

Similar text analysis

Image

Regarding imagery, the Honda MSR has been placed in the centre of the cover page. The close up picture has been taken from the lower back of the car. The picture has been edited to give the angled effect adding sense of speed and power. The image covers most of the cover page. The image used is conventional form this magazine's as it relates to the targeted audience range of 16-40 ages and mostly male. Lighting is used to make the car look new and to make it stand out as the background used is the same colour as the car. The pictures has been taken as it was drive this is show by the cars wheel as it is blurred and the dark golden background adds a sense of danger and power. The name magazine "MAX POWER" in white at the top of the cover page stands out. The image of a blue pick-up located at the top right corner of the cover page tends to be less important story in this issue of MAX POWER. Signifiers such as the barcode with the price and the issue date of the magazine a very important aspect of magazine has been juxtaposed to denote and connote professionalism.

Text

Text wise, the name "MAX POWER" is featured in very large bold font on white to make it stand out in dark golden background. The second largest caption in the cover page "banzai!" in red in a informal font connoting lads. The next caption "ROAD LEGAL F1 REPLIC" is also in red and the font in simple Arial plus in capital letters show that it's an important topic in this issue of the magazine. The caption "TOKYO AUTO SALON" in white font seems to be the one of the stories covered in the magazine. Some goes to the "THE FAMILY THREE" caption which stands out. At the bottom of the magazine a caption in white with a black background is advisory caption to attract readers.

Colour

With respect to the colours, used in the cover page which are Gold, Red, Black, White and Blue. All the colours used is stereotypically male colours the colour gold has been used a lot with this cover the background is mostly in gold to reflect the golden colour of the car. White is used with the magazine name "MAX POWER". Most of texts are in white and red which is conventional in magazines. There is a use



for blue colour at the top of the cover page the pick-up this is different because the magazine is not usually about pick-ups

In conclusion

The MAX POWER magazine is targeted at a wide range of age group of males. How are into fast cars and car modifications. The signifiers have been chosen will by the designers as it relates vary will to the targeted audience.