

Identify

1. Introduction

I have been asked to help update a fashion magazine called Estrella by Mrs J. Usher. She has been running the magazine for just under two years. She has been disappointed with the sales which are not really moving. I have been asked to create a catchy, stylish and modern front cover that is aimed at teen girls. This magazine is based in London at the address, 10 Florence Rd, Haringey, London N4 and will only be sold in London for the next year, however if I can help enough their and sales go up then it shall spread.

2. Who is the 'real' user?

I am working for Mrs J. Usher. She is the owner and the editor in chief of the magazine so every idea and decision goes past her first. She is connected to the problem the most since she is the owner and needs to pay all her employees, but to do this she needs the money which she isn't getting.

3. What is the current problem?

The current problem is that the cover is not appealing to a wide enough audience, just young teenagers, and Mrs Usher would like to make it more mature and as catchy enough and so it attracts as many people as possible. She needs me to come up with new ideas and designs which will help them with the magazine later. I am going to create a more sophisticated design for the front cover so the rest of the team can use it as a template for the rest of the magazines. The inside of Estrella is already sophisticated enough so there is nothing to change.

4. What are the different ways the problem can be solved?

The different ways to change the style of the front cover I'll need software to edit the picture I take. To do this I will need one of the following;

- ☐ Adobe Photoshop CS3
- ☐ Adobe Illustrator CS3
- ☐ Adobe InDesign CS3
- ☐ Paint

5. What is the best way to solve the problem and why?

Out of my selection of choices I will firstly use Photoshop to import my photograph. I will continue to use Photoshop to edit my photograph to make sure it is in a good quality and relevant. I will then move it to InDesign so I can insert the appropriate text needed. I believe these are the best two programs to use to for this type of project. However the rest of the team may use Adobe Illustrator CS3 if they wish for it is not bad, but not Paint. I am strongly against them using Paint because it has no good use of photo editing software and is altogether childish and simple.

6. User requirements.

Ms J Usher wants her magazine front cover to include:

- A light main photo picture that has a central focus point of a model.
 - A plain backdrop
 - A model wearing the main fashion outfit that week
 - Flattering lighting, doesn't wash model out
- The name at the top in the stylised font in either black or white depending on background image.
- All text to be
 - Spelt correctly
 - In appropriate sizes
 - In same font but changing between bold, italic and underlined
 - Focused around the main articles inside and varying in font size to match the importance of it

7. Objectives.

Based on the user requirements I will aim to:

- Take a photograph
 - Fit it so the size of A4 paper
 - Make sure the background doesn't distract the readers eye, but also not bore it
 - A model in the centre in a fashionable dress
 - Picture not pixelated
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- Change saturation and hue to create good colours on both background and model
- Keep logo at the top of the page, on top of a black strip
- All text to be
 - Spelt correctly
 - In appropriate sizes
 - In same font but changing between bold, italic and underlined
 - Focused around the main articles inside and varying in font size to match the importance of it