

Component Overview

Task A: develop and apply media pre-production processes, skills and techniques (approx 3 hours)

Evidence of this includes:

- idea generation and development (mind-maps, multiple ideas outlined generated from research - primary and secondary).
- print media pre-production material (flat plans, article ideas, sketches, mood boards, analysis of existing products, etc).
- review and refinement - discard some ideas, carry some forward.

Task B: Develop and apply media production and postproduction processes, skills and techniques to create a media product (approx 7 hours)

- evidence of the development of your media product through the production and post-production phases (gathering content, taking photos, designing layouts, etc).
- evidence of testing, review and refinement (changing photos/ experimenting with colours/ fonts etc).
- print products should be approximately three pages (a front cover and a double page spread).

WAGOLL - Magazine Analysis

MASTHEAD - slightly covered by the image of Lana Del Rey. Iconic title is covered because it's **house style** is already well-known to the public and therefore doesn't need to be fully seen to know what magazine this is.

LAYOUT - the background layout of the magazine is very simple showing that the image is taken outdoors, the lighting is natural and the fonts are simplistic and bold to appeal to a young adult audience. Because the magazine is so simplistic, it looks 'classier' and more expensive which also implies an adult audience.

PRICE - the price is placed right at the bottom and isn't very visible so that the cost doesn't put consumers of buying it.



BARCODE - a common convention used on the front cover of magazines for the consumer to purchase this product.

COVER LINE - this cover title tells us who the cover star is and what the story on the double page spread will be about

PLUG - placed right in the centre of the magazine to attract the reader. It includes **buzz words** to persuade that they need to buy the magazine to make sure they know everything about 2012.

HEADLINE - gives the reader an idea of what is going to be in the magazine. The use of alliteration and the word 'best' acts as a **sell line**.

MAIN IMAGE - this image of Lana Del Rey wearing a bright coloured, flowery top, connotes beauty and femininity and so will appeal to a mainly female audience. The medium shot is in the centre of the magazine to suggest that she is the main topic of the magazine. The fact that she isn't looking directly at the camera causes intrigue as she looks disinterested.

KEY VOCABULARY

Vocabulary	Definition
Masthead	The name and logo of the magazine.
Drop Cap	A large capital letter at the beginning of a paragraph, often decorative.
House style	A magazine's distinctive style that distinguishes it from its competitors.
Sell lines	Persuasive text on the cover that helps to sell the magazine to the audience.
Cover Lines	Articles highlighted on the front page to draw readers into the magazine
Banners	Text which stands out because it's on a coloured background.
Buzz words	"Free", "Exclusive" and "Wow" are all examples. They attract the readers' attention.
Pugs	These are placed at the top right and left corners of the page and are known as the 'ears'. Examples of content that is placed here is the price of the product, the logo or a promotion.
Copy	Text used in the magazine.
Puffs	Boxes on the front page that promote features found inside the magazine.



Component 2 – Developing Digital Media Production skills: magazines