/1.6-inch Super CCD HR
  - Lens data: f/3.3-f/5.1 (28mm-140mm)
  - Zoom: Fujinon 5x optical, 8x digital
  - Focus/macro: 45cm-inf/ 5cm-80cm
  - Shutter speed: 8-1/1500 sec
  - ISO sensitivity: Auto, 100, 200, 400, 800, 1600
  - Exposure modes: Program AE
  - Metering options: TTL, Multi, Spot, Average
  - Flash modes: A, FF, Foff, SS, RE
  - Connectivity: A/V, USB 2.0
  - Weight: 170g without batteries
  - Dimensions: 7.7 x 58.9 x 23.4mm
  - Batteries: Rechargeable NP-50
  - Storage: xD-Picture Card, SD, SDHC
  - LCD: 2.7"

**F**ujifilm is upping the ante with its fd range, loading the Finepix F100fd with a host of improved technology.

The introduction of an Eighth Generation Fujifilm SuperCCD sensor, the latest RP111 Processor and a 5x optical zoom lens has given Fujifilm the confidence to claim that this camera has the highest resolution and widest dynamic range it's ever produced in a compact. We can't wait to find out whether the Finepix F100fd can live up to such high expectation.



Starting with the body, this compact is hardly the most streamlined model. It features fairly wide dimensions and is pretty weighty too. That said, it fits into a shirt pocket quite comfortably and allows for plenty of space around each button as well. This also means there is room for a generous 2.7" LCD screen, which is used for playback and composing your shots. There is no separate viewfinder.

The body design is very attractive, with a slight dip on the top of the camera and soft, smooth edges. The controls are all featured in a chrome effect and are well proportioned and spaced. The zoom lever surrounds the shutter button on the top of the camera, while the back features a D-pad and a duo of buttons at the top and bottom. The top buttons can easily be mistaken for zoom controls, but

actually these activate Face Detection and 'F' mode features – the perfect shortcut for accessing ISO, colour and picture quality settings.

Under the bonnet, there are plenty of great features that inspire confidence when shooting. A Dual Stabilization system is in place to help fight camera shake and movement blur. It works by combining a CCD shift mechanism to counteract movement caused by shaky hands, plus an ISO adjustment to help capture fast moving subjects and low-light scenes without blur. Unfortunately, you cannot choose to use one anti-shake method without the other. They come in a single package, whereas we would have liked to see the CCD shift method available on its own.

As mentioned, the camera features the popular Face Detection system – a feature that can recognise faces in a scene and sets the optimum exposure and focus. As previous models have shown, Fujifilm has a particularly good Face Detection system in place, which is quick to react and produces superior results with great skin tones.

The main feature / Reviews picture.

## TAKE A CLOSER LOOK

The F100fd under the spotlight

Shows what the product can do - Pictures & Info.



**Pincushion distortion** There is ever so slight lens distortion, but not anything to put you off buying this camera. Here at the telephoto end, there is a slight pincushion effect.



**Dynamic range** The F100fd produces images with a wide dynamic range, which means there is an extensive range of tones from dark to light. It does err on the side of underexposure, though.



**Great colour control** This camera is capable of reproducing great lifelike colours. For an extra boost, press the F-mode button and select F-Chrome colour mode.

\* Some of the language would not be understood as the general public might not be 'clued up on technology!'



The big change this camera has undergone since the Finepix F50fd is the removal of the manual controls – Aperture and Shutter Priority. Many prospective buyers of this camera will be put off by that omission, meaning there is far less creative control available for your shots. However, for the point and shoot users, this will make no difference at all. In place of the manual settings is something similar to a Program mode, which enables you to tinker with a few camera settings. As a point and shoot model, this camera really does shine, producing outstanding prints time after time. The faster lens (3.3-f/5.1) means that the camera can let more light onto the sensor, giving you great images even in low-light situations. We have the addition of the wide-angle aspect to the lens as well, giving great versatility when it comes to composing your shots. Far-reaching vistas and large group shots can be captured in a single frame. Colour reproduction is truly magnificent, with vibrancy and real-life tones coming through in all prints. There is also the option to choose from the standard Colour mode or the F-Chrome mode, which is a slightly exaggerated colour span. In many instances, the F-Chrome mode is actually a great option if you like your colours with a ‘zing’.

The dynamic range, as Fujifilm suggests, is far better than most compacts of this

The Mag reacts with the reader 'YOU'



## IS THIS THE ONE FOR YOU?

Here are a few more factors that will help you decide whether or not the F100fd is the right camera for you...

**Zoom controls** Here you can access the F-modes and Face Detection with the touch of a button. Be careful not to confuse this with the zoom controls.



**LCD** Enjoy the large 2.7" LCD screen, which is bright, sharp and great for composing your images with. On the downside, it means there is no separate viewfinder.

standard and price range, although there are occasions when the images tend to look a tad underexposed. This bias is forgivable though, as this can always be put right in trusty Photoshop.

The image quality is pleasing, although eagle-eyed photographers may notice a slight barrel distortion occurring at the wider angles, and pincushion distortion at

the telephoto. Both occurrences are on a very minor scale and will hardly impact on the enjoyment of the print quality. Purple fringing is also a very minor concern.

All in all, we loved this camera. It's extremely easy to use and offers the user a fun photography experience. It looks good, performs well and can be taken anywhere. A great all-rounder indeed.

*wordy conclusion*

## "THE DYNAMIC RANGE IS FAR BETTER THAN MOST COMPACTS OF THIS STANDARD AND PRICE RANGE"



**Wonderful wide-angle** This F100fd boasts a far-reaching wide-angle equivalent of 28mm. Now you can achieve great landscapes and be sure your group shots include everyone they should.



**Mediocre macro** The macro capabilities are hardly mind-blowing on this camera. Unfortunately, the closest focusing distance is only 5cm, so you'll have to say goodbye to extreme close-ups.



**Low-light wonder** Fujifilm is still top of its game when it comes to low-light capabilities. This museum shot was taken in 'Museum mode' handheld!

- Really detailed images
- Great vivid colours
- Wide-angle lens
- Solid, robust build
- Fast performance

- A little bulky in size
- No manual control
- No viewfinder - just the LCD

# 9.0

This is a great all-rounder that proves its worth in every type of shooting situation. Perfect for those who are looking for a reliable camera for all occasions

*Conclusion of review & why/why is it not good. (factual/summary)*

*alliteration grabs the readers attention and interests the reader.*



Example questionnaire response - not all questionnaires included - summary of results follows

## Magazine Audience Research

**What's your name?**

.. .....

**Gender:**

Male  Female

**What age are you?**

5-10  11-15  16-20  21- 25  26-30  31+

**What is your favourite genre of magazine?**

- Music
- Beauty and Fashion
- Nature
- Hobby
- Comics
- Gaming
- Motoring

**Which magazine do you commonly buy/ subscribed to?**

- I commonly buy/ am subscribed to ..... *Nintendo magazine*
- I buy a variety of magazines
- I rarely buy magazines

**How much are you prepared to pay for a magazine?**

- Less than £1
- £1-£1.50
- £1.51-£2
- £2.01-£2.50
- £2.51-£3
- More than £3



**What attracts you to buy a magazine? (Please state below)**

New games.....

**What are your favourite colours/ tones? (Please state below)**

Orange/green.....

**In a double page spread, what features would you like to see included?**

- Upcoming events
- Reviews
- Guides to hobbies
- Interviews
- Cartoons
- Photographs
- Other (state) .....

**On a magazine cover, what catches your eye? (Mark as many as needed)**

- Bold writing
- One big main picture
- Several main pictures
- One main feature titles
- Lots of feature titles
- 'WIN' competitions/ freebies

**Thankyou for your contribution.**



## Audience Research Evaluation:

Although I had handed out questionnaires to quite a few people, the results proved inconclusive as there was such a variety of answers. People I asked all liked different genres and features of magazines. Therefore I decided to choose the genre myself but include features found in other magazines. The genre of magazine I choose was music, this was because, I feel that this genre could attract a wider audience of both-females and males.

Some of the females I questioned preferred fashion and gossip magazines, because of this, I decided to include page numbers on the contents page which linked to fashion pages. This shows that I have taken into account, ~~the~~ interests of the potential female audience. As well as this I included an interview as my double page spread, which may also appeal to them as it involves 'celebrity' gossip.

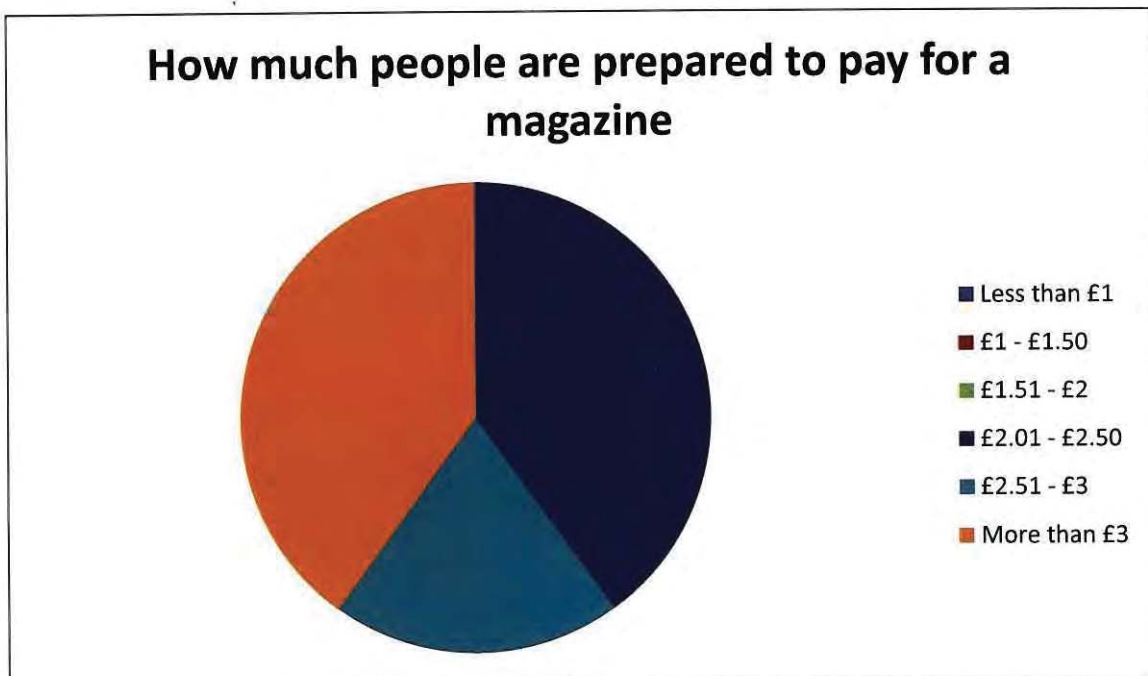
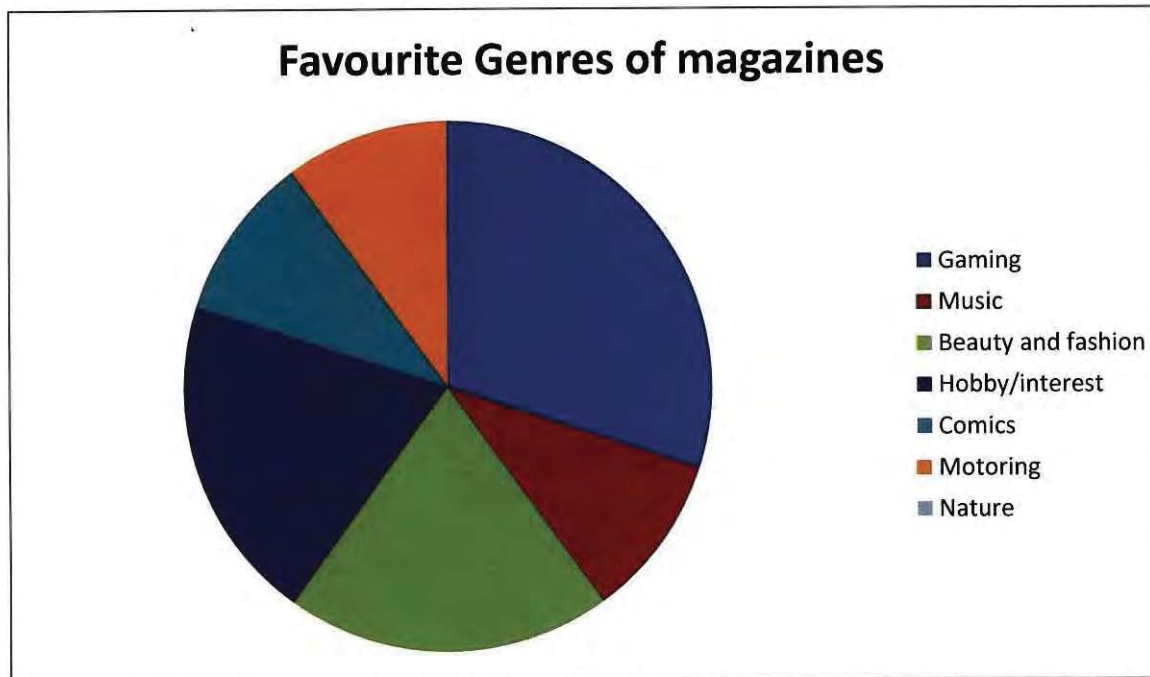
To attract a male audience, I included references to male style, such as hair cuts and styles as well as clothing from 'Drop Dead' Store. I also included bands that my boy friends like, which would hopefully relate to the interests of my potential male audience. As well as this, I included lots of 'pages' on gigs and up coming concerts of these bands which males would be more inclined to go to.



In a music magazine people would expect to find interviews with bands and solo artists, as well as reviews of bands and their albums. Information on up-coming events and music festivals and band history.

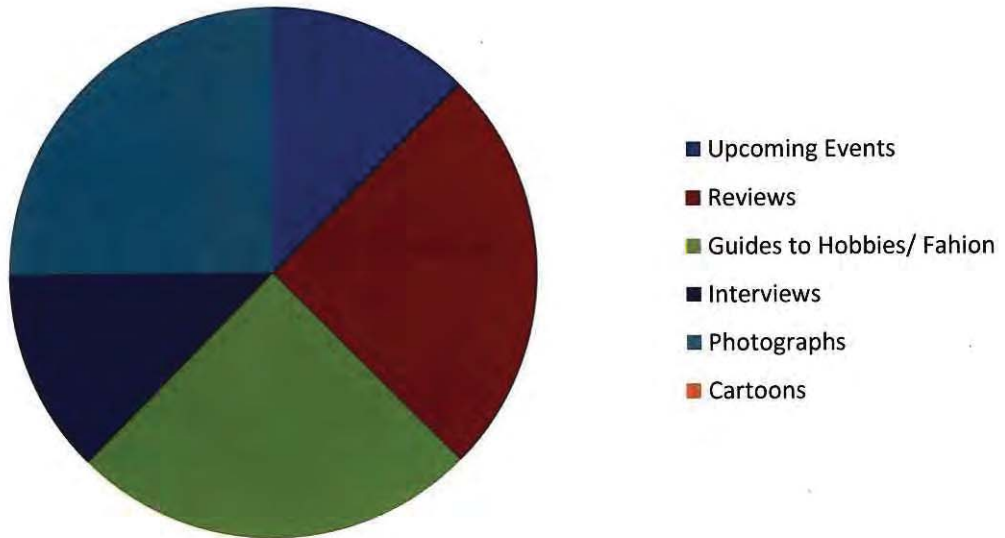


## Questionnaire Charts:

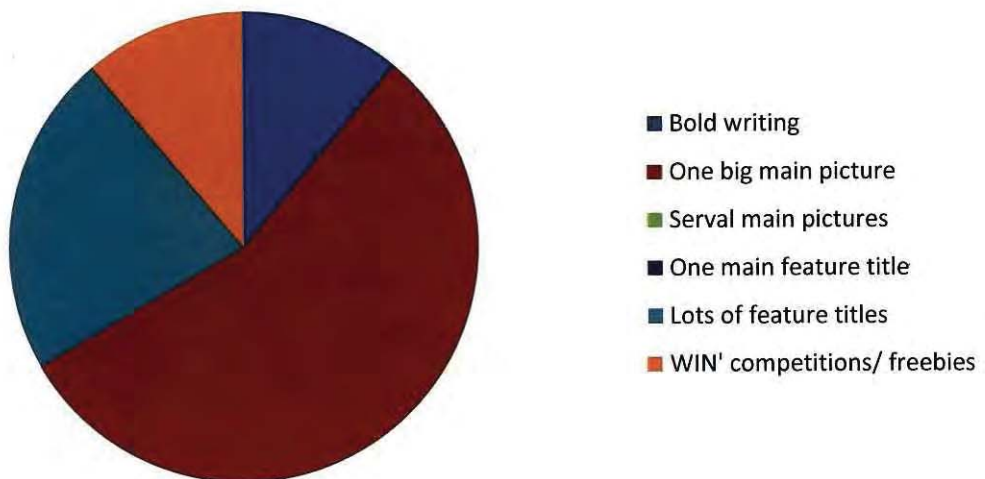


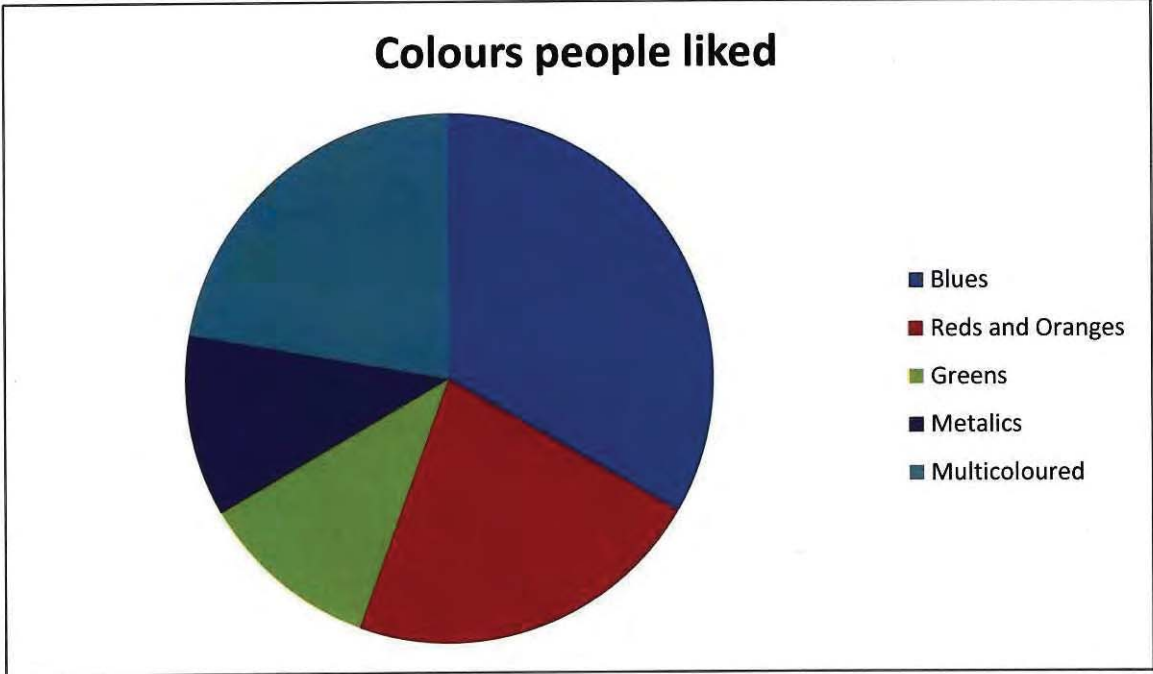
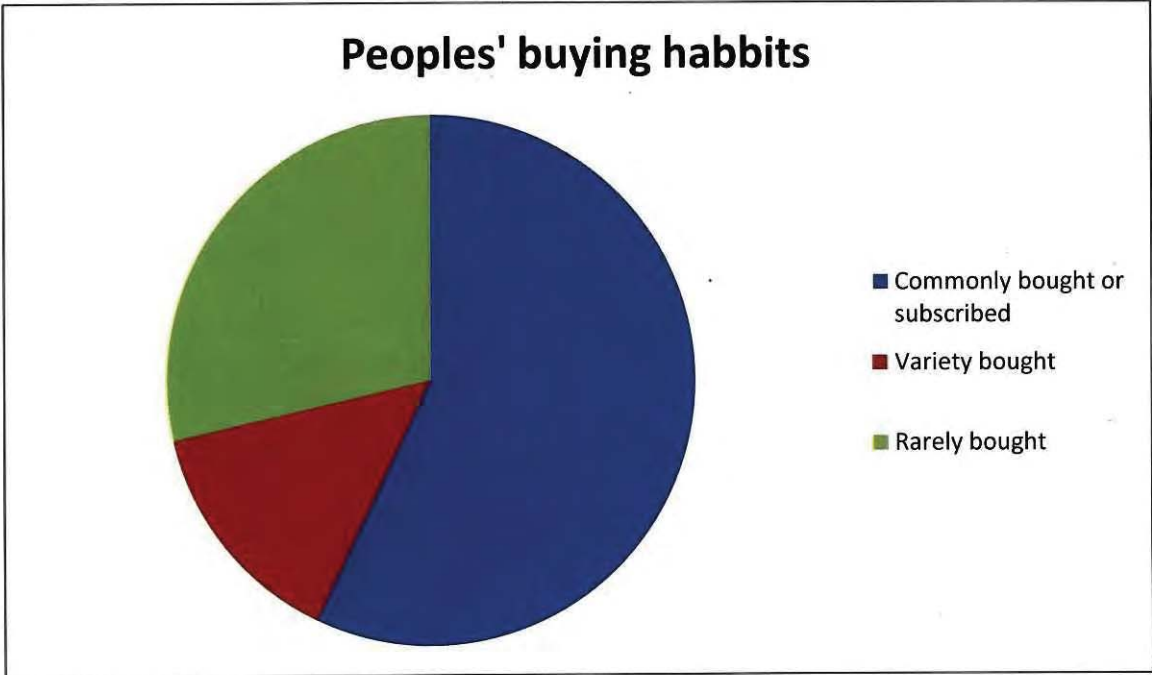


### Features people wanted to see included



### What caught the reader's eye on the front cover







## Magazine Evaluation

Our brief was to design extracts from a new magazine which would be aimed at a certain, target audience. These extracts had to include a front cover, a double page contents page and a double page spread article. The pictures we were to incorporate into our magazine must include some of our own original photography. I chose to create a music magazine, aimed at a unisex audience.

Before starting the practical work, I needed to research my audience and similar music magazines, to the one I would be designing later. I chose to study a successful unisex music magazine called 'KERRANG!' While studying, 'KERRANG!' I found certain features that I thought were effective in appealing to their target audience. These included: large, bold and contrasting fonts which stood out to the reader, profile photography of band members and groups, a wide variety of Photoshop brushes to create a scrapbook theme and quotes from band members to interest the audience in a featured topic. As I thought these were effective in attracting the target audience I tried to include these aspects whenever I could.

After having carried out my research I had thought about the potential target audience that I was aiming to attract. I decided that my magazine (M.O.B) would aim to appeal to both males and females, as a lot of music focused magazines are generally unisex. As well as this, the audience would be in their mid to late teens or young adults, around 15-24. My target audience are interested in the life of rock, alternative and metal bands and solo artists, they want to catch up on the latest news from the music industry and find out dates for important festivals and gigs which include some of their favourite bands. Many of the people included in my target audience have a job in the music industry, whether they are part of an unsigned or a professional band. If they are not in this profession then they wish to pursue it as a career or are just interested in attending music festivals and gigs. My target audience feel that this magazines plays an important role in their way of life because it provides interest and inspiration to follow the lives of those featured in MOB magazine. My target audience dislike fashion orientated people and would prefer to just wear a t-shirt, hoodie and jeans. They like attending concerts, gigs and festivals with friends or with the intension to meet new people. My target audience typically spend their money on MP3 players, such as the IPod, CD's of their favourite bands which have good reviews and on tickets to see these bands live. Successful and well known solo artists or bands is what my target audience expect to be included both on the front cover and throughout the magazine. The majority of my target audience save their money to get the next issue of MOB magazine and look forward to reading it to catch up with the latest news.

As well as this I also produced a questionnaire to hand out to members of my class, so I could see what my potential target audience wanted out of a magazine. My questionnaire showed that the majority of females I asked bought fashion and gossip magazines. Because of this I decided to incorporate fashion into my magazine to attract a female audience. However, males I asked chose a much wider variety of magazines, such as motoring, sport



and music. I included male fashion, hairstyles and upcoming gigs to try to appeal to their interests, as well as adding in rock bands that my male target audience enjoy listening to. My research questions also show that the majority of people would be willing to pay between £2.50 and £3.00 for a magazine, I also feel that this price is a reasonable amount to pay for such a magazine. I looked at the price for Kerrang! magazine, which is about £2.20 in the United Kingdom, therefore I chose to price my magazine at £2.50. The people I asked also felt that they wanted to see a main colour scheme throughout the magazine, but also to have a variety to compliment these colours. The questionnaire also showed that people wanted to see one main picture on the front cover, which related to the genre of the magazine, as well as a few different article titles which hook the reader and makes them want to read about the particular topic featured in that magazine. Through doing this questionnaire I feel that I have gained some knowledge on my target audience which has also helped me to develop my magazine to appeal to their interests effectively. Without doing this I don't think I could have created my magazine as effectively because I did not know how to attract my target audience.

Before starting to make my magazine on Photoshop, I made paper mock-ups to plan the layout and the content of my cover, contents page and article. This was so that I could see what layout I could use to attract my target audience, without having to start spending time on Photoshop. I asked people what they thought of this layout and whether it would appeal to them if they were going to read this magazine. I had included the aspects I found effective from the 'KERRANG!' magazine, which I feel helped to make my magazine mock-ups appeal to the variety of people I asked. Despite the positive feedback I chose to change some features of my magazine, to include the uses and gratifications theory. Overall, people liked the quirky layout and the content that I hoped to include in MOB magazine.

I had produced the mock-up feature article about Glastonbury Festival. However, I later changed this to an interview with a faux-celebrity, hoping to include: escapism, personal relationships, personal identity and voyeurism. I feel that the audience would be able to build up a relationship with the faux-celebrity, named Moose, as they learn about her life and how she got into the music business, this would include the voyeurism and personal relationship gratifications. I felt that the escapism gratification would also be included in this interview as Moose tells the readers about her life story, so the audience may be able to lose themselves while reading this. As well as this, some readers may be able to identify with Moose and the points of her life featured in the article, therefore this also includes the personal identity gratification.

The title of my music magazine is MOB, short for Music of Britain. I decided to name it this because the audience automatically know that the magazine is about music. However, the abbreviation also makes the word mob which suggests the crowds that gather as gigs, as well as this, the word mob connotes rebellion, which is a trait amongst my target audience.



Throughout my magazine I used bright colours over dark grey. I think this makes everything stand out to the reader, as well as this it makes it bold and exciting to look at. In my contents page and in the top banner of my double page spread I used black and yellow coloured font. I did this to represent danger signs or danger tape, both colours stand out against the other. I feel that this would also appeal to the rebellious side of my target audience.

For page titles I used very big font to catch the readers' eye and inform them straight away of what the page featured, examples of these titles are: MOB (front cover), Contents (contents page), MOOSE (double page spread). I also used very rounded and wide text throughout which, I feel, helps it to stand out. I used a medium sized font for headings, found in the contents page, as well as a catch line and quotations on the double page spread. For most of the sections of writing I used white on dark grey/black which is a twist to the normal black on white.

For my double page spread I had an interview with a faux-celebrity called Moose, (my friend Sophie), I included some original photography of her. I had a photo shoot with her and a guitar which, hopefully, created her band member image. For these photos I used a variety of lenses to create different effects. An example of this is the profile shot of the second page, bottom left. For this photo I used a wide angle lens, which puts her body out of proportion and therefore interests the reader as it is a different style compared to the other photos. I edited all the photos I included on Photoshop or on Picknik, which enabled me to use some of the effects in pictures such as, first page of spread, bottom left. It enabled me to pick out the rainbow colours in her guitar strap and make the picture interesting and stand out from the white text and grey background.

The language used throughout my magazine is chatty and informal. I decided to be chatty and treat the readers like friends rather than customers. I felt that this would include the personal relationships gratification; the audience read the magazine as though it is a conversation with a friend.

My magazine takes into account some of the audience needs. I feel that I have included Social needs and Esteem needs. I tried to make the audience feel part of a gang or a group so that we could build up personal relationships; I showed this clearly in my editor's letter. By using language like 'you guys' it creates a chatty and informal friendship with the reader and makes them feel a part of the magazine. I feel that I included esteem needs by talking about 'Drop Dead Clothing' as I told them 'they have some new kit that'll make you look awesome!' This makes the reader want to buy the clothing to look awesome and feel good.

I mostly orientated my text around my pictures as most of my audience would be creative thinkers (use the right side of the brain). Because of this I feel that I have taken into account the way in which my audience think. For my front cover I took colours from Moose's guitar strap and used these as a reoccurring theme throughout my magazine. I made the text fit



around the silhouette of Moose so that the audience focus on both the main feature and the other pages that are included in MOB. On my contents page I used pictures of bands, as it is a generic convention a music magazine. I added a 'Band of The Week' box to my contents to try to get my audience interested in some of the bands that could be features in the double page spread another week. I also used a main column of page numbers and matched some of these to a picture found somewhere else on the page; I did this to try to make the audience look at everything on the page so that something else might catch their eye and make them want to read about it. In my double page spread I used pop-out quotes to attract the audience and make them want to read more of the interview. I also separated the text so that it wasn't in long sections, by using colourful and attractive pictures.

I didn't use much enigma in the making of my magazine, although I feel I could have used more to improve it and attract the audience to buy another issue. However at the end of my interview, when MOB talked to Moose, MOB says 'until the next time!' which might make the audience want to hear more from the faux-celebrity in the future, as well as wanting to read more interviews in MOB magazine.

In comparison to the professional music magazine Kerrang! I feel that there are many similarities between the two. This is partly because I looked at aspects that were effective in Kerrang! magazine and tried to include these as best I could to attract a similar target audience. They share similarities such as; some of the Photoshop brushes and a similar banner towards the bottom of my front cover, as well as having a page number with a relating picture on the contents page. However, I used a double page contents page which I feel is more effective in comparison to Kerrang's as I was able to hook the audience into more articles within the magazine. I also like the fact that I used a coloured background, whereas the professional had a plain white background which, I feel, did not meet the rebellious nature of our shared target audience. I made the title on my magazine noticeable so that it might catch the eye of the reader, however I feel that Kerrang! achieved this more successfully than my own magazine, as the font is unusual and you almost have to work out what it says, which automatically gains the audience's attention and interest. I also feel that my feature article may be more effective than their own as I split up my blocks of text with interesting and colourful pictures, in comparison to Kerrang who have black and white pictures in the top half of the article and small writing in one massive chunk at the bottom half. I feel that this could be boring for the reader as the writing is so continuous and that the pictures are too plain and monotone to attract the target audience that we were both aiming at. Looking at and comparing these two magazines I feel that mine could be as good as the professional, as I took on board some of good points about Kerrang, as well as looking at the bad points and working to turn these into something that my target audience may find more interesting and appealing. People I have talked to about my magazine also feel that MOB magazine is as good as a professional and would read it if it was on the market, and that they may also switch from their current magazine genre to read it. I feel that this



demonstrates how I have tried to include as wider target audience as possible and that I have met all their interests and needs.

Overall I am really happy with how my magazine turned out, as I feel it looks really professional and could compete against other magazines to obtain a wide target audience interested in the music industry. I feel that I have met the needs of my target audience by using the gratifications theory as well as Maslow's triangle of needs. I worked really hard to please my target audience and I feel that I have achieved this successfully to create an almost professional magazine.

A further evaluation, was done

- A detailed evaluation of the monitoring of decisions and revisions.

- Detailed discussion of how the brief relates to target audience and other existing professional Magazines.

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