

Report

Knowledge and Understanding of magazines

The use of connotations comes under the key concepts of media language. This is very important because images are used as signs to add meaning. For example, an image of a model means it has something to do with Fashion. Images of "make-up" could have something to do with womens magazines, these are known as connotations. Also, the actual language used is very important which helps along with choosing your audience. Formal writing is used for the older generation and informal writing or slang is used for teenagers as they are so familiar with slang meaning it is more appealing to that audience. Even slanting writing is more informal and more appealing to teenagers. Denotations and connotations are also very help. Denotations are what there are and connotation is what there might be, almost like suspense.

Key concepts are very important and should be used in magazines for many reasons. For example one major key concept is the "audience". This is very important for magazines as they need to know who they are trying to sell their product to. If they know who their audience is then the contents in the magazine will be suitable for that certain audience. Also, if you know your audience from the start, colours and images will help you to represent it for example: if the magazine was for females, the colour used would most likely be pink or red as these are mainly colours aimed at the female audience. Images also help with the audience. For example, people who are really into their football, most probably there will be an image of a football indicating what the magazine could be about and this is an example of connotation.

A lot of this has linked in with representation such as use of colours, images and genders. Other aspects include of are religions and young people being represented unfairly. Firstly the use of colours can represent genders such as pink for females as this is more of a feminine colour and blue for males as this is more masculine. This gives us the audience it is aimed for. An example of this is not many males pick up pink coloured magazines as it seems to be for the female audience just like blue is a masculine colour and not preferred by women.

The magazines which I have analysed are:

1. Garage
2. Vanity Fair

3. Sharp

I had decided to analyse these three magazines because my magazine is about fashionable and a high-end clothing. I had decided to analyse these three different magazine covers because I then have a wider range of ideas which I can then combine to create the magazine. The case study I had chosen to provide as my research is from the magazine 'Garage'. This is because unlike the other 2 magazines, this magazine has an image of both genders, male and female. On the 'Men's Fashion' magazine, the image given only had a female on the front which indicated that it is mainly aimed for women. ▲ similar issue was with the magazine 'Men's Magazine' which was an issue because it clearly shows that it is aimed for the male audience.

The analysis of the magazine front covers as influenced me to add quite a few aspects. I am influenced as most of the magazines included the same headings such as "New Fashion Tips!". This was tempting because it had been a popular topic at the time but I avoided using it as I wanted our magazine to be unique. ▲ Another heading I was tempted to include was "How to change your image". This was because it was an issue brought up in many styles such as clothing, products, etc. I have also chosen this because I have my own fashion styles so I could add a personal touch to it.

Preparation and Planning

My first idea was to produce a magazine about football. This was because my knowledge of football was much more than any other sport but as we researched over the internet, I learnt that there were already many football magazines to compete with. The next thing I decided to do was a mens fashion magazine which was my final idea. ▲ Also, the colours first were yellow and white as they complimented the topic as they were clear and clean colours that represent summer very well. The colours were then changed to a blue shirt to make different parts of the magazine to stand out more and seem more appealing to men so they recognise the genre of fashion for men.

The genre I have chosen to work on is Male fashion. My first idea was originally football however we researched football magazines and there were too many which would not give me the factor of having a unique magazine. So I decided to choose something that is not focused on much in the UK; High street fashion for men. I am not actually aiming to produce a full magazine but the main features of it which would be: a front cover, contents page, an article and a back cover.

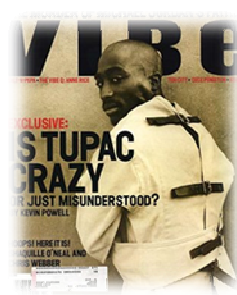
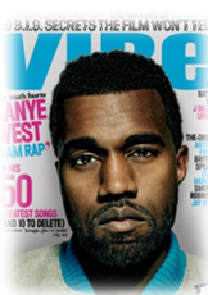
I decided to make my target audience the general public as this magazine bases itself on a subject that any male in the UK can benefit from. Also, the age group is also 16-24 because this is the age where many target market of my age will be interested in the way they look to be high end fashion, there will be an image of different fashion products that guys of my desired audience can use to give them the new look that is 'In' at the moment.

The technology I will be using to create my magazine pages with ICT such as Corel Draw, Adobe Photoshop and Microsoft Word. These were used to make the magazine to seem more professional and some would believe it is easier to design via ICT. Even the article was produced using Microsoft Word which made it seem a lot more appealing and professionally designed.

Research and pre-productions

I started my research by looking in to two different genres of magazines, which were the music and men's fashion genre. My interest was drawn more to the men's fashion genre as I was able to understand the concept of the magazine and develop my knowledge further whilst expanding my interest towards this genre. The 8 thumbnails shown below show an over view on how I started the research. The magazine designs were quite inspirational as by looking at them I was able to understand the concept of the genre's and how the magazine cover should be formatted to suit each genre. From my research I understood the reason to why some magazines survive in the magazine industry and some don't.

- These two areas of research on both genres were analysed by similar research techniques, as well as thumbnails useful media websites also came in handy as they explore magazines in further depth.
- http://www.magforum.com/glossies/music_magazines.htm



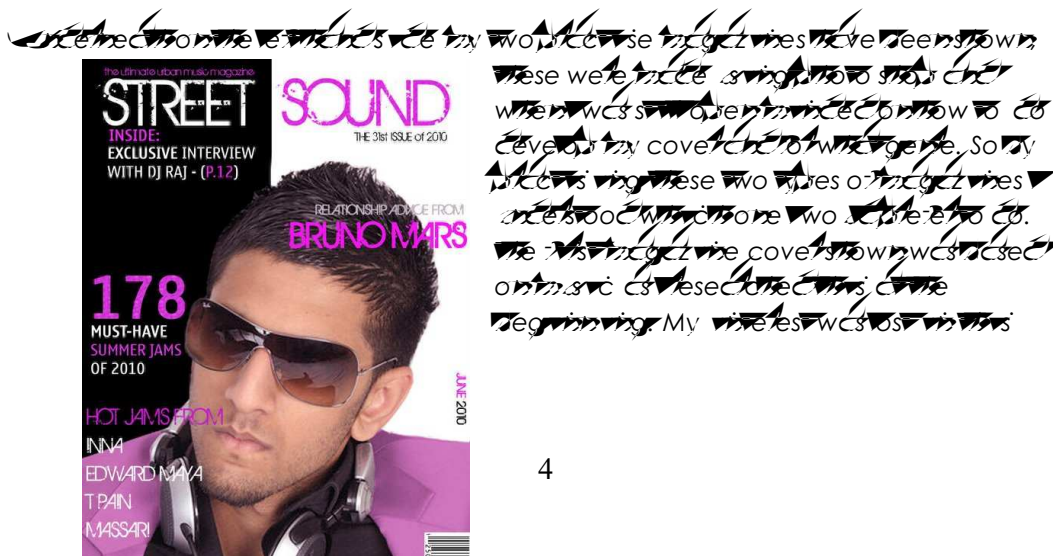


- **Generic conventions:**
Each individual magazine is designed for a certain genre which will recognise a set of conventions depending on the layout

aspect of the magazine including features like representation and design. Magazines often tried to make their covers unique but still original which one of the main parts of making a magazine need to be tackled. Successful magazines look beyond what is needed, and make the cover should look

elegant but yet original, the body language of the model must be direct showing direct contact with the eyes. Having this makes the magazine more direct and appealing.

- **Identifying the products:** For my particular magazine, advertisements on perfume and clothing will be used, as these are the main to attractions and biggest hits. This will help create a relationship with the reader, keeping them hooked in.
- **Target audience:** Having a target audience is very important as this gives an indication to who the magazine is made for and how to make the magazine suitable. My chosen target audience was 16-24 year olds; this is because the model which I will intend on using will attract this age group.



Evaluation

My strength of helping design a front cover was that I had a lot of knowledge about design which was a great use in this project. This was a really big help as I could make the cover to the best quality possible using graphics designing software.

▲An area which I was not very strong in was mostly the research side of the project. I was able to research other magazine covers that were relevant to the genre of magazine that I had based my project on. This was a help as it helped me to decide colours and layout on a real fashion magazine so I made my magazine seem as real as possible. On my pre-production magazine, I had used a variety of colours that went together and colours that didn't so that the cover looked very appealing for a music magazine. This was a good point because it was very eye-catching and although the background colour was black, the other colours went together and the black made them all seem more appealing although they were very different. ▲An example of this would be on the front cover as I have used a lot of masculine colours like blue, white or black as these worked well together as the colours used were quite neutral so it wasn't too loud but was still an appealing look to the target market. ▲Another thing I was good at was when I had to choose colours which would compliment each other. This was a major issue at first as colours are usually the main points that attract readers to the magazine. In the end I decided to use the colour blue as our main colour for our magazine name as it was the known as the colour that was aimed at masculine audiences the most whereas other colours would have been either outstanding or misleading about the genre. ▲Another colour I tried to use was orange because it seemed

quite summery but this became difficult as it was hard to compliment it and also because it was a colour that was quite loud and outstanding.

My weakness in designing the contents page was similar to my problems with the front page as I have no internet at home so my research was limited. This was things like how the contents page was set out and how to make it seem clean yet beneficial for the reader in terms of information. As I had problems doing the research part of the contents page, I was lucky to have access to other sources of research at college and libraries such as books and previous magazines of the same genre to compare professional techniques that I used to make my magazine seem more professional.

My strengths on designing were that I had researched some information and I had also used bright colours and large images to dominate the page so that the contents page looked appealing to the audience and still provided sufficient information was is good because it makes the text seem appealing without making the page look too compact. Also, I had used the same colours as the main colours on the front page for the contents page as they are the colours that will be representing the magazine and also because they are bright and eye-catching. Another reason I decided to use these colours was because they are attractive and motivational colours whereas other colours such as purple or green aren't found appealing to men. One thing I had added as an extra was a JD sports logo on the front as I wanted to advertise a store where the clothes would be available for purchase in high street areas. This was also beneficial because when the reader opens the magazine and their eye moves to the clothes on the model, they will see that they are available at that particular store and alot of my magazine will include advertising.

Underneath is my final magazine design, this was made using Adobe Photoshop. This magazine cover shows that it is based on fashion and suggests it is aimed at men from the colours used.

