Reference Material

Applied GCE in Media: Communication and Production

6976 – Unit 4: Research and Development for Media Production

Issued: 2012/13

PREFACE

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Notes on the Exemplar

Please note that:

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- The portfolio exercises are original candidate work and may contain grammatical errors and spelling mistakes.

- Some items may have been removed altogether, please refer to the notes by the Principal Moderator for specific references.

Principal Moderator's Notes on the Exemplar:

It must be emphasised that these examples of student work are from a real centre and students and, as such, are neither exemplar materials, nor examples of "perfect" work. The publication of these materials is intended to give centres an idea of how students were able to meet the criteria. The commentary below refers to the Assessment Criteria level rather than grades. Grade boundaries for all subjects are set each year based on the achievement of the cohort however the Assessment criteria and therefore the Standard remain constant.

Strengths and Weaknesses of Research

There are many types of research I could do for my project. The two main types are primary and secondary. Primary research will be done specifically by me and I can research into the people around me. This can be done through questionnaires, focus groups, interviews and observations.

Questionnaires will allow me to get a demographic and physiographic analysis as I will be finding out what the people I question are like, what their hobbies are and as I am creating a magazine, newspaper or radio show, will allow me to know what the audience read and listen to. There are many advantages to questionnaires. They will allow me to get quick and easy results which will not take much effort from me, and more from the people who fill them out. I can also get a wide range of views from different people, but I will focus on my target audience, as their views are most important to me. I will ask questions in my survey which will allow me to find out what my audience wants from a radio campaign so I can take their opinions on board. I will give them options to choose from but will also ask open ended questions to find out what they really think individually.

However, there are disadvantages to questionnaires. The answers are often simple as people do not always want to take the time or effort to write detailed answers. Not everyone who fills in questionnaires takes them seriously and they can interpret the answers the wrong way.

I will use questionnaires as I think it is the easiest way to get information from my audience in an anonymous way.

Another method of primary research is a focus group. Getting people together to discuss opinions gives detailed and focused answers. As I would talk to the people face to face, I could get their attention and keep them focused throughout the session. Having people answer in person allows them to give more detailed, longer answers and I would be able to ask them further questions depending on what they give me in order to influence the information I can get from them.

However, it would be difficult to arrange a focus group as many people would not have the time to do this and would not want to participate. As I would be in the room with them, a lot of people may not give honest answers as they may only give me the answers they know I want in order to be polite. In a group of people, the dominant characters may have the ability to take over and influence the whole group, and therefore I would not get a wide range of honest opinions.

I will not be using a focus group as a form of research as I do not think many people would be willing to do this as they would have to use their own time.

Interviews are a good way to have a one on one conversation in order to get detailed views from a member of my target audience. It is an intimate way to get information from someone that would be accurate and not influenced by anyone else. I can ask more open ended questions and relate the answers to the person I am interviewing.

The downsides would be the time the interviewee would have to take out and the fact that they may give me a biased view in order to tell me what I want to hear, especially if I know them personally. When people are being interviewed face to face and it is not anonymous, they may not be completely honest.

Strengths

+

weaknesses

of primary

+

secondary research.

The final primary research method is observation. This is watching people to find out what they think. For example, I could observe somebody listening to a radio station or reading a magazine or newspaper. This would be a good method as it would be honest due to the fact that the person would not know about my observation, therefore I can trust the observations made. It would be anonymous but accurate as people in their every day lives would go into detail because the conversation is something they choose to discuss. It is a very intimate form of research as it is finding out truthful opinions of a particular person.

The disadvantages would be getting caught which could easily anger someone and make them feel exposed which would put an end to the research. It is not reliable either, as there is no certainty that the information will be found, as it is dependant on what others do which would be out of my control.

I will not be using this method as I think it would be very hard to get the information and would be an invasion of someone's privacy.

The other form of research is secondary. This is research of competitors in the real world through analysis. Examples of this are comparative analysis, codes and conventions, content analysis and content research.

Comparative analysis is comparing two examples against each other by analysing them. As I am producing a radio show, I will compare two different magazines. I will do this by annotating them before writing a report on their similarities and differences.

This is a very good method as it gives a clear understanding of what should be included in a magazine or newspaper. As two examples will be used it gives two different takes on how it can be done, rather than just one, so that features can be used from both. The comparison will also help to understand what works and what doesn't and therefore decide on the theme I will use. I will analyse magazines and newspapers aimed at my target audience as it will help me when making my own.

The only disadvantage of this method is that the variety is still limited, as there would be a lot more magazines I could use. However, analysing two is better than one and therefore I will be using this technique.

Looking at the codes and conventions of a typical radio show would help me find out what needs to be included in order to make it recognisable as this. It would help me plan my own radio scripts and I could use the typical conventions in order to make it look professional and fit in with the others on the radio.

However, there is no certainty of what the conventions really should be and no knowledge of where to go to find these. For example, the conventions used on one radio show may differ from another. It would also influence me to make my campaign too similar to others being played, and for that reason I will not be using this method of research.

Content analysis is the analysing of the content in a magazine, newspaper or radio show in order for me to find out what I should put in mine, which would help me with my planning. I need to know the content that attracts people to a radio show or magazine and what appeals to them. As I do not always listen to radio shows, it is very important for me to know what is used in them, as the ones that have been successful will be using the appropriate content.

The downside to only analysing one campaign is that there is not enough variety and I would only take advice from one secondary source. This will limit the amount of research I have and give me a biased view.

I will be analysing the content, but I will do this for more than one campaign in order to get over this disadvantage.

Finally, content research can be done. This is researching into the content used in different campaigns, rather than just focusing on analysing one. This gives more variety to my research. It is also very quick to research, and would only take the effort of listening to a short campaign and researching scripts on the internet.

The disadvantages of this would be that research can be inaccurate, especially when done on the internet. It is also easy to take a biased view, for example, I may decide to follow the format of my favourite campaign, rather than thinking about what my target audience wants.

Research is very important and I now know which ones will be best for me to do in order to make it as efficient as possible, by weighing up the advantages and disadvantages. I think the research methods of questionnaires, interview, comparative and content analysis will allow me to find out what I need to do to make the best government awareness campaign possible, that will target and appeal to the audience.

ICP magazine brands

ICP sells many different brands of magazine, ranging from the sports genre to celebrity gossip.

'Now' is the UK's best loved celebrity magazine sold by ICP. This genre of magazine includes celebrity news, gossip, styles and latest pictures, and is sold weekly. This magazine costs £1.30, which proves that this is aimed at middle class women as it is affordable for a weekly magazine, but is cheaper than some other gossip magazine, and therefore is affordable for the average women. The style of this magazine uses a lot more pictures than text, and instead of using aspirational images, every day shots of celebrities are used, which have been taken by the paparazzi. The whole magazine is celebrity based, including the style and fashion articles, and it is based mainly around gossip, using mostly middle aged women on the cover to represent the target audience and the theme of the magazine.

'Soaplife' is a magazine sold fortnightly and is written by and aimed at soap lovers. This results in the age range being quite wide as many people watch soaps, but the magazine would be mainly aimed at the middle aged people in between, generally women who want to find out gossip about their favorite soaps. It provides news, gossip, soap stars and pictures, with a mix of both soap and gossip. Storylines updates and interviews are included, as well as upcoming highlights, costing £1.60. This is a good price considering the magazine is fortnightly, and so will have a lot of content. This shows that the target audience would not be of a high class, and in terms of physcogrpahic profiles, would prefer to stay at home and watch TV rather than go out, which implies that the audience is older. The style of this magazine front cover uses a stand out red for the masthead, as well as a pink and yellow colour scheme. Lots of punctuation is used on the lures such as explanation marks and question marks in order to alert and attract attention. There are as many as seven images on the cover which include action and modeling shots of the characters from different soaps. However, a main storyline, character or theme is focused on by being placed in the centre and use of a larger font and image.

'Woman's Own' is a weekly magazine for older women, whose physiographic profiles include fun loving, confident and good for their age, and sells for 97p, which is the cheapest of the magazine I looked at, showing that the target audience may be earning less money than the average person, which could be due to the fact hat they are older ad may no longer be working full time. The front cover generally consists of a pink and yellow colour scheme, which reflects the target audience of females. Images of older women who represent the target audience are used. Real life images are used rather than aspirational, airbrushed photos, so that the readers can relate, and men of the same age are sometimes featured as a form of attraction. Most of the stories featured include celebrities, although there are true life stories used in which the readers can relate and find sympathy.

NEWS
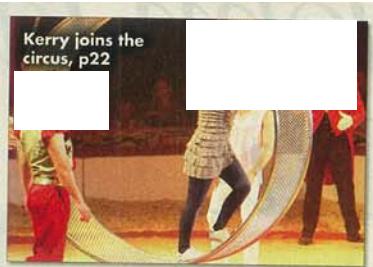
Kerry joins the circus, p22

FEATURES

FASHIONISTA

REGULARS

Catherine Zeta Jones once announced that the secret to a happy marriage was having his and her bathrooms. And now soap heart-throb Sid Owen has gone a step further by saying it's separate bedrooms that keeps his relationship to fiancée Polly so successful. The couple sleep in different rooms due to Sid's snoring, which Polly states 'sounds like a rhino'. Obviously sleeping apart works for them as on the day of the shoot the loved-up pair couldn't stop kissing and laughing.

Also this week we spoke to music legend Lionel Richie, who was genuinely warm and friendly. Lionel exclusively told OK! that he would love to work with Susan Boyle, who has one of the most 'pure' voices he has ever heard. Lionel confessed that every time he divorces he loses a mansion – he is down to his last four! Although he added that he wouldn't mind losing another house to his secret crush, Helena Christensen!

And just when we thought this issue couldn't get any more amazing, we got the world exclusive with *Big Brother* queen Josie, and are happy to report that she really is as special as she was on screen.

Lisa Byrne X

RYAN SEACREST DATES DEREK HOUGH'S SISTER

Yes, the *American Idol* host is dating Cheryl Cole's boyfriend's sister. Like Derek, Julianne Hough is also a dancer. Who also worked on *Dancing With The Stars*. Ryan and Julianne – it's a match made in slightly sinister showbiz heaven! For the record, there are three more impeccably turned-out blonde Hough sisters. Which celebrity singleton will they bag? By this time next year, everyone in showbiz will be dating a Hough, so if you fancy a crack at, say, Jason Orange or Peter Andre, you'd better get in there quick.

DON'T GET IN A HOUGH
Derek's little sis Julianne is going out with Ryan

BENNY FEILHABER
Another week, another hot footballer – this time from the USA

ANDREW GARFIELD
The British actor will play Spider-Man in the movie reboot

ORLANDO BLOOM
Have you seen the size of Miranda's engagement ring?

MAN-O-METER

MICHAEL JACKSON WAXWORK
Is that MJ, or Pete Doherty after a lost weekend?

ASHLEY COLE
The only man to carry off a leotard was its inventor Jules Léotard

MATT BELLAMY
The Muse frontman demanded a privacy enclosure at Glasto

MENA SUVARI & SIMONE SESTITO
Mena married her Italian-Canadian concert producer fiancé Simone in a private chapel last week in Vatican City. The Pope was quoted as saying, "I love those two kids. But I thought *American Beauty* was a bit sinful in places."

KRISTIN CAVALLARI & MIGUEL MEDINA
The *Hills* star has broken the golden rule, dating not showbiz royalty but a mere cameraman. "You're together all the time and it just sort of happens," she said. Shortly after, a producer pressed the button marked "Execute".

KIM KARDASHIAN & MILES AUSTIN
Like a sportsman-seeking missile, Kim has moved on from US football star Reggie Bush, via Ronaldo (according to rumours), to Dallas Cowboys player Miles Austin. Watch as Justin Bieber suddenly takes up football.

...ssell Brand gets relationship ...vice from David Walliams

Pamela Anderson releases provocative iPhone alarm app

Handwritten annotations:

'man-o meter' appeals to the target audience of women

celebrity names highlighted in red – recognised easily by audience

logo in top right hand corner. Theme shown – 'News'

main article highlighted by larger image.

Good + Bad represented by colours. yellow - good red - bad

relationship news use an annotation to determine and highlight relationship status

celebrity gossip facts at bottom of page - gives reader extra information → images of celebrities used to attract reader to facts

website and page number shown on each page.

Use of logo in top left hand corner

Date of issue

Red + Yellow Colour scheme

Images of magazine covers - repetition of logo for recognition

'on the cover' section

Topical subject - relates to what is going on in the world → current

content split into themes - easy to find pages

main image as focus on page

casual mode of address 'stuff' - informal

persuading users to subscribe - stands out in red - last thing seen on page - bottom right hand corner.

chatty mode of address - use of slang words - target young audience - eg. 'BFF'

codes + conventions - date, website, page number.

Images used to show what is included in page - acts as a lure

Names of celebrities highlighted in red - stands out → audience attracted to their favourite celebrity

majority of pages include a celebrity - shows that the magazine is celebrity orientated

Questionnaire – a new music magazine

Do you currently read a music magazine, if so which one?

NME

What is your favourite genre of music?

Indie

Would you be interested in a new, up to date music magazine that focused on celebrity gossip and interviews from the music world?

yes

What things would you like to be included in a music magazine? (Please circle any ideas you like)

(Interviews) (Photo shoots)   Music gossip   (Tour dates)

(New and upcoming artists)   Competitions   Chart positions

Primary Research

Polls and awards for best songs and albums

Would you prefer a magazine which focused on one genre of music, or a few different ones?

a few

How much would you be prepared to pay for a music magazine?

£2/£3

Do you have a favourite artist or band and if so who and why?

you me at six / paramore / the cab – like all their songs.

Music magazine questionnaire analysis

I created a questionnaire for my target audience of teenage girls in order to find out what they want from a music magazine, so I have an idea of what to include in the final product.

I asked the audience if they currently use any music magazine in order to find a gap in the market and what magazines to base my own one around. The most popular music magazine with this audience is NME. One member of the audience do not currently read a music magazine and another magazine that was mentioned is Vibe. This shows me that there is a g pint he market for a new magazine due to the fact that there is only one main music magazine that is popular with my audience. However, I will research into NME in order to use this as a focus point in order to ensure the magazine I create appeals to this target audience.

As I am unsure of the main music genre to include in the magazine, I asked the audience what their favourite genre of music is. Everyone answered either RnB or Indie, with the majority of Indie by one vote. However, most of the people I questioned would prefer to have a few different genres of music, so these two styles could be mixed together in order to fill a gap in the market.

The entire audience I questioned would be interested in a celebrity gossip magazine, which shows I am thinking along the right wavelength for my audience, and will be able to target them with this gap in the market.

In order to help me plan the content of the magazine I will create, I asked the audience what they would want to be included in a new music magazine. I gave the audience options to choose from, with the post popular feature being interviews. This means I will take these results and include lot so celebrity interviews form music artists. All the features were chosen by at least one audience member, which shows that I should consider including all of these, but making the most popular ones a priority.

I asked the audience how much they would be prepared to pay for a music magazine, so that I can ensure I price it correctly to fit into what my target audience can afford. £2-£3 was the most common answer, meaning I should price the magazine at around £2.50. This is quite a high price compared to standard celebrity magazine which shows that the audience will value a music magazine more, and represents an opportunity for a more upmarket celebrity magazine.

Finally, I asked the audience for a favourite music artist or band, so I can ensure I include these types of artists in the magazine. Beyonce and The Cab was the majority choice, and I could consider including these artists in the first edition in order to attract new customers. I found that there was a wide choice of artists mentioned by the audience, and would need to include a wide range of artists in the magazine to fit in with the genre.

I have come to the conclusion that in order to appeal to the whole of my target audience I will not be able to just focus on one genre of music, and so will create a magazine that promotes the mainstream music from the charts, ensuring that RnB and Indie is mainly included. This makes it likely that the audience will know all the artists included . This will allow me to not only target the people I questioned, but the whole of the teenage girl market.

Vibe magazine interview

YOU EVER WATCH a control freak mellow out? It's fascinating. When said micromanager is Sean "Puffy" Combs, it's an enlightening ordeal altogether. Sitting at trendy Asian eatery Philippe Chow in New York City, two days before LeBron James announces that he's taking his show to South Beach, Combs has talking points: impact and legacy. "This ain't a regular run," says Combs of his two-decade laundry list of accomplishments. "I'm saying that in the most humble way possible. I'm me and I'm seeing it. Most times the impact of what you do you don't even live to see it."

He's the only patron seated for the evening, lounging at a table that comfortably seats eight. This is clearly a Sean John zone. His voice remains even, but the arrogance skyrockets. "It trickles over into sports. It goes into the way the free agent negotiations are going. [Athletes] have that belief. But that level of confidence as Black businessmen wasn't really there. Unforgivable swagger. That shit wasn't there."

Sean believes that his ambition has been infectious. In his "humble" opinion, his drive has taught the have-nots that not only can they have, but they can be gluttonous and acquire wealth rather than riches. Will it ruin his day if people don't agree? Not really. But he'd still like the legacy to be accurately documented. His reactionary reflexes have given way to him thinking long term, which could be why he's unfazed by trivial shots like 50 Cent's claims of having nude pictures of his artist Cassie. He's more interested in guiding careers—Rick Ross, Red Cafe and Dirty Money, among them. And really, he'd like to do square biz and have your kids' kids respect him like his contemporaries admire Warren Buffet. That would truly be money in the bank. In the meantime, he wants to mellow with a plate of chicken satay and talk Diddy legacy.

VIBE: You have said that rap's heavyweight class consisted of Jay-Z, Kanye West, Lil Wayne and Drake. Do you still believe that?

Diddy: Definitely. I feel like Drake is somebody that entered professionally in the heavyweight division. He didn't come in as a middleweight, he didn't come in as a light heavyweight, he came in as a heavyweight. He's gonna be a force to be reckoned with for a while. He is the definition of a new age musical rapper . . . going forward a lot of rap artists are going to have [singing and rapping] in their repertoire.

What's the ranking in that heavyweight division?

Jay, Kanye, Wayne and Drake.

Jay still No. 1?

Handwritten annotations:
- formal mode of address
- referral by surname
- switch to first use of "we" — audience have got to know him better
- Bold text marks questions strongly / clearly
- rhetorical question
- short/snappy sentence
- setting the scene
- qu
- description of celebrity
- use of swearing - mature audience
- including names of other artists - hip hop language
- going into detail - helps reader to use imagination
- Introduction told like a story.
- Good analysis ✓
- use of both short + long questions.

Hands down as far as worldwide impact and due to this last album [The Blueprint 3]. He's moved up in the rankings.

People don't realize that you two are friends and not just industry acquaintances.

Over the years as we've grown, Jay and I have needed each other. We've needed to be able to pick up the phone and call somebody that can understand what each other was going through. We needed each other to motivate each other; we needed each other to push each other. We needed each other to support each other and also to challenge each other. He's definitely been a great friend to me. There's never been anything that I've asked him to do or he's asked me to do that we really haven't done for each other.

Give an example of when you had to pick up the phone and call Jay for assistance.

I wanted to do something game-changing with Sean John. And I just picked his brain. I did [a fashion line] before him but I think that business-wise he did a lot of things better than me. He picked the right time to get out and get his check, to sell his company. We sat on the phone and talked about itŃput our egos in our pockets. I didn't see Sean John versus Roc-A-Wear. I just saw that my man over here is doing it [and I had] a couple of offers for Sean John. It was a beautiful conversation, 'cause we're sitting down at this restaurant and we're talking about apparel. We're not talking about music. It was a beautiful moment. Two quarter-of-a-billion dollar companies—just getting advice from your competitor. It was something that you heard rich White boys do.

Dr. Dre said that the last beat that floored him was "All About the Benjamins." How does that make you feel?

It's humbling. I was in the studio with Dre the other day. He started working on a record for me. Watching him as a producer is watching greatness. We had a lot of similar traits. It was like looking in the mirror. He would ask questions like, "How you feel about this?" People don't really understand true producers want to know how you feel about things. We are some of the most observant people on the planet.

You're a lot more into the music now than the last time we spoke.

I was waiting to get a lot of inspiration from the outside and it just wasn't coming. And I'm not knocking anyone's hustle that's out there. I just come from musical history that musically people gave more of themselves . . . I was able to go back and listen to all the great records that I made. I ain't do it on purpose. Like sometimes I'd be in a club and the DJ was just throwing tributes and would go deep in the crates. I would be like, "Damn, I forgot that I made that one." It just gave me a deep connection and another level of confidence for me to do me.

Are you feeling more comfortable writing on your own?

Yeah. I learned a lot more. I feel a lot more confident and free. On this album I wrote like maybe two or three records by myself. But I still like writing with somebody. It helps me. Not

Focus Group

What is your favourite type of magazine?
Fashion magazines

Celebrity gossip magazines

What magazine do you read?
Elle and Vogue

Heat and Closer

Why do you like this?
I like it because it keeps me up to date with all the latest fashions

I like to keep up to date with all the gossip about my favorite celebrities

Would you every try reading a different sort of magazine, and if so what?
A celebrity gossip magazine would interest me

A fashion or music magazine

Do you think there is a gap in the market for a new magazine and if so what would you want from this?
I'd like to see more just celebrity focused magazines instead of having fashion included

A new genre of music magazine

What is your favourite element of a magazine?
Images of celebrities

Celebrity photos and stories

What price range do you usually pay for a magazine?
£2-£3
£1-£2

How often do you buy magazines?
Weekly or monthly
Fortnightly

What on the front cover attracts you to a magazine?
Images of celebrities I am interested in and catchy headlines
Images of celebrities

Do celebrities attract you to a magazine?
Yes
Yes

Do you prefer something you can relate to or aspire to?
I like a bit of both in the magazines I read
I like to aspire towards celebrities

Do you prefer reading about people you own age?
No, older because I can aspire to be like them
No, I like to read about older people that I can look up to

What would you change about the magazine you read?
More real life stories that I can relate to
Less fashion and more celebrities

Do you feel that a lot of magazines out there are too similar?
Yes, some of the music magazines are all the same
Yes, most of the celebrity magazine I read have the same stories and photos

If a new magazine came out that you were interested in, would you buy it or stick to what you already know?
I'd buy it to see what it is like
I'd buy it to try it and see if I liked it. I would be more encouraged to do this if there was a low introductory price

Do you prefer a magazine to have a particular theme or have a wide variety of content?
A particular theme
A particular theme

using it as a crutch, but I get better results from co-writing; having my own feelings and thoughts, and, you know, getting some help with it. I love the feeling of collaboration, community in the studio. I don't like being the mad scientist and being in the room by myself.

Focus Group Analysis – a gap in the market

I have decided to target a teenage girl market for the magazine I create as I can relate to this and will be easy for me to research as I fit into this market. I created a focus group in order to fins out what this target market wants and whether there is a gap in the market for new product.

I found out from the focus group, that the two girls I asked had some similar opinions, as they are both very interested in celebrity endorsement, as one reads fashion magazines and the other purchases celebrity gossip magazines, with the aim of staying up to date with the latest news and fashions, which shows that my audience are interested in uses and gratification in order to find out what it going on in the world.

I asked the audience if they though there was a gap in the market for a new magazine that they may be interested, and the results included an entire celebrity based magazine or a new music magazine. I like the though of a music magazine, as both the girls I talked to decided together that a lot of the magazine out there are the same, including some of the music magazines. Therefore this shows me that there could be a gap in the market for a music magazine.

From the feedback I got from this focus group, in order to meet the needs of the target audience, celebrities would need to be included, and the girls like use of older celebrities that they can aspire, although use of real life stories allow them to relate. In a music magazine, this could include having a music magazine based around celebrities in the music world, as well as up coming artists that have yet to be discovered that the readers could relate. As both people I questioned thought a theme was better for a magazine, a music theme would fit nicely around this opinion.

I think a new magazine could be successful as both results show that the target audience would try a new magazine, and could be enticed to if a low introductory price was used in order to get the customer base to read the magazine.

Images of celebrities and stories are the main things that attract the audience I questioned to a magazine and the element they most enjoy reading inside. Therefore this magazine would have to be celebrity based, which could include gossip updates and interviews.

I will create a questionnaire in order to find out if this idea would appeal to my target audience, and will help me to decide on what music theme to use and the main aspects that should be included.

One main
celebrity
image

One main font, with
use of different sizes

Artistic,
textured
background

Codes and
conventions- bar
code, price and
date

Mainly text,
less images

NME music magazine has both similarities and differences to a celebrity gossip magazine. An image of a celebrity is used on the front cover which is a technique used on gossip magazine. However, only one main image is used as a focus on one music artist. In my magazine, I will use a few more images to make it different and look more like a gossip magazine, but will focus on one main larger image.

A colour scheme is used for the text on the cover, like most magazine do, which makes it look conventional, as well as the use of a barcode, price and date.

A theme is used for the issue, in this case, 'The future of music', which gives the magazine something to work around in the issue something to work around. I like this idea, and will use this in my own magazine to show different aspects of the music industry.

The front cover for this magazine is very basic, compared to a celebrity magazine where there is lots going on. This makes it look a lot more formal and professional, which is one of the reasons why it is more expensive, which is also a major difference, as gossip magazines vary form 90p to £1.99, whereas this magazine costs £2.30, which is a significant increase and therefore the content will have to reflect this, and therefore I will have to be aware of this when making my own magazine.

The main image in the cover fills the whole page, as a background, which makes it look artistic, especially with the use of the textured background. The font used on the front cover is the same throughout, which differs from a gossip magazine which often uses a range of different fonts. Even though the fonts used vary in size, the font used remains the same which makes it look professional.

The music magazine is a lot more formal than a gossip magazine, which shows the target audience may be more mature. This makes it look more expensive, and reflects that the magazine will be more serious than a light hearted celebrity magazine. This is why I want to mix the two genres together, as I have found from research that the same audience age range listen to both genres, and therefore both styles will attract them to the magazine.

A celebrity image is also used on this music magazine, which shows the audience is still interested in celebrity culture and so a gossip magazine would appeal to the audience.

One main image fills page- celebrity used for endorsement

Use of American theme- blue, red and white colour scheme

Masthead colour matches text on cover

Same fonts used throughout – different sized text

Larger text highlights main article

Names of celebrities listed- use of celebrity endorsement to attract the audience

Topless image represents a more mature audience

Text surrounds centered image- attracts attention to celebrity

Conventional barcode, price and date

Lots of text and lures to encourage readers to go to certain articles

This magaizne is the closest to what I want to create, as it is a modern and aimed at a younger audience. There is also a lot of focus on celebrities, which is my aim. However, I will make my magazine a bit different to this by using some conventions of gossip magazines with the use of more images and informal text.

Pink colour scheme- hold connotations with females- target audience

Use of aspirational celebrities- middle aged- represents target audience

'Glossy High Street Fashion Weekly' clearly describes the theme of the magazine in order to attract the audience and so they know what to expect

Capitals used to make certain words stand out- show exaggeration and highlights appealing words such as 'Glam' and 'Hottest'

High street clothes used to replicate celebrity styles- represents that the target audience aspire to be like celebrities and look up to them as idols

The prices of the clothes and accessories represent what the target audience can afford- showing that they are working class and will look for a bargain

One main image in which the eye is attracted to, due to the bigger size used of which the name is not given, as the others are, which represents that the audience will know who she is which would be the reason this was chose as the main focal point to make it recognizable

Use of real life stories- enables readers to relate- makes a comparison to the aspirational celebrities used

An image of a topless man, within the age range of the target audience is used to attract the female readers. The lure 'Robert Strips' encourages readers to look inside the magazine to see the images. The use of slang language such as 'OMG!' is used to relate to the language the audience use in their everyday lives.

Codes and conventions are used- date, pride, barcode, masthead, lures, images, website. However, unconventional aspects are used such as the masthead low down on the page and in a small case font.

The theme used is topical to what is going on in the media- Big Brother special, also represented by the slogan used above the masthead as it is a quote from the Big Brother show.

The ages of the women pictured are clearly shown to directly represent the age of the target audience, which is between 19 and 36 from these figures.

The colour scheme of the main lure is yellow and pink which hold connotations with females, in order to appeal to and represent the target audience.

Images of both 'curvy' and 'skinny' girls will be aspirational to all women of different sizes, making them feel confident about their bodies by relating to celebrities.

The use of 'young' and 'older' represents the variety of the target audience, appealing to both younger and older women.

Comparative Analysis

I have compared the front covers of both Look and Heat magazine in order to pick out the similarities and differences which will help me with the design of my own magazine.

Both magazines have a similar target audience of young women, which are represented by the images of the women used on the front cover which represent the target audience.

Codes and conventions are used in both magazines, including a masthead, barcode, date and price.

Other similarities include the use of a colour scheme; Heat uses a light pink and yellow colour scheme, whereas Look uses a dark pink. Even though these colours are slightly different, they both use the colours consistently in order to make the magazine look professional. The pink colours used by both magazines are done in order to appeal to the female audience due to the connotations the colour holds with girls.

Both magazines use an average of five images on the front. However, Heat includes an image of a man as a technique to attract the female audience, whereas Look only uses women to be aspirational to the female audience.

The mode of address varies between each magazine. Look has a more formal language style than Heat, as Heat uses slang terms such as 'OMG', which represents that the target audience would be slightly younger.

Look magazine is more focused on fashion, which is linked to the name 'Look', as it holds connotations with how people look. However, heat focuses more on celebrity gossip. This is shown by the amount of clothes and accessories on the front cover of Look, which contrasts the amount of celebrities shown on Heat.

Look includes a lure for a true life story, proving that this magazine relates more to the audience than Heat does, by using people that the audience may have similarities with or can feel empathy for.

The prices of the different clothing are shown on Look magazine, which represents high street stores and prices, which could imply that the Look readers are more money conscious. This is also proven by the fact that Look is cheaper than Heat, costing £1.40, compared to Heat which is priced at £1.65.

Overall, from comparing these magazines, I can pick out a different theme for both. Even though the target audience is roughly the same, Look magazine focuses on fashion, whereas Heat resolves around celebrities and gossip. Heat is a more fun magazine aimed at a slightly younger generation that aspire for a luxurious lifestyle, and are therefore prepared to pay a higher price than Look magazine, which revolves around high street fashion, in order to replicate celebrities at a lower price.

Out of the two magazines, I prefer Heat, as I think the mode of address targets the audience well, and I find that there are more different types of images and celebrities shown, which allows a wide variety of people to relate, therefore increasing the target audience. I think Look magazine looks more high class due to the images of celebrities and clothes used. However, the price of Heat represents a higher class lifestyle, that shows an insight into the celebrity world.

Two main colours- red and black
One main image used as background
Masthead across top of page
Text around outside of image- same font,
different sizes

Three main colours- yellow, white and red
One image used as background
Masthead in top left hand corner
Text around outside of image- same font,
different sizes

Four main colours- red, white, yellow and
blue
Four different images
Masthead in top left hand corner
Text used in relation to images

Four main colours- red, white, yellow and
blue
Six different images
Masthead in top left hand corner
Text used n relation to images

I have looked at the creative fonts, colors, images, formats and size of both music and celebrity magazine front covers. The main differences I can see between the two genres of magazine is that music magazine uses two main colours, and one image as the background, which makes it look a lot more simple. However, the celebrity genre uses at least four colours and four images on the cover, which makes it look a lot busier. The text on the music magazine is used around the outside of the main image, whereas the text on the celebrity front cover is used in relation to each image. The music magazine uses one font throughout the cover, and only changes the style. However, the celebrity magazine used a few different fonts. Overall, the main creative difference I can see is that the celebrity genre uses a much more busy style, whereas the music magazine is much simpler. I will use a creative style between these two genres, by using a mixture of both the conventions. I will use a main image, but a couple more images around the outside to make it more crowded. However, I will use only two main colours to simplify it and one font but will follow the conventions of the celebrity magazine by using several different informal headlines.

Creative research

Masthead Fonts

Formal font, capital letters, simple, black colour, serif font

Sans serif friendly font, colourful, red colour stands out, 3d effect

Sans serif friendly font, pink colour attracts girls

Bold, black letters with use of serif font creates serious look, use of different sizes makes it stand out

I will use the last sort of font for my magazine as I think this is formal but does not look too serious. I like the fact that there is smaller writing underneath as it stand out and the use of the word 'magazine' clearly shows what the product is. However, I think the second bit of text should be a different colour to make it stand out and give it more character, which will make it look more like a gossip magazine, as colour is usually used in their logos like the 'Heat' and 'Sugar' logo above.

NME distribution campaign

NME created a new way to distribute their magazine, which differs from the main way of delivering to shops. The business has used technology to create and online distribution method. This enables the magazine to target those members of the audience that do not buy the magazine, and so can access the magazine online for free.

'The digital edition will be delivered via email to music fans that currently tend to experience the NME brand online, and will allow them to experience the rich environment of the print magazine.'
http://www.ipcmedia.com/press/nme_launches_innovative_digital_magazine_distrib ution_campaign_press_276845.html

This is a good idea as a marketing strategy to encourage more of the target audience to read the magazine, as well as creating a innovative and cheap distribution method, in order to deliver the magazine to a wider audience.

Publishing director Paul Cheal says: "This campaign perfectly complements our multi-platform strategy. It allows us to use our huge success online to communicate what the magazine does best – and what can't be replicated online, even by NME.COM – to an audience that is currently missing out. By working with John Menzies Digital, we can get NME – and all it has to offer in print – to a core group of music fans, as well as offer significant added value to advertisers at no additional cost."
http://www.ipcmedia.com/press/nme_launches_innovative_digital_magazine_distrib ution_campaign_press_276845.html

NME achieved this in 2009 by partnering with online newsagent, John Menzies Digital, which allows NME to increase their audience of £1million by delivering a free digital copy of the printed magazine.

This is a good distribution method in order to target a wider audience, which NME did in the run up to the festival season in order to get more customers for this potentially demanding time for the magazine. I would use this method for a new magazine as it would need to make profit through sales. However, a website would be another promotional method that my magazine could use in order to persuade people to buy the magazine, as well as acting as another source of information.

NME is distributed by the Worldwide Magazine Distribution LTD. The magazine is distributed weekly t a price of £2.30. Vibe is also distributed by this company, monthly for a price of £3.85. This shows that this company is suitable for distributing a music magazine, but will also be the right distributor for my magazine as it also distributes gossip and celebrity magazines such as Heat. The World Wide Magazine Distribution is the leading distributor of magazines to niche and specialist outlets Worldwide.

Audio research- Radio 1

I looked at Rajar, which is a website to show listening figures of different radio stations, as I wanted to find out which stations were most popular. As I want to focus on a celebrity based show for younger people, I am going to research into Radio 1, as they include this in their shows. I also found that they have good listening figures, reaching 23% of their audience. When comparing this to competitive popular radio show Heart, who have similar content, it is clear to see that Radio 1 reaches a much larger audience, with a difference of nearly 4000 people, and an 8% higher reach to audience.

BBC Radio 1	Q	51,280,000	11,737	23	1.9	8.2	95,972	9.50
Heart Network (UK) [i]	H	51,618,000	7,776	15	1.2	7.7	59,834	5.80

I have researched into the Radio 1 website to look at their schedule in order to find out what they already do, and how my idea would fit in.
I found that in the weekdays on Radio 1, gossip and celebrities are not included as a separate show, but may be included on the morning show with Chris Moyles, aired from 6.30-10.00
When looking at what is included in this show, I found that interviews with some celebrities are held, and events in the media are discussed, such as the world cup. Music and topical discussions are also included, which uses an element of comedy, which I have found from listening as research.

BBC Radio 1 Radio 1 England Schedule for
Tuesday 1 June 2010

Skip to: Early | Morning | Afternoon | Evening | Late   View: ☰ ▦

EARLY

00:00   **Rock Show with Daniel P Carter**

02:00   **Punk Show with Mike Davies**

04:00   **Dev**

MORNING   ▲ Back to top

06:30   **The Chris Moyles Show**
Tuesday - Aled's dancing, Tina splits The
Bill and World Cup fun
The award-winning Chris Moyles Show
with the award-winning Chris Moyles.

10:00   **Fearne Cotton**
Tuesday: Sniff My Sausage
The home of Radio 1's Live Lounge.

AFTERNOON   ▲ Back to top

12:45   **Newsbeat**
01/06/2010

CHAPTER 3

Who will be in the England squad?
We test Aled's knowledge of who should be in the 23 man England squad for South Africa

08:25 (01:55)
Chris gives us all some great advice on how to revise effectively for exams

08:35 (02:05)
We've got the camera from Bangor

08:45 (02:15)
Chris is taking a break from telly until October, and he's going to walk everywhere like a walkasaurus

09:00 (02:30)
Tedious Link - Embrace - Ashes

09:05 (02:35)
Matt Fincham is here and we celebrate his arrival with a clip of him on student radio with his mum, and then we sing the Matt Fincham song for the first time in ages.

09:25 (02:55)
Chris asks Dom about his made up story concerning Jermaine Bedford

As I have found that there is not a particular show for celebrities and gossip in the weekdays on this station, it highlights a gap in the market that I could take advantage of.

At the weekend, radio 1 takes on a different format, with more show on celebrities and gossip included. It may be better to place my own show here, as I know these days and times will attract the target audience that I want.

A morning show at 7.00 on Saturdays has previously included Edith Bowman catching up with celebrities, but is not a set part of the show, as what is included varies from week to week, with music and film reviews instead of interviews being aired.
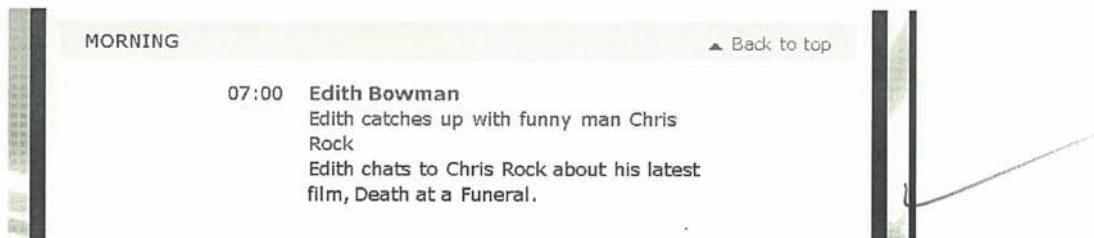
MORNING	▲ Back to top

07:00 **Edith Bowman**
Edith catches up with funny man Chris Rock
Edith chats to Chris Rock about his latest film, Death at a Funeral.

Vernon Kay's show which follows Edith Bowman's sometimes includes celebrity interviews, which airs from 10.00 to 1.00
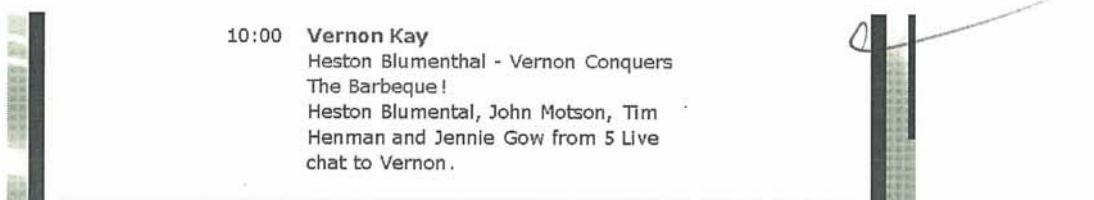
10:00 **Vernon Kay**
Heston Blumenthal - Vernon Conquers The Barbeque!
Heston Blumental, John Motson, Tim Henman and Jennie Gow from 5 Live chat to Vernon.

This research into the scheduling of Radio 1 has been very helpful in showing me that Saturday mornings is the best time in which to include celebrity gossip and interviews as these are the times in which this is included on Radio 1. However, there is no particular show for this and instead is included in a few different shows on some occasions. This shows me that there is a gap in the market for a celebrity gossip show on Radio 1, scheduled for a Saturday morning, as there is no show for this currently, and I know it will target the right audience through research that this theme is used in this time slot currently.

Radio 1 is a good station for me to air my show, as the target audience fits into the audience I am aiming at. Radio 1 targets 16-24 year olds. I want to target this age range as they are younger, and so will be interested in celebrities and gossip. Statistics show that the majority of this audience is single, which hold connotations that they are fun and free, and so will be looking for a light hearted show, and their age will enable them to look up to celebrities and aspire to be like them, as most of the audience will not have settled down in either relationships or work life, which will encourage them to have role models to guide them.

As the younger generation are less likely to have full time jobs, due to being in education, and lack of experience, they will not have a lot of money, and so could use this radio show for uses and gratification, and the need to know what is going on in the celebrity world, rather than having to spend money on magazines. Young people are less likely to read newspapers, and instead use internet, TV or radio to find out news.

The younger audience are defined by brands, and celebrities an often be seen as a brand, just like clothes or mobile phones, and so celebrity gossip is something they are interested in and associate with their every day lives, which would allow them to relate to the radio show.

Now I have found a gap in the market, I will create a questionnaire for the target audience in order to find out how I will attract them to the show and what will need to be included in it on order to appeal to them. The results from this will help me plan the radio show easily and ensure the audience is targeted correctly.

Questionnaire

How old are you? 17

What gender are you? Female

What radio station do you currently listen to? Radio One

Why do you listen to this? FOR THE music and the famous artist and singers involved.

What time do you usually listen to the radio? During the day.

Where do you mostly listen to the radio? IN THE car and at work.

Do you prefer listening to music or discussions? a balance of both

Are there any particular radio shows that you watch? chris moyles show.

On average, how many hours do you listen to radio in a day? 1 hour.

Are you interested in celebrity gossip? yes.

Do you buy celebrity gossip magazines? yes.

Would you listen to a radio show focused on celebrity gossip and interviews? yes.

Questionnaire analysis

I created a questionnaire for my target audience, in which I asked five, sixteen to seventeen year old what they think of the radio, which included three females and two males. I am aware of the fact that males may not be as interested in celebrity gossip as girls, and so this will allow me to find out whether I need to alter the target audience or the content of the show.

The females all responded as I expected, as they stated that they are interested in celebrity gossip. On the other hand, only one of the males is interested in this, and he doesn't buy magazines. However, even if males do not buy magazines, they may still be interested in listening to celebrity interviews, as one of the males said they enjoy. I think that interviews could appeal to everyone, as I could find out which celebrities the audience admire, which could target males. However, the celebrity gossip side to the show would appeal more to females, resulting in the main target audience being teenage girls.

All the five people I questioned listen to radio 1 over any other station which confirms the fact that this is the appropriate place for this show in order to appeal to the target audience. The reasons behind this are the music, presenters and famous guests. This shows that the celebrity guests will appeal to this audience, but music should also be involved as this is the main purpose why teenagers listen to the radio. I could include live songs from the guests, which would be similar to the current radio 1 'Live Lounge' show.

I asked the audience when they listen to the radio so I will know when is best to place my show in the schedule. However, the responses were mixed. 3 people listen to the radio during the day and afternoon, whereas everyone else listens in the morning. From secondary research I found that a Saturday morning would be most appropriate and I think a lot of people will listen at different times at the weekend. The results from this research and the fact that 40% of my audience listen in the morning, I will keep it at this time. However, this questionnaire shows that this should be late morning in order to appeal to those who would listen in the afternoon, as the show would carry on into the afternoon.

In order to get an insight into what the target audience like, I asked if there were any particular radio shows that they listen to. The results varied from the Chris Moyles show and the Top 40 Chart which was most popular with two people, and Fearne Cotton's show. These are all on played on Radio1 which shows my show would fit in with this Radio 1 schedule.

I asked the audience how long they listen to the radio in order to find out how long this new show should be. The results ranged from half an hour to two hours, with 1 or 2 hours being the most common answer with these audience members. This shows me that teenagers will listen to the radio on average for 1 ½ hours a day, and so the show I make should not be too much longer than this, also meaning I would need to choose the right time to target the audience so they do not miss the show as the audience do not listen for very long.

Overall from this questionnaire I have found that I need to air my radio show in radio one, in the late morning until the early afternoon, including celebrity music artists gossip and interviews as well as playing live music. A request show could be a good idea so that the audience can hear what they want and get to hear gossip and interviews about their favourite celebrities. This show will mainly target teenage girls due to the celebrity gossip included, but will still aim to attract males if the right guests are used.

My radio show will include the following content:
- Celebrity gossip
- Celebrity interviews
- Chart review
- Film reviews
- Television reviews
- Top ten music
- Live performances
- Emails from listeners
- Music requests

Radio comparative analysis

I have analysed the schedule of Heart radio, in comparison to Radio 1 to show how the schedules differ and what elements are the same. Even though I will not place my radio show on Heart, it will still show me any gaps in the market, and give me something to follow and take ideas from.

Early Breakfast with Gareth John
Start the day with Gareth and More Music Variety.

Heart Breakfast with Stuart and Natalie
Wake up with Stuart and Natalie playing more music variety and having more fun in the morning. Plus Natalie has the latest travel news every 15 minutes.

Mornings with Toby Anstis   listen live
More music variety with Toby

Afternoons with Nick Snaith
Nick Snaith plays More Music Variety on Heart including the Time Tunnel at 2.00pm

Heart Drivetime with Matt Jarvis
Join Matt Jarvis for more music variety on your way home and the latest traffic and travel every 20 minutes.

Evenings on Heart
Join for more music variety every evening.

The Late Show with Simon Beale
A selection of cool and relaxing songs designed to help you wind down at the end of a busy day.

The weekday schedule shows me that like Radio 1, there are no shows in the week day that involve celebrity and gossip, which I what I plan to do. However, this could show me that the audience on a week day is not suitable for this type of show, which has been confirmed by looking at two radio schedules and finding this pattern.

Radio 1 showed that Saturday morning is the best time to show a celebrity gossip show. However, Heart does not include a show specific for this, which shows me that there is a gap in the market for the show I will create.

Nicola Bonn
Nicola gets you through the wee small hours with even More Music Variety

Matt Wilkinson
Join Matt for the perfect start to your weekend

Matt Jarvis
Start your weekend with Matt Jarvis playing more music variety on Heart

Nick Snaith
Join Nick every Saturday afternoon for more music variety as you shop, relax or get ready to party.

Emma Bunton
Saturday afternoon's with former Spice Girl Emma Bunton playing you More Music Variety...

Club Classics with Steve Denyer
Steve is here every Saturday night playing you your favourite Club Classics tunes on Heart.

The Top 40 show on Heart is the one closest to the show that I am planning to create. This is because the show includes a chat countdown and interviews with celebrities in charts, as well as news on music artists. However, my show will differ from this as it will be mainly focus on celebrities and interviews for the main show, but I will use ideas from this to help me make decisions.

Interviews

Listen back to The Wanted

We got new boy band, The Wanted on the show for a chat about their debut single 'All Time Low'. Listen back to the interview.

💬 5 comments

Rich + Kat at Example's 'Kickstarts' video shoot

Rich + Kat headed to a sunny garden in London where Example was shooting the video for his new single 'Kickstarts'.

💬 2 comments

Rich + Kat chat to Taio Cruz

Taio us about one of the awful jobs he's had in the past, watch the video and find out what he it was.

Newspaper

For my third idea, I am going to create a newspaper for a gap in the market. I want to aim this at teenagers, as there are currently no magazines on the shelves that are specifically aimed at teenagers. This newspaper will include celebrity gossip, including articles like the one I analysed in the News of the World. However, other current issues in the news will be included to make teenagers more aware of world issues, but by mixing this with celebrity news will hopefully make this more interesting.

I have analysed The Daily Mail and News of the World front covers, as my own newspaper will have elements of both of these, and hope to find a balance in the middle. I think the use of a free magazine inside, as the News of the World provides is a good way to encourage younger people to buy a newspaper.

I will create a questionnaire to find out what the target audience of 16-25 year olds wants from a magazine. I will do this by finding out what newspapers this audience read if any, and what they would want from one.

I would like to create a daily newspaper, as If it is mainly a celebrity based newspaper, I would need it to differ from competitor News of the World, and therefore making it daily rather than weekly would do this. This would mean that the paper would not have too many pages, and would therefore be cheap and affordable for teenagers.

I think that it would be quite difficult to encourage teenagers to read a newspaper and so it would be a challenge to appeal to the audience, but I think with the right content and approach it could be done.

After doing both primary and secondary research, I have decided the following content for my newspaper:
- Main news headlines
- Celebrity gossip
- Man and woman of the week
- Advice column
- TV guide
- Horoscopes

agic in purple

OTTON

—check out these
f singing sensation
ts and a purple bra.
r really does Turn
poses for the
proves she's got

d in for new mum
as a judge on the

e snaps she'd have
g the thumbs up
she shows off some
s in high heels, high
lingerie.
p the singer, who
Mama Do, drapes a
as she teases the
t top.
revealed: "It was a
Pixie to be asked by
be a judge.
ung but Simon and
rs believe she's
right to sit with the
es.
uldn't be surprised if
was asked back
manently in a few
ars' time. She
made a valuable con-
ribution—she was a
eal natural."
And a real natural
eauty too.

VERN: MY TESS NOW TRUSTS ME

Sex texts 'were devastating'

SHAMED TV host Vernon Kay speaks for the first time today about his sex text scandal and reveals that his marriage to Tess Daly is back on track.

Opening his heart about the impact of his betrayal on the Strictly host, he admitted: "It was devastating but we dealt with it behind closed doors and we've managed to move on."

In an exclusive interview with Fabulous magazine, Vernon, 36, said their relationship was stronger than ever. "I think Tess does trust me," he said. "She is brilliant. I always knew she was strong."

Their six-year marriage was rocked in February when the dad of two con- fessed to sex texting five women, includ-

EXCLUSIVE

BY **JENNIFER WILEY**

ing glamour model Rhian Sugden, 23, but denied having any physi- cal relationship.

At the time All Star Family Fortunes host Vernon called him- self "an idiot" and admitted he'd let Tess, 41, down.

Shock

Reliving the heartbreak, he said: "We're really private people so it was the first time our per- sonal lives were on the front pages. That was a real shock."

Vernon—whose interview can be seen at fabulousmag.co.uk—says he has learned valuable lessons. He said: "I know not to take anything for granted. I knew we'd get through it. It wasn't going to de- stroy us." *jennifer.wiley@notw.co.uk*

HAPPY: Tess and Vernon

FULL EXCLUSIVE INTERVIEW IN YOUR *Fabulous* MAGAZINE

Newspaper Questionnaire

Do you currently read any newspaper, if so which one(s)?

Daily Mail

Do you prefer reading about real life issues or celebrity gossip?

Celebrity gossip

Would you rather read a newspaper that focused on both celebrities and real life, or just one or the other?

Both.

What on the front cover would attract you to a newspaper?

Celebrity

Would you rather see a celebrity on the cover rather than someone you didn't know?

Yes.

Why would you read a newspaper?

~~Yes~~ Find out what's going on in the world.

Would a free magazine encourage you to buy a newspaper?

Yes

Would you read an advice column in a newspaper?

Yes

Are there any particular features you would like to see in a newspaper?

Celebrity news.

What price would you be prepared to pay for a daily newspaper?

80p

Would you be interested in a TV section, showing schedules and information about popular TV shows?

Yes.

Would you be more likely to read a newspaper if it was specifically aimed at teenagers?

yes.

Questionnaire Analysis

I created a questionnaire and handed five out to members of my target audience of teenagers. I aimed to find out whether this newspaper would appeal to the audience as a gap in the market, discover what they wish to see in the newspaper and how much they would be prepared to pay.

I asked the audience what newspaper they currently read so that I could use some of the content of these newspapers to help me create my own, as I know they target my audience well. The News of the World and The Sun were the most popular with my audience, as well as the Daily Mail being mentioned. As I am hoping to create a newspaper that mixes the style of the Daily Mail and News of the World together, this shows that it will appeal to the target audience. I will also analyse The Sun to take ideas to use in my own newspaper in order to make it appeal to the audience.

As I am creating a genre of newspaper that mixes celebrity and real life news, I asked the audience whether they prefer to read celebrity or real life stories in order to find how much of each I should include. Every member of the audience answered either celebrity gossip or both. This confirms that this mixed genre will work, but shows that the majority of information I include should be celebrity based.

The front cover of a newspaper is the first thing the audience will se on the shelves, and so is important that the content of the cover attracts the target audience, which I why I asked them what would attract them to a newspaper. The majority answers were images of celebrities and good headlines. This shoes me that should focus the main storyline on the front cover a celebrity based one, as the audience also stated that they would prefer to see a celebrity on the front cover than someone they didn't know. One female answered 'fit men', which shows that the images should be aspirational to the audience.

The audience read newspapers in order to find out what is going on n the world, as a form of uses and gratification. This tells me that I should make the main purpose of the newspaper to give information and ensure that the news is up to date.

I plan to use a free magazine in my newspaper in order to encourage the audience to buy. However, I do not want to include this if it will not work for the audience as it would be a waste of money. However, 60% of the audience would be encouraged to by the newspaper with the offer of a free magazine.

I am also thinking about including an advice column, as this is a feature that is often included in teenage magazine due to the fact that teenagers often have issued they wish to talk about anonymously. As the majority of my audience would like to see this, I will include it in the newspaper. I will also include a TV section as planned, as the 100% of the audience would like to see this.

I also asked I there was anything the audience could come up with themselves of what they wish to be included, as I could get individual points of view. The answers included celebrity news, horoscopes TV listings and 'fit men'. I will include al these things. I had planned to do most of these things anyway, which proves my ideas will appeal to the target audience. However, I will now also include images of men and women who will attract the opposite sex audience members, which will be a less explicit version of a page 3 model. I will instead use the idea of Heat magazine which has a torso of the week, but instead target both sexes by having a man and woman of the week.

I questioned the audience on how much they would be prepared to pay for a newspaper. This is very important as the right price needs to be chosen, taking into account that not all members of the target audience will be working, and prices of competitors. Therefore I think it is best to ask the audience what they would be prepared to pay to get the most accurate answer. The audience answered between 70p and £2.50. I will find a price between these two figures, and will research prices of competitors to find the most appropriate price that will appeal to the audience and be competitive.

I finally asked the audience if they would be more likely to buy a newspaper if it was targeted at them as teenagers and young people specifically. 80% of the results showed that the audience would like to see this. This shows me that the content, mode of address and aesthetics I use should target young people especially.

Free promotional DVD-
appeals to the DE
women-less money

'Exclusive'- first to find out
about celebrity gossip-
links with uses and
gratification-celebrity
obsessed audience

'Free' magazine-
makes audience
feel they are
getting more for
their money

First name of
celebrity used-
audience know
who it is

'Glossy mag' –
slang language
aimed at younger
generation. Glossy
hold connotations
with a celebrity
gossip magazine

Main story- celebrity
based- appeals to the
audience. Image of
middle aged man-
represents audience.

'Sex Slur'- relates to an
more mature audience-
interested in scandal

Shows that the audience
are sport fans- would most
likely appeal to the
stereotypical male reader

GI diet- shows that the audience are body conscious- especially middle aged women- due to the representation of the image

Free gifts that appeal to the diet conscious women- appealing as they are a lower social class than men

Opinionated views- persuades audience to felt the same

Articles on lifestyle- famous diets- audience can afford to pay for the expensive, healthy food

Posh looking women-dressed up and elegant- a representation of the typical female reader

Main story on politics- appeals to the higher class audience who are interested in the current affairs in the world

Small section of celebrity endorsement- audience is interested but not obsessed with the celebrity lifestyle

Comparative Analysis

I have analysed the front covers of the Daily Mail and News of the World newspaper. I chose these two, as I am looking to create my own newspaper that used the codes of both these newspapers, to create something in between.

The first difference I notice between the two front covers is the colours. The News of the World uses a bright red colour for the masthead and the main storylines. One the other hand uses manly black text, and a blue textbox. However, this does not stand out like it does on the other newspaper, as the colour is quite dull. I will use brighter colours on my newspaper so it stands out and attracts a teenage audience. However, I still need to leave the main colour scheme black and white in order to follow the conventions of a newspaper so it is recognisable as this.

Both these newspapers use celebrity images and lures on the front cover. However, the whole content of the News of the World cover is celebrity based, whereas the main article for the Daily Mail is true life world issues. This represents a different theme and target audience for the two newspapers, as the News of the World targets a celebrity obsessed audience who read it for uses and gratification and the need to know what's going on in the world. On the other hand, the Daily Mail audience is more mature, and most likely to earn a higher wage, and be older on average, which is reflected in the formal articles about world issues. In my magazine, I will use mainly celebrities on the cover, although I will include at least one real life story that will appeal to my target audience, for example headlines on students and education.

The formality of the Daily Mail is shown through the mode of address. Even the headline for the cover story is long and detailed; whereas the News of the World uses short, simple sentences, even sing the surname of a celebrity. Different modes of addresses are used to appeal to the different audiences. I will use an informal mode of address in my newspaper so that it will appeal to the language that teenagers use.

Both the newspapers offer something free, which shows this is a good selling point. However, the free gifts are very different for both newspapers. The Daily Mail offers a free diet package, which reflects that the audience is weight obsessed and likes to lead a healthy lifestyle. On the other hand, the News of the World offers a free television DVD and celebrity magazine, which show the audience are interested in entertainment and the media. I will offer a free magazine in my own newspaper as I think this will encourage the audience to buy the magazine, and like the News of the World audience, will be interested in celebrity gossip.

The main content of the News of the World is images, with headlines and only a small column of text, whereas the Daily Mail focuses around the main headline and the text about this. I will try to find a place in the middle of these two magazines by using images and colour to attract the audience, but also use text linking to the main story.

The News of the World advertises a sports section to attract the audience to read the newspaper. I will use this, but for another theme, which will be television as this is something teenagers would be interested in. I will also make this topical, for example, having an X Factor section when the show is on. There will also be articles on soaps on TV, as this is something that a lot of teenagers watch. I will confirm what features the audience will want to see inside with a questionnaire and focus group.

Conventional masthead in top left hand corner

Codes- date and price

Advertising a magazine in relation to the paper- increase sales of magazine, persuades audience to buy newspaper to get cheap magazine

Diet and fitness pullout shows that the audience are health conscious. Women used as aspiration for female readers and attraction for male readers

Celebrity used as main image- use of celebrity branding to attract the target audience

Yellow, blue and red colour scheme- stands out and represents a fun and light hearted audience

Promotion of cheap products shows that audience are persuaded by offers and their demographic profile could include a low salary

Repetition of the work 'hot' persuades female readers to read the fitness pullout, and use of this word represents the younger audience

Using first name 'Jen' to refer to celebrity shows that audience would know who she was- same age range. 'Gets her hits out' – play one words- informal

Partial nudity on cover would attract males and represents a mature audience

One real life story used on front cover placed at bottom of page- represents that this is less important. Black and white colour scheme represents the change in tone from the rest of the colourful magazine due to the serious subject

Mainly images and short headlines and lures

Start of article shown- encourages audience to read on inside

This newspaper is the closest I have found to the one I will be creating. This is because it is a daily newspaper that mainly focuses on celebrities, but also includes a small section of real life. The mode of address in informal and would appeal to younger people, and the women in provocative poses on the cover would attract men, but would also appeal to women by being aspirational. Mainly images are used which makes the cover catch the eye of the audience. A magazine is advertised, and I will also be including a free magazine inside my newspaper. However, there is still a gap in the market for my newspaper, as I will be targeting a younger audience. Therefore, the images on the cover will be more innocent, and instead of focusing on the lifestyle of diets and fitness, the newspaper will feature articles on gossip, popular television and films. I will use ideas from this newspaper to help me create my own, but will also use my own creativity and features in order to create a gap in the current market.

Masthead in left hand corner- conventional – stand out in red

Codes- date and price

Sport sections- targets audience of sport fans- use of celebrity sportsperson

Sport score shown on cover- gives news straight away- entices fans to read

Main article- real life story- fills most of page- white text headline stand out against black background

'World exclusive'- encourages reader to get news first- uses and gratification

Other stories down left hand side- used as lures but less important than main headline

Being of article shown 'continued on page...' encourages readers to read on

Mode of address- simple and to the point headlines

Article on sex scandal- aimed at a more mature audience

Main image and colours used on football section- comparison against rest of cover- light hearted and serious

Celebrity article- mix of celebrity and real life

Page number linked to lures- audience can turn to article that appeal to them straight away

Mainly text with only few images- focus on headlines and articles

Creative research

Red background, white text, capital letters, serif font

Black text, sans serif font, 'script' writing- ancient affect

Red background, white text, capital letters, serif font

Red background, white text, capital letters, serif font

Three of these logos are all very similar, due to the fact they have the same audience. Daily Star, The Sun and News of the World all use a red background which attracts attention to the logo, and the white text stands out against the coloured background. The text is in capitals and a serif font is used which puts emphasis on the masthead. Daily Mail is completely opposite to the other mastheads as a black text is used instead, and a sans serif font. The script style font of the masthead makes it look older, which reflects that the audience is more mature. This shows me that the mastheads used can show who the audience is. The three similar logos show a younger audience due to the bright colour used and it looks a lot less formal, and more like a gossip magazine logo which represent the gossip style of the newspaper. I will use the conventions of these mastheads as the genre of these newspapers is similar to mine and the target audience is therefore similar.

Justification of my ideas.

Justification of my ideas

Music magazine
- **Technology**

The technology I would need to create a music magazine includes a camera to take photos, software to edit photos and create fonts. I would have access to an SLR camera which I can hire out form the school, which will take quality photos. I can also use software such as Fireworks on the MAC computers.

- **Challenge?**

As I have created a magazine before, I will not be too much of a challenge. However, I have not done a music magazine before and therefore the codes and conventions will be different, and so the research will be more of a challenge for me.

- **Summary**

I think a music magazine will be a good idea as I have experience creating a magazine before, however, it will be different from what I have done before so I can still challenge myself and I will find creating this fun and interesting. As I read a lot of magazines, I will have a lot of experience of magazines and what should de included, plus good techniques that can be used to increase the effectiveness and the audience base.

Newspaper
- **Technology**

The technology used to create a newspaper will be similar to that of a magazine. This includes an SLR camera to take photos and software to edit these.

- **Challenge?**

A newspaper will be more of a challenge than a magazine, as I have never created one before. This would help me to expand on my skills. I do think it would be similar to creating a magazine as I could use the same technology, however, I would have to use research of the layout and the different codes and conventions. The main challenge of a newspaper would be the fact that it is aimed at teenagers, and I think it would be hard to make a newspaper appeal to teenagers, and may be difficult to promote.

- **Summary**

I think a newspaper would be easy enough to create, but that fact it would be hard to target the audience and the gap in the market may be hard to establish. Therefore I think this would be hard for me to do due to lack of experience and the risk of not being able to target the audience.

Radio show

- **Technology**

I would need to use a digital voice recorder to record a radio show which I have previously used to record a radio campaign and so am familiar with this technology. I could hire this equipment out from the school and so will be easy to access this.

- **Challenge?**

I think this would be the biggest challenge for me as I have never created a radio show before and would have lack of experience doing this. It would also be difficult to use effects due to the fact that I don't have much experience using this technology or the software needed to edit.

- **Summary**

Even though I think it would be good to do something different and give myself a challenge, I will not use this idea as I do not think I have the skills to do this and I think I would find it difficult.

I have decided to use the music magazine idea as I think I will still have a challenge but have all the skills to do a good job of this, and know I will enjoy it due to my love of magazines and music.

my 3 ideas Λw$\Lambda$$\Lambda$$\Lambda$ *Pulse* $\Lambda$$\Lambda$$\Lambda$$\Lambda$$\Lambda$$\Lambda$
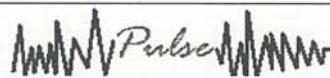
1. A new radio show on Radio 1, aimed at teenagers. This would focus on celebrity gossip and interviews as well as the latest music and requests.

2. A music magazine in a celebrity gossip format aimed at the mature teenage market .

3. A daily newspaper aimed at the teenage market, including current events and celebrity news

1
2
3
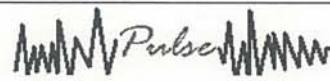
- I am going to be creating a music magazine, called 'Pulse', aimed at the mature teenage market, ranging in age from 15-20 and targeting a female audience.

- My magazine will be different from a standard music magazine, as I will be using a celebrity gossip format, based around the genre of music.

- I will include celebrity gossip, photo shoots, interviews, charts, news and upcoming concerts and events.

- I will focus the magazine around the RnB genre, but will include mainstream chart information and upcoming events in order to appeal to a wider audience.

- I will charge £2.50 retail price as primary research showed me that this is what the target audience would be prepared to pay.

Target market profile   Pulse
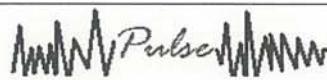
•My typical target audience member is a teenage girl, who is a student at school or University.

•They regularly read celebrity gossip magazines, and have a love for RnB music, and so reading this magazine combines both of these together to target this audience.

•They enjoy listening to RnB music, and have an interest in celebrity gossip, and feel a need to know what is going on in the showbiz world (uses and gratification).

•They enjoy listening to new music and going to concerts and so read this magazine to find out the latest releases, charts and upcoming events so they can follow their favourite music artists.

• The audience want to know inside information about their favourite artists and so would be interested in the interviews and gossip columns about their favourite RnB artists, in my magazine, in order to find out about their personal lives as well as their professional careers.

The competition

Pulse
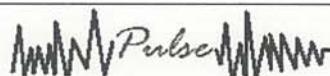
• I have both direct and indirect competitors as I am mixing two genres of magazine together.

•My direct competitors are music magazines, as the main theme of my magazine is music. Music magazines I will be competing with are NME and Q magazine.

•Q magazine is the main music genre competitor as it uses a Pop and RnB theme, targets females and focuses on photo shoots, interviews and the celebrity personas behind the music which is what I will do. Even though Q magazine is cheaper than my own, I will include more content like a typical music magazine such as NME which costs £2.30.

•Celebrity gossip magazines are also competitors of mine, as I will use this format for my magazine. Popular competitors for this genre are Heat and OK!. OK! Are the closest competitors as they have a similar price of £2.95. As my magazine is slightly cheaper than this, it will allow me to be competitive.

Costs

- Circulation= 33875
- Cover price- £2.50
- Distribution- 50813 magazines-£6353.75
- Printing costs- 63p per copy ;to make 50813 copies, it will cost me £32012.19
- Cost of wages-£9000/£2250 per issue
- Total costs=£59442
- Contingency costs-10%-£59442+£5944.2 = £65386.2
- 100 pages in magazine/50% advertising- I will make £34600 from adverts
- Earnings from cover price-£21341.25
- Gross income- £692,000+£21341.25= £713341.25
- Profit-Total costs
- £713341.25-£65386.2 = £647954.9
- I will round this down to £648000
- Therefore, each month I will create 4 magazines and will make £2592000 profit.

I have used competitive magazine NME to come up with the circulation figures, as this is a similar style music magazine, and I hope to be able to sell this many magazines once 'Pulse" is established.

I would charge £2.50 for my magazine. There will be 200 pages in the magazine and 50% will be adverts. This will means that I would receive £692000 for advertising. This is based on research from the IPC website.

The reader circulation for my magazine will be a lot less than NME as this is a new magazine and will not yet be established. I will advertise music records and shops such as HMV in which they can be bought, hoping that in return they will advertise my magazine in their shop.

I divided the annual salaries of staff by 12 in order to find out what it would cost me to pay out wages each month.

I will print 50812.5 copies of the magazine which I will round up to 50813, in order to cover the costs of the magazine I won't sell as you should print more than expected to sell.

The cover price of my magazine will be £2.50 and I can estimate that each copy will take me a quarter of that to produce. This means that it will cost me 62.5p to produce one copy of the magazine. For calculations I will round this to 63p. Therefore to make 50813 copies, it will cost me £32012.19

I will only get 25% profit of the cover price as 50% of the cover price goes towards distribution and 25% to produce, which equals 75% and therefore only 25% is left for profit.

It would most likely cost me nothing to use celebrities as models for the front cover, due to the fact that they would want to be on the magazine for publicity, especially music artists who want their records to sell well, and therefore need all the publicity they can get when they are releasing new material. Therefore, this will save me money on costs for models.

I will have to pay out for a contingency sum incase something goes wrong in order to reduce the likelihood of losing money. I will add 10% on to the cost.
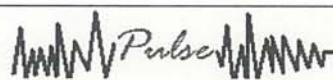
Funding

- I will get this money through the use of a bank loan. I have looked into interest rates in order to find out how much this will cost me.

- Nationwide can offer a loan of up to £25,000, costing a monthly repayment £2,191.83

- NatWest offer £25,000 a year, with a repayment of £2,207.44 a month

- Alliance and Leicester charge £1897.44 per month when borrowing £20,000.

- Nationwide will cost me £1301.96 per year

- Natwest would cost me an extra £1489.28 a year

- Alliance and Leicester would cost me £2769.28

- I can see from this that Nationwide will be the cheapest, and therefore I would need to add £1301.96 to the costs.

- I feel that £25000 is a suitable about to borrow and If I did this, my profit would decrease to £2591892 each month

Will it succeed?

Pulse
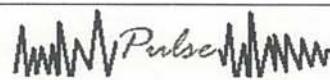
- •I believe my product will succeed as it fulfils a new gap in the market.

- •There is currently no magazine that mixes the conventions of a music magazine and gossip magazine together.

- •Although the price may be more expensive than some gossip magazines, such as Heat, it has double the amount of pages and so will be a better value for money. Having a more expensive magazine also makes it conventional as a music magazine.

- •My product offers a good price which is cheaper than rival celebrity magazine OK! And therefore will be more appealing to the target audience of teenagers, who will not have much money to spend on luxuries.

- •As this is a completely new product it will stand on the shelves to the audience and will hopefully persuade them to buy it to try something different.

- •The product range could also expand by producing music magazines of different genres, e.g. pop, indie, rock

Creative plan

•I will use both black and white and colour photos, as I think these both look effective and can work for different styles. I will portray the more serious music artists in black and white, and the more outrageous, upbeat artists in colour in order to represent them in the right way.

•The front cover of my magazine will use a red and black colour scheme. I chose a red colour as this is conventionally used on gossip magazine front covers and therefore will be recognisable as this and not just a music magazine.

•Like a conventional celebrity magazine I will use at least 4 different celebrity images on the front cover to make it recognisable as a gossip magazine format. However, one professional image from a photo shoot will be used on the front cover t[...] differs slightly from a typical celebrity gossip magazine.
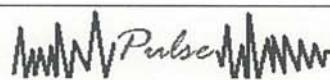
• I will use an SLR camera to take the photos to be used on the front cover and as a photo shoot inside the magazine, acting as a famous music artist. I already have experience of using this camera and have researched how to use it, which will enable me to make the photos look professional.

•Cropping will be used on the photos I take in order to fit the onto the pages properly and to take out any unnecessary background, in order to focus on the music artist to highlight the celebrity endorsement. I have shown evidence of the cropping skills that i will use, in my creative research.

•I will edit the photos I take slightly, in order to make them look more professional. However, I will not use photo shopping to make the photos look more apsirational, as I feel this gives a bad message to the target audience of teenagers. Instead, I will use tools to alter the colours or to make it look clearer, evidence of which I have shown in my creative research.

Evidence from research
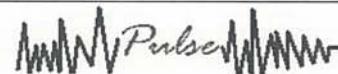
• I carried out primary research by handing out questionnaires to my target audience of teenage girls, who were aged between 16 and 18.

• I found that the audience want to see celebrity interviews, and so I will interview music artists and include a photo shoot, like a typical celebrity magazine.

•£2-£3 was the most common price with my audience and so I have priced at the mid-point of £2.50.

•The majority of the audience want an RnB genre to be used in the magazine, and so I will use this as the main theme in my magazine.

Resources
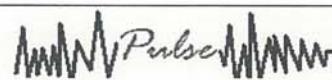
The resources needed to make a magazine are:

• Models- I will use celebrity music artists in my magazine who will do the photo shoots for free in order to receive promotion for their music.

• SLR digital camera

•Employees to make the magazine;

Commissioning Editor- £2500/£625 per issue

Research Editor- £2500/£625 per issue

Journalist-£2500/£625 per issue

Photographer- £1666.6 (£1600)/£400 per issue

• Computer and software:

Fireworks

Photo shop

Paint

Timescales
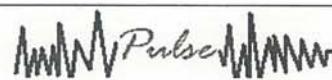
Before the working week;

•Plan a theme

•Book a music artist to be the main feature of the magazine

•Create action plan/contingency plan

Day 1: Magazine is planned out; what will be included, delegate roles , plan layout

Day 2: Interview and photo shoot with music artist, research for rest of magazine

**Day 3**: Crop and edit photos, start putting front cover together

Day 4: Write up all articles and research

Day 5: Put magazine together, finalise front cover, proof read

Day 6: Send magazine to distributors

Day 7: Send magazines to shops to be put on shelves
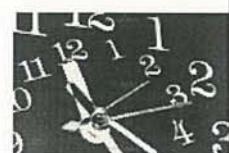
Questions?

Pulse

???

???

???

???

???

Pitch write up

Slide 1	Opening Slide
Slide 2	I came up with 3 ideas for a new product, and researched into each of these. My first ideas was a new celebrity gossip and interview show on radio 1, aimed at the teenage market My second idea was a music magazine with a celebrity gossip format, aimed at teenage girls. Finally, I had an idea for a newspaper aimed at teenagers, including important news that would affect this market and celebrity gossip.
Slide 3	I decided on my second idea which will be a teenage music and gossip magazine. It will be aimed at 15-20 year olds and will cost £2.50. The magazine will be focused around the RnB music genre and will include photo shoots, interviews, chart positions and upcoming tour dates
Slide 4	The typical customer for my magazine will be a teenage girl as school or University. They like reading celebrity gossip magazines and RnB is their preferred genre of music. The audience will read the magazine to find out about celebrity gossip and upcoming music events.
Slide 5	I have direct competitors, which consist of competitive music magazines, as well as indirect competitors, which are gossip magazines as I have used some codes and conventions of this genre for the format and style of my magazine. My magazine will be slightly more expensive that a leading competitor for a music magazine, but will be cheaper than some gossip magazines.
Slide 6	The total costs of producing my magazine including contingency costs are £65386.2. My gross income will be £713341.25 and so my profit for each magazine after taking away the costs will be £648000. As I will produce four magazine a month, each month, the total profit will be £259200

Slide 7	I decided to take a bank loan out of £25000. Nationwide offered me the cheapest interest, which would result in an added cost of £1301.96 to the costs. I divided this by 12 to find out how much extra it would cost each month which resulted in a decreased monthly profit of £2591892
Slide 8	My product fills a gap in the market as there is currently no magazine which mixes music and gossip genres in a magazine. Even though it may be more expensive than some gossip magazine, it will offer a higher value for money as more pages would be included and the price of my magazine rivals that of gossip magazine OK! which has a similar number of pages. Expansion is possible by the release of music magazines of different genres other than RnB.
Slide 9	I will use black and white photo as well as colour. The magazine will follow a red and black colour scheme. To make the front cover recognisable as both a music and gossip magazine I will use 'paparazzi images' as well as a posed photograph.
Slide 10	I will use an SLR camera to take the photos, I will edit all the photos using Serif PagePlus software which will include cropping, however I will not use photo shopping.
Slide 11	I found research evidence by handing out questionnaires to my target audience of teenage girls. I found that they wanted to see celebrity interviews and photo shoots, an RnB genre uses and a price between £2 and £3. I complied with all these points to appeal to my target audience.
Slide 12	The resources I need include • Models • Camera • Employees • Computer and software
Slide 13	Each magazine will take a week to make, which will start with planning and delegating roles, holding an interview and photo shoot, writing articles, putting the magazine together and ending it to distributors to be put on the shelves.

Unit 4.2 magazine costs research

I plan to create a magazine for my 4.2 work. I will work out the cots to find out whether this idea will be profitable and the exact costs going in and out of the business.

Target audience
My target audience is females between the ages of 15-20. I will be creating a music magazine, similar to NME, but will use a celebrity gossip format, focusing mainly on RnB music. The magazine will be distributed throughout the whole of England, and will be a weekly magazine, which is why I will use NME, which is also a weekly music magazine, to compare my figures to.

Unique selling point
The unique selling point of my product is that it will be a genre between a music magazine and a celebrity gossip magazine, and therefore will focus on gossip in the music world, laid out like a convention of a celebrity magazine.

Distribution
My magazine will be sold across the UK in major newsagents, retail shops such as WHSmith and supermarkets. I will also aim to get my magazines in leading music store, HMV. I am predicating they would want to sell my magazine to advertise the records they sell.

Cost
NME costs £6920 to advertise a full page. NME charges £2.30 for a weekly magazine, the readership is 325,000 and the circulation is 33,875.

I would charge £2.50 for my magazine. There will be 200 pages in the magazine and 50% will be adverts. This will means that I would receive £692000 for advertising. This is based on research from the IPC website.
http://www.ipcadvertising.com/ipc-brands/2009/feb/03/nme

The reader circulation for my magazine will be a lot less than NME as this is a new magazine and will not yet be established. I will advertise music records and shops such as HMV in which they can be bought, hoping that in return they will advertise my magazine in their shop.

Costs for staff
Commissioning Editor- £26,104 (£30,000)
http://www.mysalary.co.uk/average-salary/Commissioning_Editor_5027

Research editor -£30,000
http://www.mysalary.co.uk/average-salary/Research_Editor_12146

Journalist- £31,404 (£30,000)
http://www.mysalary.co.uk/average-salary/Journalist_1592

Photographer- £20,175 (£20,000)
http://www.mysalary.co.uk/average-salary/Photographer_2102

I will divide these annual salaries by 12 to calculate how much it will cost me each month to pay staff.

Commissioning Editor- £2500
This will cost me **£625 per issue**

Research Editor- £2500
This will cost me **£625 per issue**

Journalist-£2500
This will cost me **£625 per issue**

Photographer- £1666.6 (£1600)
This will cost me **£400 per issue**

This will cost me £9,100 per month, which I can round down to £9000. As there will be four magazines in a month, this will cost me **£2250 per issue.**

To work out the cost of the printing of the magazine, I will add another half onto the circulation of 33,875.
33875/2=16937.7
33875+£16937.5=50812.5
I can round this figure to 50813

I will print 50813 copies, in order to cover the costs of the magazine I won't sell as you should print more than expected to sell.

The cover price of my magazine will be £2.50 and I can estimate that each copy will take me a quarter of that to produce. This means that it will cost me 62.5p to produce one copy of the magazine. For calculations I will round this to 63p. Therefore to make 50813 copies, it will cost me £32012.19

The distribution will be half the cover price for each magazine. (£2.50/2=£1.25) Therefore, overall to distribute 5083 magazines, it will cost me £6353.75. I will round this up to £6354.

On the cover price, I will make £0.63 per magazine. If I sell the expected circulation that NME has of 33,875, I will make £21341.25 (0.63 x 33875). I will only get 25% profit of the cover price as 50% of the cover price goes towards distribution and 25% to produce, which equals 75% and therefore only 25% is left for profit.

It would most likely cost me nothing to use celebrities as models for the front cover, due to the fact that they would want to be on the magazine for publicity, especially music artists who want their records to sell well, and therefore need all the publicity they can get when they are releasing new material. Therefore, this will save me money on costs for models.

I will have to pay out for a contingency sum incase something goes wrong in order to reduce the likelihood of losing money. I will ass 10% on to the cost.

Cost per magazine
Number of copies to produce- 50813
Distribution costs- £6354
Commissioning editor-£625 per issue
Research editor-£625
Journalist- £625
Photographer-£400

Total costs: £59442 per issue
Contingency sum: 10% of the total costs is £5944.2
I will add this sum onto the total costs.
£59442+£5944.2 = **£65386.2**

What I will make
Adverts in magazine- £692,000
Cover price- £21341.25

Gross profit- £692,000+£21341.25= £713341.25

Profit-Total costs
£713341.25-£65386.2 = £647954.9
I will round this down to **£648000**

Therefore, each month I will create 4 magazines and will make **£2592000** profit.

How I will get this money
I will get this money through the use of a bank loan. I have looked into interest rates in order to find out how much this will cost me.

Nationwide can offer a loan of up to £25,000, costing a monthly repayment £2,191.83

NatWest offer £25,000 a year, with a repayment of £2,207.44 a month

How much would you like to borrow?

Min £7,500 — £25,000 Max £5,000

Over how many months?

Min 12 months — 12 — Max 60 months

| Monthly repayment | £2,191.83 | Apply Now |

9.9% APR Typical for main FlexAccount customers*.
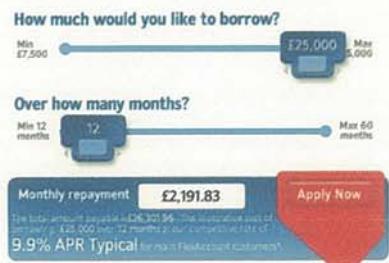
Quotes for a Personal loan of £25,000
For existing current account customers.

Monthly repayment	Term	Loan amount	Typical APR	Total payable	
£2,207.44	1yr	£25,000	**11.4%**	£26,489.28	Apply »

Alliance and Leicester charge £1897.44 per month when borrowing £20,000.

Type of loan	Loan amount	Repayment term	Monthly repayments	Total repayable	Apply
With optional Personal Loan Payment Protection Insurance	£20,000	12 months	£1,897.44**	£22,769.28***	Apply online ►

Nationwide will cost me £1301.96 per year
Natwest would cost me an extra £1489.28 a year
Alliance and Leicester would cost me 2769.28

I can see from this that Nationwide will be the cheapest, and therefore I would need to add £1301.96 to the yearly costs. I need to divide this by twelve to calculate the added cost for each month which is £108.50.

Therefore when taking off this monthly cost, the monthly profit would decrease to £2591891.5, which I would round up to £2591892.

Vibe had a circulation of approximately 800,000.
http://en.wikipedia.org/wiki/Vibe_(magazine)

NME

good
vesual.

Circulation:33,875 Readership:325,000
http://www.ipcadvertising.com/resource/hvcjivb3x8p8oqk9bw285ffu.pdf

Page Trim	300x242mm
Page Bleed	306x248mm
Page Type	280x222mm
DPS Trim	300x484mm
DPS Bleed	306x490mm
DPS Type	280x464mm
Half Page Horizontal (type only)	137x222mm
Half Page Vertical (type only)	280x107mm
Quarter Page Box (type only)	137x107mm

MECHANICAL DATA AND PRODUCTION

PREMIER FULL COLOUR GLOSSY COVER

Outside Back Cover	£8,085
Inside Front Cover	£8,030
Inside Back Cover	£7,980

COLOUR SPECIAL POSITIONS

1st RH	£7,910
2nd RH	£7,870
3rd RH	£7,820
1st LH	£7,820
2nd LH	£7,770
3rd LH	£7,220

COLOUR FRACTIONAL ADS IN "NEWS"

Full Strip (r/h, limited to one Record Label full strip or DPS strip in news per issue)	£3,071
DPS Strip in news	£5,988
Three Quarters	£2,094
Half	£1,396
Quarter	£698

COLOUR FRACTIONAL ADS IN " ACCESS ALL AREAS"

Full Strip in Access All Areas	£2,515
DPS Strip in Access All Areas	£4,900

FULL COLOUR (Run of Paper)

Double Page Spread	£12,456
Whole Page	£6,920
Half Page (Horizontal & Vertical)	£5,350
Quarter Page	£2,755

Classified   020 3148 2510

TERMS & CONDITIONS

* All front half positions carry a 10% loading
* Cover site bookings cannot be cancelled
* Cover sites can only be booked at colour rates
* Spot Colour: 25% off Colour rates
* Mono: 50% off Colour rates
* Other special positions carry a surcharge subject to arrangement

AO²c

I have compared celebrity photos in both black and white and colour Creating a montage of both of these different types of image, allows me to compare them and decide which is most suitable for my magazine.

Bright colours that stand out are used on the colour images, which makes the pictures look more appealing to the eye and catch attention quickly. Pinks, purples, yellows and greens are often used in the images I researched which stand out and are feminine colours, reflecting the women used in the photo shoots.

The black and white photos look more serious, classic and sexy, rather than the fun connotations received from the colour pictures. This makes them look more valuable and expensive, and would be used to reflect a more serious and sensual theme for a photo shoot.

When looking at the creative styling for both the colour and black and white photos, I can see a difference. The make up and clothing on the models for the colour pictures is fun and bright, with stand out, colourful, thick makeup and patterned clothing. However, the styling of the black and white photos has either a more subtle theme, with lighter make up and little clothing, which is simple, or use of harsh thick make up can be used to represent the seriousness of the image.

I think the decision on whether I use black and white or colour photos should be based on the theme of the magazine, the photo shoot and the music artist. If I was shooting a serious artist, such as Rihanna, I would use black and white and make it sexy. However, for a more fun, light hearted artist like Katy Perry, I would use a bright colourful image to reflect this.

The important thing is that the creativeness of the whole image matches. Therefore, the styling of the hair, clothes and make up should reflect the theme and colour of the image. Softer colours would need soft and simple make up and clothes, whereas, bold, bright and darker colours would need harsher and bolder make up.

Katy Perry   **Rihanna**
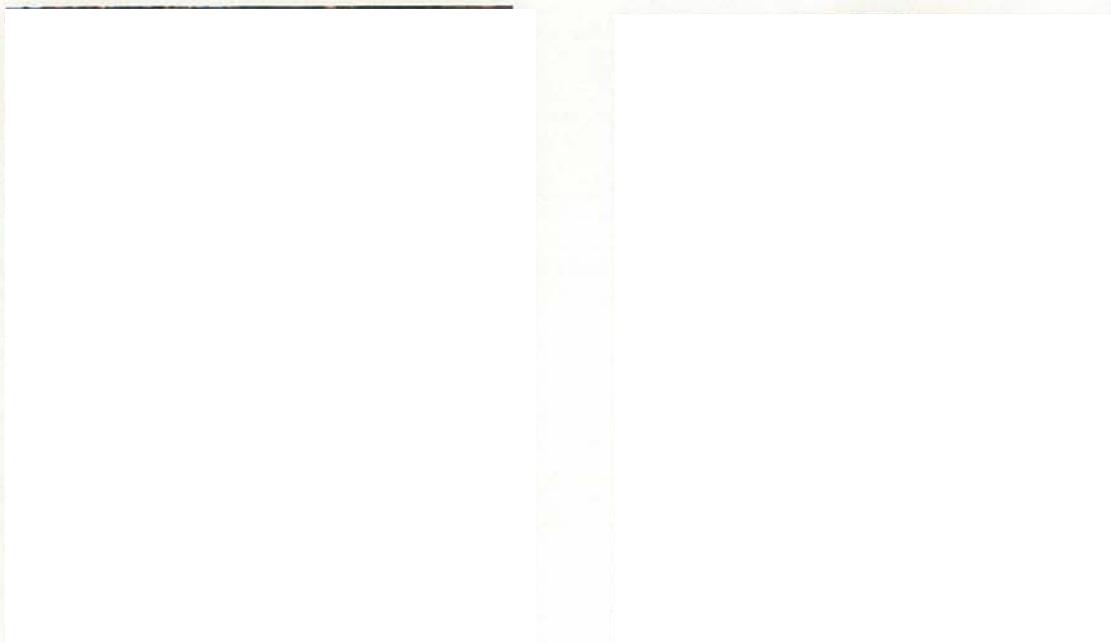
I like the creativity of this photo of Beyonce, a famous music artist, as I think it is unique and very classic. The black and white colour makes the image look from an older era, giving a timeless look to the photo. I like the way that the photo is relatable to the audience due to the fact that the celebrity is doing her own make up and getting ready like an average girl would do. This photo shows Beyonce dressed down in underwear and a robe, therefore reflecting a mature image and is also showing a more real side to her, which appeals to the audience. I like the use of the bra in the background, as it hold connotations with a typical girl's bathroom and shows a sexy side to the singer. I will use a laid back image like this for my magazine, as it appeals more to reader by giving them more of an insight into the world of the music artist and the photo stands out as being different.

The celebrity is not looking at the camera, and therefore portrays a real life shot, as if the audience are seeing into her personal life without her knowing, making the image more intense and personal.

The creativeness of these magazine covers vary on each one. Each cover follows a theme that represents the music artist photographed on the front cover.

Cover a. uses a cartoon, colourful theme with the use of a pink ad white colour scheme. This represents the playfulness of the music artist, which is reflected in the clothes she is wearing, which are colourful, wacky and fun, as well as the 'playful hands on hip pose', and cheeky facial expression.

Cover b. uses a fun, relaxed vibe which is represented by the baby blue and pink colours, holding connotations with youth, and is a more toned down colour scheme. The relaxed vibe is also shown through the clothes of the model as she is dressed down in jeans and a plain white vest. The pose is relaxed as the celebrity has a slouched stance. The use of the camera in the hands of the model shows the fun, light hearted theme to the magazine.

Cover c. uses a sexy theme. The red and black colour scheme portrays this by making it look serious and mature. The celebrity is naked, targeting a more mature audience, and is crouching down in a playful and sexy pose. The black colour targets a more mature audience as it is more plain that colorful and the red colour hold connotations with passion and love. This cover is designed to look sexy in order to attract men and be aspirational to women.

Cover d. stands out as being very colourful and modern. The shadow affects and the bright blue and green colours make it stand out. Colour effects have been used on the image of the celebrity which follows a theme by matching the text colours and makes it look futuristic. However, the cover is very simple due to the effortless image of the model's face, allowing the reader to focus on the content rather than the image. The modernised effects and colours are use to portray the new artist as being new and fresh which is

Looking at the creative research of Q magazine, I can see it follows a familiar format fro each magazine. The masthead is placed in the top left hand corner which stands out in a red box. One image is used which covers the whole page, which follows a similar theme to a fashion magazine. Most of these images show the music stars in a sexy and revealing poses which instantly targets a more mature audience. Different fonts are used on each magazine, depending on the theme of the magazine. Different colour schemes are used for each cover, with only the red masthead remaining the same. Gold, black, red and grey colors are frequently used. These are not bright colours but are darker, more mysterious colours which reflect the sexy and mature themes.

I will use the layout of this magazine, with the masthead at the top left corner and a main image that centers the page. I think having a colour scheme and a theme to follow makes the magazine look professional, although I will use a less mature theme to target the teenage audience.

Pulse

Pulse

Pulse

Pulse

Pulse

Pulse

Pulse

Pulse

Pulse

Pulse

I have decided to call my music magazine Pulse. I have experimented with a few different fonts for creative research. I think black and white will be most suitable to make the masthead stand out from the rest of the cover. I decided to use the font 'Rage Italic'. I like the way this font is sans serif and therefore makes it look friendlier to the audience. The way the text looks hand written makes it look more professional and artistic.

I have used Paint to add lines to either side of the text which hold connotations with a heart monitor, reflecting the word Pulse. It also holds connotations with music beat lines, which go up and down as the rhythm changes. I have done this in order to make it obvious that it is a music magazine to the audience.

Font Ideas

I got the following fonts from www.dafont.com which all use a sans serif theme. I wanted to use sans serif rather than serif as I wanted the font to look friendly and inviting as it is aimed at teenage girls.

pulse I like this font as it is very simple. I think the slight curl to the text at the edges makes it look friendly and not too serious. I like that the font is bold as it would stand out on the front cover. However, I will not use this font as I think it is too simple and needs to create more of an impression.

PULSE Even though this is a sans serif font, the capital letters make it look a lot louder and stands out more, which I like. However, looking at this has made me decide that I do not want to use capital letter, as a lot of gossip magazines use lower case to be less formal and therefore this font is not conventional for the layout I want.

pulse I really like the fact that this font is very thin as I think it makes it look different and artistic. However, I fear that I will not stand out on the colourful front cover and therefore get lost, and as the logo is very important to make the magazine recognisable, I would rather choose a font that stood out.

None of the fonts I got from Dafont.com were in any colour other than black and I was not able to change this. Therefore I decided to use a font from Microsoft Word in which I could alter the colour and add things to it in order to customise it to how I wanted.

Pulse I chose this final font as it allows me to incorporate both black and red which is the colour scheme throughout the magazine and I found that red was important to use to make it stand out as a gossip magazine. I used this sans serif friendly joined up font in red and bold as it stand outs but still looks artistic. I put the black lines at each side of the word as this hold connotations with a pulse on a heartbeat monitor as well as the lines for pitching and beats for music, which is relevant for the representation of my music magazine.

I can see that this original photo has been edited for the front cover on the magazine. I can see that the colour has been altered, as the woman's skin looks much lighter. This has been done in order to make the model look like a stereotypical blonde, white woman, which is typically used to look like the 'perfect', aspirational woman.

It is obvious that the woman's arm has been made to look much skinnier and some flesh has been edited from her back. Even though the model was already very slim, making her look slightly thinner puts the page more in proportion, as the model takes up less space, and look more aspirational to women by looking more petite. Photo shopping the arm is a way of getting over the problem of it looking bigger due to it being closer to the camera; therefore the same pose can be used and the problem can be solved.

The final photo has had an arm edited in behind. Even though this does not make a big change, it makes the image look better, as the original photo look as if the model is missing an arm, and therefore this takes away the quality of the photo. Adding in the second arm makes the photo more aspirational, as it shows exactly what is expected from a typical model.

Even though editing photo is not always essential, it is mostly done by magazines in order to improve the quality of the photo. Models used on magazines are designed to look aspirational to the audience so they want to be like the model, and therefore are encouraged to buy the magazine.

Even though I could use Photoshop to edit the photos on my magazine, I will only do this to change the colours to make it look more appealing to the eye, rather than changing any facial features or the body of the model, as even though magazines should be aspirational to the audience, I want my audience to be able to relate to the people on the cover, as only using skinny, perfect women is not a good message to give to my young, teenage audience, who are often insecure. As a music magazine, it is also less important to include a perfect image than a fashion magazine, as I aim to make my magazine more focused on the content than the images.

Hair looks fuller and softer

Wrinkles reduced, smoother skin

Back looks thinner and smoother

Arm size reduced

Bottom looks smaller

Legs made smaller

STAR POWER

Ο ΛΟΥΑ ΛΟΥΑ ΜΙΛΑΕΙ (ΕΠΙΤΕΛΟΥΣ)

ΟΤΑΝ Ο ΝΤΕ ΝΙΡΟ Σ... Τ...

ΟΙ 40 ΜΕΓΑΛΥΤΕΡΟΙ ΣΤΑΡ ΤΟΥ ΧΟΛΙΓΟΥΝΤ ΓΙΑ ΠΡΩΤΗ ΦΟΡΑ ΜΑΖΙ ΣΕ ΕΝΑ ΦΩΤΟΓΡΑΦΙΚΟ ΚΑΡΕ-ΚΑΡΕ ΜΙΑΣ ΟΡΥΛΙΚΗΣ ΤΑΙΝΙΑΣ ΝΟΥΑΡ ΠΟΥ ΔΕ ΒΓΗΚΕ ΠΟΤΕ ΣΤΟ ΣΙΝΕΜΑ.

ΤΟΥ ΣΤΑ ΣΧΕΔΙΑΤ ΟΣ ΤΟ ΓΑΜΟ ΤΟΥ

51 ΠΡΑΓΜΑΤΑ ΠΟΥ ΤΗ ΖΩΗ ΤΟΥ

ΔΕΣΠΟΙΝΑ

ΙΣ ...

ΚΑΙ

Η ΒΑΝΔΗ ΕΠΙΣΤΡΕΦΕΙ ΕΠΕΙΤΑ ΑΠΟ ΕΝΑ ΧΡΟΝΟ ΠΙΟ ΣΕΞΙ ΑΠΟ ΠΟΤΕ-ΟΙ 10 ΠΙΟ ΔΙΑΣΗΜΟΙ ΕΛΛΗΝΕΣ ΦΩΤΟΓΡΑΦΟΙ ΤΗΝ ΝΤΥΝΟΥΝ ΜΕ ΤΑ ΜΑΤΙΑ ΤΟΥΣ

Η ΗΟΤ ΜΑΡΙΑ ΚΟΡΙΝΘΙΟΥ

A lot of changes has been made to the face and body of this model, as shown by the arrows and lables. The skin has been made lighter, to a more pale colour as this is seen as being a more natural look. The face has been made to look younger as the wrinkles have been reduced, and he skin on the face looks much smoother, instantly making the age of the woman look much younger. The bottom areas looks much smaller as well as the legs. The skin has also been made to look much smoother, and removes any imperfections, such as cellulite. Some fat has been taken from the back to give the impresson of a petite frame. The whole of this image has been photo shopped in order to make the woman look more aspitational to make the front cover look more appealing.

This photo has clearly been edited on many parts of the celebrity's body. Her waist has been made smaller and her thighs made slimmer. This makes the celebrity look more aspirational as she has a perfectly formed body in the photo shopped image. The bruises have been moved from the model's leg in order to make her skin look more flawless. This is a technique often used, as bruises show the models to look imperfect and normal like the rest of us, however, celebrities are used to look aspirational on magazines, making the audience want to be like them, as this look is out of their reach. If magazines made their models look like everyday people, there would be much less of a desire for the audience to buy, as they will not feel a want to buy the magazine if they do not aspire to be like the model or celebrity used.

The back of this image has also been edited. The labels show that the bottom has been recued in size and looks more toned. The cellulite from her legs has been removed to make her skin look flawless. As cellulite is a very common thing amongst which makes them feel insecure, and so ensuring that the celebrity doesn't have this, make her look more aspirational and therefore helps sell the product. The tattoo has been removed from the back of the model. Even though this does not make the celebrity look any more aspirational, Photoshop is used to remove this in order to make the photo more appropriate. This shows that Photoshop is not just used to make people look better, but also hide things that should not be seen. This is a positive as it can help businesses overcome problems with models, so it is easier to find someone suitable and creates the right representation of the business.
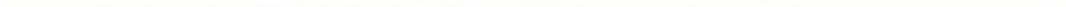
Photoshop is not only used to enhance images but can also be used to represent something. For example, as line has been drawn down the middle of this photo to show that the celebrity couple have split up. This is often used in celebrity gossip magazines to highlight a story through an image. Without seeing any text, it is obvious that this couple have split up straight away and is why magazine use this to attract attention on the front cover. This would be a good idea for me to use in my magazine to make it recognisable as a gossip magazine style. Adding on drawings to an image can be used for other things, such as using a love heart for couples that are together. I will use my own art in images I put in my magazine in order to send a clear message to my audience.

In this image no part of the body or face has been modified to look different, however the colour has been altered so that her skin looks smoother and her wrinkles are not visible. The colour has been made much brighter so that her eyes are more piercing and makes her face look more healthy and radiant. The image has also been cropped, as some of the right hand side has been taken out. Changing the image colour is something I can do easily, and so I will use this to enhance the image, as a subtle but more natural way to make images look better.

If I use slight colour changes in the photos I take to make them look more professional and appealing, I will ensure that I only make a slight change, as I think this image shows that too much can make a model look too fake and unrealistic. The purpose of photo shopping is to make photos look more aspirational to the audience so that they want to be like the model used, which persuades them to purchase the product. However, the photo has to look realistic so that the audience believe that the model or celebrity really does look like this in order to 'trick' the audience. Even though audiences do know that most images are photo shopped, if they look real to them, they are still encouraged to feel 'in awe' of the models. However, a photo like this which shows the photo shopping obviously would not attract the audience as much due to the fact that the celebrity does not look real, and therefore the audience cannot find it aspirational. If photo shopping is done, it should be used in a subtle way so that the audience would not know, but making the colour so bright and unrealistic makes the celebrity look like a waxwork rather than a person and so is hard for the audience to aspire to. Therefore I will ensure that any minor changes I make to the models will be subtle so that the audience find it aspirational, but also can relate to it, as something fake is hard for an audience to find something in common with.

A lot of cropping has been done on the photos on this gossip magazine; every photo would have been cropped in order to fit them all on the page in a aesthetically leasing format. Gossip magazine conventionally use at least 5 images on the front cover, and therefore cropping will usually be done for each photo in order to get them all on the front cover. As my music magazine will be in the format of a gossip magazine, I will have to crop the photos that I use.

Not only do magazine crop the photos to make them fit the page and look better presented, but also to show what they want the audience to see. For example, the image of glamour model 'Jordan', focuses on her face and so has been edited to cut out the rest of the photo, this has been done as the story is about the swelling on her face, and therefore the magazine wants to highlight this.

Cropping can also be used to magnify something in an image. A good example of this is the top left hand image on the page as the original image, and a part of the image that has been cropped is shown to highlight that the women are holding hands. This cropping is used to persuade the audience to have a certain view about something, in this case that the women have a very close friendship.

Purple and pink colour scheme- feminine colours. Pink holds connotations with love- reflects theme of article

Main image and small inset picture- makes use of space and fills most of the page- attention on images- more aesthetically pleasing

Ripped affect on banner- looks like it has been torn out- looks less formal

Name of celebrity in different colour-stands out and attracts the audience

First letter of article in large colourful text- makes it stand out- encourages audience to read text rather than just look at images

White background- makes content of page stand out

Conventional small black text for main article. Pink arrow points at image to attract attention to it

AO2 C

Good annotation.

Use of pink colour throughout- text + lipstick - represents femininity of celebrity and follows a scheme throughout- attracts female audience

Blue colour on props- bird, clothing + make up- appeals to males. Blue and pink colour scheme represents boys and girls – mixed target audience

Use of pink text to make headings stand out

Pale background - makes image stand out. Black text used against background - easily read

Little text against large image- easy to take in for reader

White text used over black colour- makes white text stand out

Use of sans serif font- makes the text look more serious and mature-stands out in capitals

One main image as background, high fashion pose and clothing- hold connotations with a fashion magazine

Two main colours- red and black
One main image used as background
Masthead across top of page
Text around outside of image- same font,
different sizes

Three main colours- yellow, white and red
One image used as background
Masthead in top left hand corner
Text around outside of image- same font,
different sizes

Four main colours- red, white, yellow and
blue
Four different images
Masthead in top left hand corner
Text used in relation to images

Four main colours- red, white, yellow and
blue
Six different images
Masthead in top left hand corner
Text used n relation to images

I have looked at the creative fonts, colors, images, formats and size of both music and celebrity magazine front covers. The main differences I can see between the two genres of magazine is that music magazine uses two main colours, and one image as the background, which makes it look a lot more simple. However, the celebrity genre uses at least four colours and four images on the cover, which makes it look a lot busier. The text on the music magazine is used around the outside of the main image, whereas the text on the celebrity front cover is used in relation to each image. The music magazine uses one font throughout the cover, and only changes the style. However, the celebrity magazine used a few different fonts. Overall, the main creative difference I can see is that the celebrity genre uses a much more busy style, whereas the music magazine is much simpler. I will use a creative style between these two genres, by using a mixture of both the conventions. I will use a main image, but a couple more images around the outside to make it more crowded. However, I will use only two main colours to simplify it and one font but will follow the conventions of the celebrity magazine by using several different informal headlines.

I have mixed together different colours in order to see which colour scheme will be most appropriate for the front cover of my magazine. I want to mix a bright colour with black, as I think black will make it stand out and look professional, as well as matching the colour of the masthead. Mixing black with a bright colour will make the front cover eye catching and unique. I think all these colours would be effective for my magazine, as the colors will appeal to the younger audience and the black will still make it look fairly mature. I want a colour that will mainly target girls as this will be my target audience due to the celebrity gossip element. Therefore, colours such as pinks and purples will be successful. However, I have also found from research that the majority of gossip magazines use a red colour, and so this could be a good idea in order to make it recognizable as a gossip magazine as well as music magazine. Taking all of this into account, I will use a red and black colour scheme.

A0 2
C

Masthead Fonts

Formal font, capital letters, simple, black colour, serif font

Sans serif friendly font, colourful, red colour stands out, 3d effect

Sans serif friendly font, pink colour attracts girls

Bold, black letters with use of serif font creates serious look, use of different sizes makes it stand out

I will use the last sort of font for my magazine as I think this is formal but does not look too serious. I like the fact that there is smaller writing underneath as it stand out and the use of the word 'magazine' clearly shows what the product is. However, I think the second bit of text should be a different colour to make it stand out and give it more character, which will make it look more like a gossip magazine, as colour is usually used in their logos like the 'Heat' and 'Sugar' logo above.

Evidence of cropping AO2
C

I have taken this picture of penguins at the zoo, and cropped it to show evidence that I will be able to do this in my magazine. I have cropped the photo so that you can only see the penguins, which I wanted to make the ain focus, and have taken some of the background and the person out of the picture. A lot of magazines do this to highlight things from an image, or so they have more room on the page.

I have cropped this original image by cutting a person out of the image which a lot of magazines will do so they can solely focus on the celebrities in the headlines rather than other people. I have also cut out the bodies so that the image focuses on the faces. This can be done in magazines to highlight faces of celebrities, for example to point out imperfections, or to make them easier to recognise.

I used software called 'PagePlus' to edit this original photos in several different ways. I did this in order to practice for when I have to edit my won photos and get me used to this software which I have never sued before, as I have previously used Fireworks instead, but want to improve my skills by using different software. Therefore I will use this program to edit my own photos using some of the following ideas, and will shop I how I did this through a step by step guide.

This is the original photo I took from the internet and below is examples of the different types of editing I could use,

These print screens represent the different colours I could use, including blues, greens, reds and neutral colours in order to add another dimension to the photos and make them stand out. Using a red colour on the photos could be an effective technique for me to use as ti will fit in with the black and red colour scheme of my magazine.

These print screens represent the different colour effects that I could use. The image in the left brightens the image and enables the photo to match the colour of the background which could look effective on the front cover of my magazine as one main image will act as the background. The print screen on the left shows a blurred image which makes it look different. This could be used on images in which the models are moving to exaggerate this movement.

This editing make the image look as though it is the cover of a book. I could use this for the first article photo that I use, as it will represent that it is the start of a book of photos. The image on the right represents how text and shaped can be incorporated into the image, which would be useful for quotes said by the models in interviews.

I edited this original photo by using an eraser tool to erase the background so it is invisible. This will be useful for photos that I get off the internet which have coloured background, as I want the background to match the white colour of the magazine paper.

To take my photos, I will be using an SLR camera.

SLR

Single Lens Reflex camera – The camera's lens is used for composing the frame and capturing the image to memory. A mirror system lets you view the image through the lens. The other type is "RF".

Style: According to the site, SLR cameras prioritize shooting ease and flexibility because their design includes a lens mount that enables lens interchangeability.

Viewfinder: The advantage of using digital SLRs is that you see clearly what the camera sees, just like point and shoot technology.

Lens: This section provides a brief overview of the different major types of lenses that you can play with (i.e.: wide angle, macro, fish-eye, tilt-shift).

Response: Describes how SLRs focus instantly while simultaneously allowing for continuous shooting. Also gives some pointers on how to hold your camera most effectively.

Types of SLR

SLR (Single Lens Reflex) cameras come in all shapes and sizes and can be manual or automatic or even a combination of both.

The standard SLR (which I shall be using as a blueprint in the following) is a 35mm format system. Medium format cameras have a larger film size e.g.: 6x4.5, 6x6 and 6x7 and are used primarily for landscapes, portraiture, still life and studio work. Although less flexible than the standard 35mm, the larger negative size allows greater enlargements with little loss of quality. Lastly, there are the specialist SLR's - for use underwater or capturing spectacular panoramic views.

Features

If you're a tourist who wants the ease of an auto-focus disposable camera that takes clear but static photographs, then stop reading right now. But if you want keepsake photos with a touch of your artistic flair in them, using an SLR (single lens reflex) camera is the way to go. With an SLR camera, you can adjust the light, the depth of field--even the blurriness or lack of it in your pictures. If you want to be able to do all those things and much more, the first thing you need to know is a little bit about how an SLR camera works.

First of all a single lens reflex camera has, as you can garner from the name, a single lens. It has a shutter located just in front of the film (usually 35 mm film), which opens a little bit or a lot depending upon where you set your camera's exposure time. This ability, along with the focusing ring (which adjusts the distance of the lens from the film) and aperture ring (which changes the size of the iris diaphragm inside the lens) allows you to take fast action shots--or lazy, hazy romantic ones. It sounds

complicated--and it is, a little. But that shouldn't stop you from taking great photos with your SLR camera.

Let's start with shutter speed. This speed is listed on your camera in increments of percents of a second. Usually, shutter speed settings on SLR cameras run from 1 sec to 1/1000 sec. The faster the speed, the more precise and sharp an action shot will be. So, if you want to freeze a clear shot of a parachutist in mid jump before he opens his chute, set your camera closer to the 1/1000 sec speed.

But shutter isn't the only thing which will affect your photograph. To help adjust the brightness of the light getting to your film, use your camera's aperture settings. Aperture settings are listed on your camera in f-stops--f-1 is the widest opening, and f-32 or f-45 is the smallest. By opening your aperture setting to a higher f-number, the depth of field on a picture is increased. This means that the higher your f-stop number, the more of your picture remains in focus.

So, if you want to photograph a wide panoramic view in which you want everything in focus, use a number closer to f-1. But, if you want to get the effect of a single object or person in focus with everything in front of and everything behind him slightly blurry, set your aperture to a higher f-stop number.

If you want to get even fancier with your photos, you can buy lens attachments to distort, color or even "fracture" pictures. A popular one is a polarizing attachment which works much like polarized sun glasses to cut down on reflections. Prism lenses can multiply the focal image on a photograph to get special effects. And soft-focus lenses can add glimmer and soften your images. You can even get colored lens attachments to "tint" your end product, too.

But the best thing you can do with your SLR camera is to use it. Play around with the different settings. If you want a particular shot, and you don't know how to achieve it, do what the professionals do. Bracket it. Take one picture at one setting, and then change the setting by one stop and take the same picture again. Do it one more time at the next setting. Then, when your film is developed, compare the photos to see what setting got what effect.

Film is relatively inexpensive when you compare it to the lasting keepsake photographs you can obtain using an SLR camera. The only way to become a better photographer is to practice. And you may get a lot of great shots that you'll want to keep forever.

Lighting
Indoor Photos
The most obvious area where this isn't always possible is indoors. No ceiling light or table lamp can be as bright as the sun, so you will almost always have to add more light with a flash. Most professional photographers prefer to have more control over the lighting so they will use a variety of stronger lights to help them. By adding more light to an indoor scene, you can avoid the need for a camera flash, which can be distracting to the subject, particularly when you are trying to capture unposed or natural shots.

Flash
When it isn't practical to add more light to an indoor or low-light scene, you can often rely on a flash to help add to the available light. A common mistake with a flash, however, is to misunderstand the reach of the resulting light. Most portable cameras can only light up a subject within an average of 10 to 15 feet – so, if the subject of the photo is further away than that, then either move closer, or look for an alternate light source or option. Professional photographers will often use an external flash, which can be synchronized with the camera like a built-in flash, but can be much brighter, as well as having the ability to position it separately from the camera itself.

Controlled lighting
As you become more comfortable with lighting, you can change the feeling of a photo by controlling the way light hits different parts of the scene or subject. For example, having the light hit the side of a subject can add more contrast between facial features and shadows, making for a more dramatic pose. Having the light behind a subject can allow the background to be lit while the foreground is dark, which can completely change the mood of the photo. If you want to ensure that everything in your photo is visible, then try and ensure that the indoor or outdoor light is hitting from the front for the most even view of the scene. Many studio photographers will use a variety of techniques, including multiple light sources and bouncing a flash off of a ceiling or object, to further control the lighting of portraits and other staged scenes.

Techniques

Hold the camera solidly in your hand to prevent the camera from shuddering or shifting too much when pressing on the shutter button, and watch your spare fingers so that they don't interfere with the lens. One trick is to wrap the camera strap around your fingers so that you will be more conscious of where they are. Another tip, especially with smaller cameras, is to hold your eye up to the optical viewfinder to capture the image, rather than the electronic viewfinder – this will not only help you see exactly what your capturing, but will also help to stabilize the shot between your hands and your face for less 'camera shake'.

As digital cameras have a tendency to take slightly longer to focus than film camera, an important tip is to half-depress the shutter button until the camera has had time to lock the focus, and then completely press the button to take the actual shot - this can often make the difference between blurry, out-of-focus shots, and clear pictures. Also, with normal picture-taking, shutter speeds are fast enough that a small amount of shake won't affect the resulting image much, however, there are times when you'd want to use a tripod to compensate: when taking pictures in low light, where the shutter speed will slow down enough to potentially make drag lines, and when using a long zoom, where distant objects are susceptible to blur. In each case, the tripod will settle the image and let you forget about shaking the image and focus on capturing what's in your mind's eye.

Holding the camera

When you use a telephoto lens, the need for support form underneath becomes more urgent. Not only because the weight distribution is now tipping the camera forward but also because the narrower angle of view will accentuate any **camera shake**.	The 'good' way of holding the camera recommended in this article translates very well to the portrait view as well. A lot of people take all their pictures in landscape format simply because it feels uncomfortable to hold the camera in the upright position. Holding it this way feels very comfortable.	Wherever possible I would recommend using any extra support available. Especially when shooting in low light or with a dreaded camera phone.

How can we avoid movement blur from camera shake?

To eliminate the blur we can do several things:-

1. Use a faster shutter speed and/or a shorter lens.
2. Use a tripod with or without a remote release.
3. Brace ourselves as best we can against a wall or other object to minimize movement.

Don't be afraid to zoom in or get very close

The most common mistake is that photos are taken from too far away and that there is just too much environment that doesn't add to the message. Filling the image with the subject underlines what the intended subject is, and removes cluttered background. It achieves simplicity.

Eyes are exceptionally important

They tell the story. When photographing people and animals everything else can be hidden or cropped out: the mouth, the nose, the hair. But the eyes must be visible.
In addition, the eyes have to be tack sharp. Unsharpness of the eyes will hurt the attraction to the eyes, and with that the quality of the photo. If the eyes are not sharp, the photo doesn't look sharp.

Using the Crop tool to resize images

Using the term *resamping* when you use the Crop tool to resize images is unclear because there is no Resample option to select when you use the Crop tool. When you use the Crop tool to resize an image, the pixel dimensions (and consequently, the file size) can change, even though the image is not being resampled. In these cases, the pixel dimensions and resolution change to incorporate more pixels into each inch of the image based on the number of pixels you select in the crop region, though Photoshop is not specifically adding or removing data from the image. Because of the way the Crop tool handles pixel dimensions, indicating that the amount of data in the image has changed is more useful than indicating whether or not the image has been resampled.

When you crop an image, you are removing data from or adding data to the original image's size to create a new image. Because you are removing or adding data relative to the original image, the concept of resampling loses much of its meaning because the number of pixels per inch can vary based on the number of pixels in the crop selection. When the number of pixels in the crop selection allows, Photoshop will try to keep the same resolution of the original image; this is traditionally considered cropping without resampling. However, when you are not exact about the number of pixels you select, the pixel dimensions and file size changes in the new image.

Crop tool options

The options in the crop tool options bar are different before and after you draw the crop selection. When you first select the crop tool, you can set values to crop to a specific width and height, and resolution. The units of measurement available for the crop size width and height are inches, centimeters, millimeters, points, and picas. To make sure you are using the right unit, type the unit or the unit abbreviation after the number in the value field, for example: *100px, 1 in or 1 inch, 10cm, 200 mm, 100 pt,,* or *100 pica*. When you specify values for height and width, the crop selection contains only the four corner change points of the 8 change points available when no height and width values are specified.

Note: If you do not specify a unit of measure in the Width and Height fields in the Crop tool bar, the default unit of measure is inches.

You can also set a value for the resolution of the cropped image in the Resolution field, and then choose pixels/inch or pixels/cm from the pop-up menu.

To review the options available after you draw the crop selection, see *Using the Crop tool* in Photoshop Help, or *To crop an image and Crop tool options* in Photoshop Elements Help.

To clear the values from a previous crop, click Clear before you draw your crop selection. After you draw the crop selection, you can clear the crop selection by clicking the Cancel button in the options bar or pressing the Escape key, or you can accept the crop by clicking on the Commit button in the options bar or pressing the Enter key.

Changing inch size only

When you set the physical size of the image in inches in the Crop tool options, and you don't change the resolution, the pixel dimensions change based on the ratio of the number of pixels you drew in the crop selection to the original pixel dimensions of the original image. The resolution then changes to fit the extra pixels into each inch of the image, based on the image's original size.

Note: The original image used in the examples below is 4x4 inches, 100 ppi, 400x400 pixels at 468.8 KB.

Inch size (you set)	Resolution (changed by Photoshop)	Pixel dimensions (size of the crop selection that you drew)	File size
2x2 in	104 ppi (original res = 100 ppi)	208x208 px (original = 400x400 px)	125.8 KB (original 468.8 KB)

In this example, the image is reduced by half of the physical size (from 4 inches square to 2 inches). The pixel dimensions are reduced by half as well. The original resolution (100 ppi) is maintained, except it's increased to compensate for the extra pixels (8 pixels/inch) added to the crop rectangle.

Changing inch size and resolution

When you set the physical size of the image in inches in the Crop tool options, and you also change the number of pixels per inch (the resolution), the pixel dimensions change to accommodate your request for more or fewer pixels in the document as a whole. You set the inches and the number of pixels in each of those inches. Photoshop removes or adds data to fit the number of pixels in each of the inches you specified.

Note: The original image used in the examples below is 4x4 inches, 100 ppi, 400x400 pixels at 468.8 KB.

Inch size (you set)	Resolution (you set)	Pixel dimensions (changed)	File size
2x2 in	200 ppi	400x400 px	468.8 KB
2x2 in	300 ppi	600x600 px	1.03 MB
2x2 in	50 ppi	100x100 px	29.3 KB

In the first example, you reduced the physical size by half, but balanced that by doubling the resolution, so the pixel dimensions and file size were able to remain the same.

In the second example, you reduced the physical size by half, and increased the resolution, so the pixel dimensions had to increase to hold the extra number of pixels per inch. The file size also increased.

In the third example, you reduced the physical size by half, and reduced the resolution (the number of pixels per inch), so the pixel dimensions decreased because there are fewer pixels now in the image. The file size also decreased.

Changing the pixel dimension only

When you set the pixel dimensions, but you do not set the resolution, the resolution stabilizes at the same resolution as the original image, and the a new physical size is produced to hold the number of pixels specified in the image and per inch. The file size changes because you are changing the pixel dimensions while letting Photoshop stabilize the number of pixels per inch.

Note: The original image used in the examples below is 4x4 inches, 100 ppi, 400x400 pixels at 468.8 KB.

Inch size (changed)	Resolution (changed)	Pixel dimensions (you set)	File size
2x2 in	100 ppi	200x200 px	117.2 KB
3x3 in	100 ppi	300x300 px	263.7 KB
6x6 in	100 ppi	600x600 px	1.03 MB

In these examples, when you set the pixel dimensions and the resolution is unchanged from the original image, the physical size must change to fit the number of pixels you specified (pixel dimensions) that you want held in each inch of the image.

Changing the pixel dimension and the resolution

When you set the pixel dimensions and you set the resolution, Photoshop creates a new physical size to hold the number of pixels in the image and number of pixels per inch that you specified. The files size changes because you are changing the total number of pixels in the image as well as setting the number of pixels you want in each inch.

Note: The original image used in the examples below is 4x4 inches, 100 ppi, 400x400 pixels at 468.8 KB.

Inch size (changed)	Resolution (you set)	Pixel dimensions (you set)	File size
1x1 in	600 ppi	600x600 px	1.03 MB
2x2 in	300 ppi	600x600 px	1.03 MB
.667x .667 in	300 ppi	200x200 px	117.2 KB

In these examples, when you set the pixel dimensions and change the resolution, the physical size must change to fit the total number of pixels and the number of pixels in each inch that you specified (pixel dimensions and resolution).

Changing the resolution only

When you change only the resolution in Crop tools options, the size of the new image depends on the number of pixels you includ in your crop selection

Note: You can open the Info palette to find out how many pixels you are including in your crop selection.

Note: The original image used in the examples below is 4x4 inches, 100 ppi, 400x400 pixels at 468.8 KB.

Inch size (result)	Resolution (you set)	Pixel dimensions (result)	Your crop size (you drew)	File size
.767x.767 in	300 ppi	230x230 px	2.3x2.3 in	115 KB
1x1 in	300 ppi	300x300 px	3x3 in	263.7 KB
75x.75 in	400 ppi	300x300 px	3x3 in	263.7 KB
1x1 in	200 ppi	200x200 px	2x2 in	117.2 KB
.5x.5 in	200 ppi	100x100 px	1x1 in	29.3 KB
1.5x1.5 in	200 ppi	300x300 px	3x3 in	263.7 KB

In these examples, Photoshop uses the size of your crop selection, and the number of pixels per inch you specify (the resolution) to resize the image. The new image's physical size and pixel dimensions will fit the number of pixels in the crop selection you drew and the new resolution you set.

Back to top

Image size formulas

The following formulas provide information about how Photoshop and Photoshop Elements calculate the physical size, resolution, and pixel dimensions of an image:

- Physical size = Resolution x Pixel Dimensions
- Resolution = Physical Size / Pixel Dimensions
- Pixel Dimensions = Physical Size / Resolution

Adobe Captivate Demo of resizing and resampling concepts

The Adobe Captivate demonstration below illustrates adjusting image size and resolution, with and without using the Resample Image option in the Image size dialog box. For more information about viewing this demo, see Viewing Adobe Captivate Demos in Knowledgebase Documents (TechNote kb403894).

http://kb2.adobe.com/cps/331/331327.html

Banner Tutorial for PSP (Paint Shop Pro)

Part 1 | **Part 2**

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Public Service Ads by Google

{Brian Zimmer's Homepage}

This is a banner tutorial on how I made my banner for my homepage in PSP (Paint Shop Pro). I use all sorts of effects found in seperate tutorials, so this is an example of what everything can do also. In this tutorial, you can learn to make cool backgrounds, sigs (signatures), banners, and wallpapers. Learn effects such as transparent lines and shapes, clouds filter in Paint Shop Pro (PSP), and scanlines and grids. Now lets start on this banner psp tutorial.

1
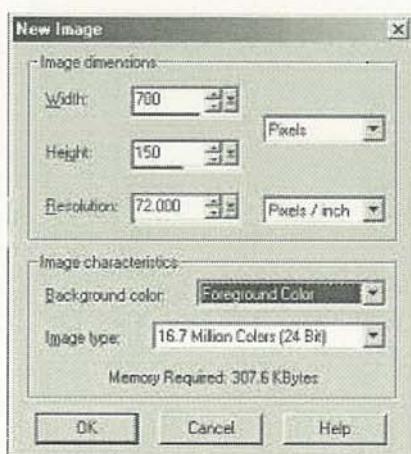
In this tutorials I am going to be teaching you, step by step, how I made the logo at the top of my old page. This is my first mega tutorial and would appreciate any feedback. Thanks! **Here** is the psp file if you want to download it.

2

The first step is to create a new image ▢ . My image size is 700 x 150. Set the background color to #2D5A82, a nice blue color. The next step is to create a grid. Now go to Layers- New Raster Layer 🌀 to

create a new layer. Name this layer "grid".

3

The next step is to use my **grid tutorial** to create a 10 pixel black grid. Your image should now look like this. You can download the grid pattern **here** . Now go to Masks- New- From Image ⬚ and enter these values:

Source Window: This window
Create mask from: Source Luminance
Invert mask date: Checked

Last, turn down the opacity to 16. This should give you a nice, light grid.

4

Now we need to add some clouds to the image. Make a new layer by going to Layers- New Raster Layer ⬚ , and name it "clouds". To do this you need a plugin which you can download **here** . The clouds aren't necessary though so you can skip this step if you want. After you have installed the plugin, go to Effects- Plugins- MuRa's Meister- Clouds. Use these **options** . Now go to Masks- New- From Image ⬚ and enter these values:

Source Window: This window
Create mask from: Source Luminance
Invert mask date: Checked

Now adjust the opacity of the layer down to 18.

5
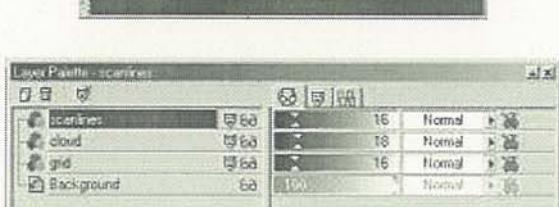
Now we have a nice, textured background with a grid. The last thing we are going to add to the background is scanlines. Make a new layer by going to Layers- New Raster Layer ⬚ , and name it "scanlines". Now follow the **scanlines tutorial** to add scanlines to the background. Create a new mask using the same steps as steps 3 and 4, and adjust the opacity of the "scanlines" layer down to 16.

Selecting Your Text Tool & Typing Text in Fireworks MX

We will begin this tutorial with selecting the text tool. To select the text tool, you will need to click the A icon in the left toolbar. When you select the icon, draw a text box on your canvas. Now you can type what you want in the box. That's how you create your text.

Changing the Color of Your Text in Fireworks MX

To change the colour of your text, you will need to click the text with the black arrow to select it or click your mouse off of the text and your cursor will automatically turn into the arrow. Then go down to your properties panel and click the colour box. When the box opens, select the colour you want to apply to the text. The box will close and the colour will be applied to your text.

Adding a Drop Shadow to Your Text in Fireworks MX

If you want to add a drop shadow to your text, click the text box to select it. Then click the plus sign beside Effects. A menu will open and you will need to click Shadow and Glow > Drop Shadow. When the box opens, you can change the settings or leave them as they are. Then click the OK button. The drop shadow will be applied and the box will close.

Applying Styles to Your Text in Fireworks MX

You can also apply styles to your text. Your styles panel should be open in the right part of your screen. If it is not open, go to the top of Fireworks and click Window > Styles. That will open your styles panel. To apply a style, click the text to select it. Then look for the style you want to apply and click it. The style will be automatically applied to the text.

Changing the Size of Your Text in Fireworks MX

If you want to change the size of your text, click the text to select it. Then click the size box in the properties panel. When the box opens, select the size you want. The box will close and the size will be applied.

I will use Fireworks to edit text and photos, by adding effects and changing the colours. I think adding shadows onto the text will make it look more professional, as well as making images black and white, or brightening the colours to make it stand out.

Reference?
— 5.3 perhaps?

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Commonly used tools

Airbrush: Most used in normal mode for loose shading and in color mode for applying colour.

Smudge: My favourite tool, used for smoothing brush strokes, shaping, fine details and hair.

Dodge: Used for adding highlights, lightening areas and for stippling.

Burn: Used for shadows, darkening areas and for stippling.

Soft Brushes: Most used for loose shading, smoothing and blurring.

Hard Brushes: Used for all details, textures and hair.

Spatter Brushes: Used rarely, only for textures and stippling.

Getting started

To begin this picture I needed a basic outline with the primary features in their correct place. Owing to my difficulties with proportion, the first thing I did was draw a grid over the reference photograph (an A4 sized picture in a glossy magazine) using a pencil and ruler. The grid consisted of 12 squares across and 9 down, each one measuring 1.5cm squared.

I then created a transparent layer on Photoshop and (after enabling the ruler view) created a relative sized grid - 12 squares across and 9 down. I renamed this to GRID. But as I wanted the resolution of this image to be 640x480, I cropped the full grid down to size.

Having done this, I opened another page with a white background. I added a layer over this and named it SKETCH, before pasting the GRID layer over the top, like so:

On the SKETCH layer, I began to sketch the basic outline using the line tool on medium pressure, with the grid acting as a proportion guide. Behind this sketch, on the white background layer, I began to add some very loose shading with the airbrush:
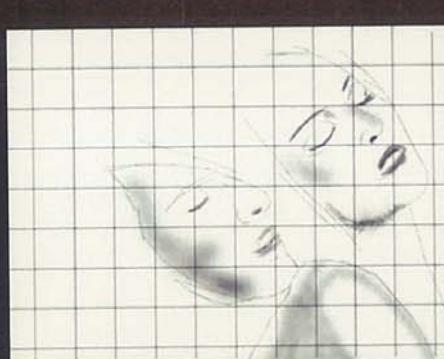
You can see here how the grid assists proportion. The woman's face, for example, occupies approx. 15 squares, and there is 1 square between the tip of the man's nose and the woman's cheek.

Basic Shading

Still working on the background layer (with the SKETCH and GRID layers in the foreground), I started to shade the image in grey, using the airbrush and smudge tool with various soft brushes varying between 60-80% pressure.
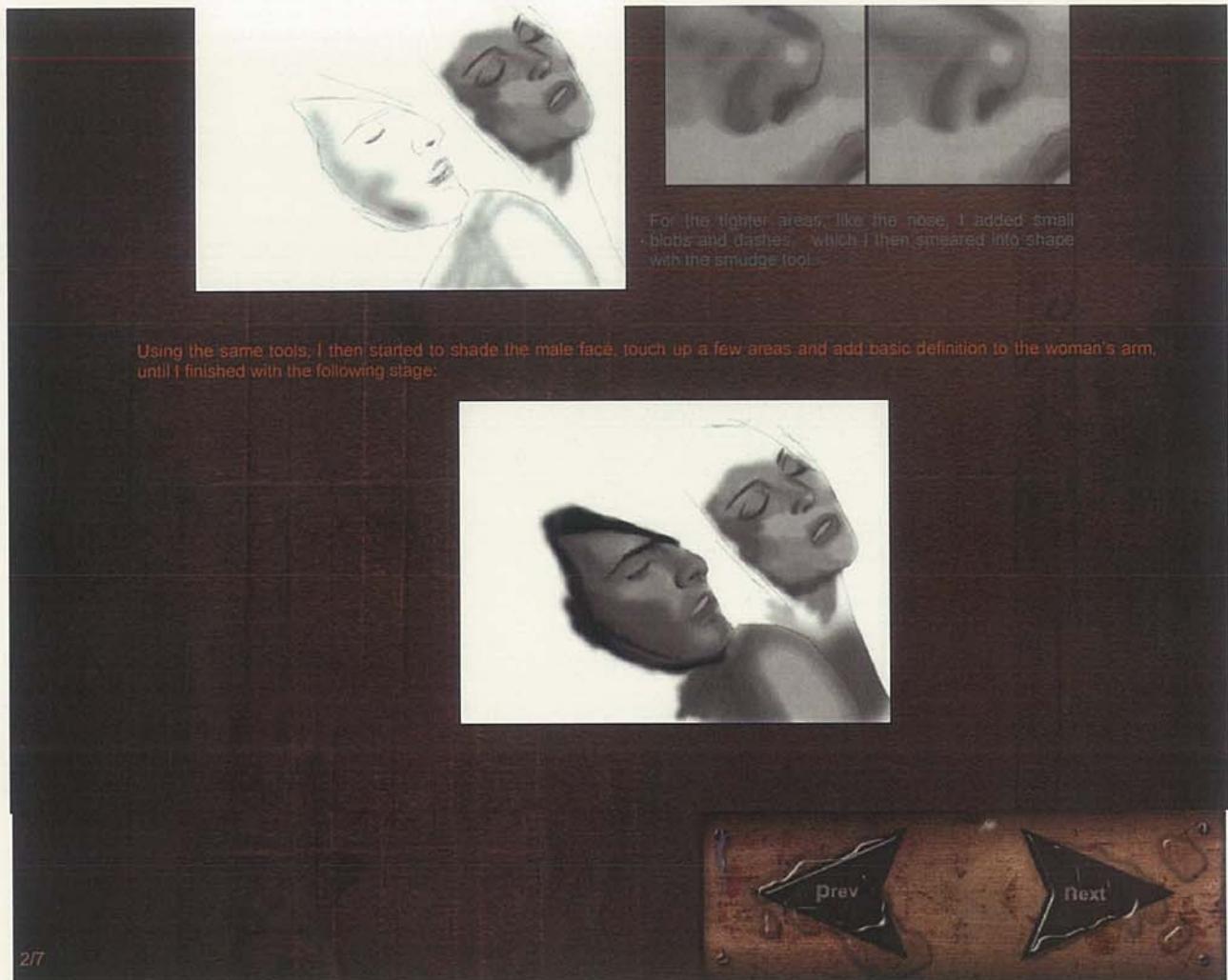
For the tighter areas, like the nose, I added small blobs and dashes, which I then smeared into shape with the smudge tool.

Using the same tools, I then started to shade the male face, touch up a few areas and add basic definition to the woman's arm, until I finished with the following stage:

prev   next

2/7

About   Tutorials   Videos   Gallery   Training DVDs   Q&A   Commissions

Basic Colouring

With the light and dark areas in place, I started to consider the colour. This was done very simply by painting over the current image with the airbrush in color mode. For the moment, I decided to use simple browns and pinks for the skin tones.

Don't do this!

As I'm trying to make this a comprehensive guide, I will document some of my mistakes too. I made my first error here, having mistakenly painted over the SKETCH layer rather than the background, so I decided to merge the layers and paint directly over the outline. Then it was time to lose my flow (and my sanity) completely:

Disaster 1: I cut the image with the Magic Wand and pasted it onto a red backdrop, messing up the anti-aliasing around the woman's face. I also noticed that I had been a bit reckless with the airbrush and had lost some of the definition on the man's nose and cheek. I loaded a previous stage and tried to cut the man and paste him over the messed up image (not so well I must add) and a bit later on I rubbed through certain areas with the eraser.

Disaster 2: I brushed in the woman's hair very loosely and decided to run a filter over it before going to work with the smudge tool. I selected the hair I wanted to filter with the Lasoo tool and chose Paint Daubs from the Filter/Artistic pull down. Sometimes I use this on hair to sharpen the details and disperse the colour which can be worked into the hair to give it more tones and variation, and less of a monochrome look.

Looks bad, eh?

I decided to rework the messed up area with the airbrush and smudge tool and eventually arrived at the following stage:
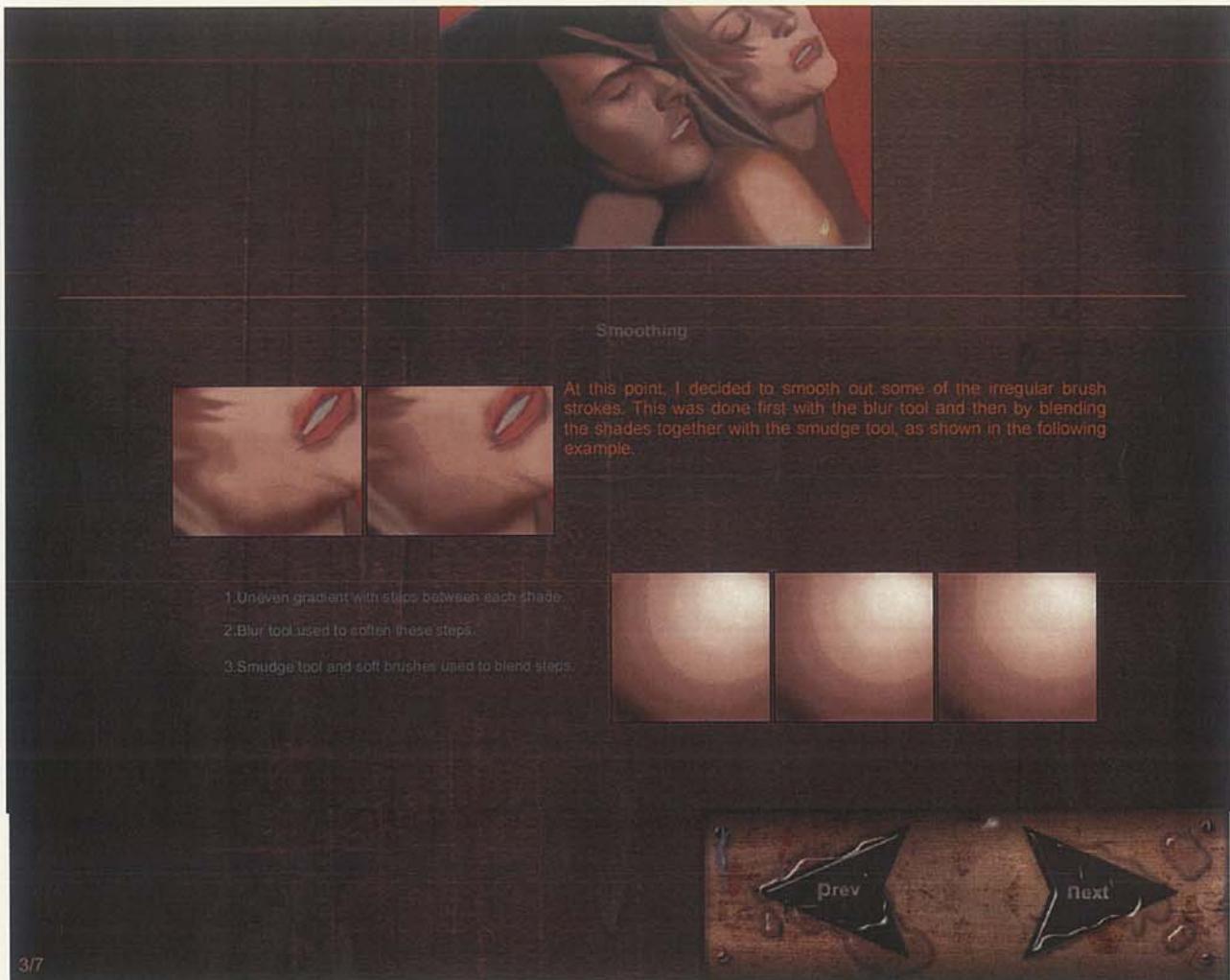
Smoothing

At this point, I decided to smooth out some of the irregular brush strokes. This was done first with the blur tool and then by blending the shades together with the smudge tool, as shown in the following example.

1.Uneven gradient with stips between each shade.

2.Blur tool used to soften these steps.

3.Smudge tool and soft brushes used to blend steps.

prev   next

3/7

Definition

With the main outlines and features in place, I decided to remove the GRID layer and work on my own, using the original photo only for occasional reference. When adding definition and detail, I always find it too restrictive to work directly from reference. It's better to exercise some creativity at this stage and inject a personal touch.

With the dodge and burn tools, I started to strengthen the highlights and shadows. I also used the airbrush, burn and dodge tools and the smudge tool with hard brushes to add definition to the lips, eyes and nose, very lightly pushing and pulling the colours into place (see previous example of the nose).

With the burn and dodge tools, I began adding light and dark streaks to the woman's hair, using the smudge tool and hard brushes to divide the locks.

Over some other areas of the hair I applied the Paint Daubs filter (in moderation this time) before smoothing and fining it out (as demonstrated in the above example).

Continuing with the aforementioned methods, I proceeded to smooth out the brush strokes, add stronger highlights and further detail to the hair. I also started adding creases to the eyes and fining out the eye lashes and eye brows using the smudge and burn tools with a single pixel brush on low pressure.

1. Basic undetailed eye.

2. Highlight added to tip of eye lid with dodge tool. Lashes defined with smudge tool.

3. Brows and lashes fined down. Creases added to eye lid. Touch of purple added with airbrush on color mode.

Definition

Turning my attention to the man's face, I began applying subtle colours, using the airbrush on color mode (between 2-5% pressure).

I decided to apply a faint blush of red to the most prominent areas, such as the nose, cheeks and chin, in order to give the man's face a little vibrancy and feeling. I then added traces of purple and green to add variation to the monochrome skin, and to help give the overall image a unique appearance. (Note: I often get ideas for colouring by studying fantasy art.)
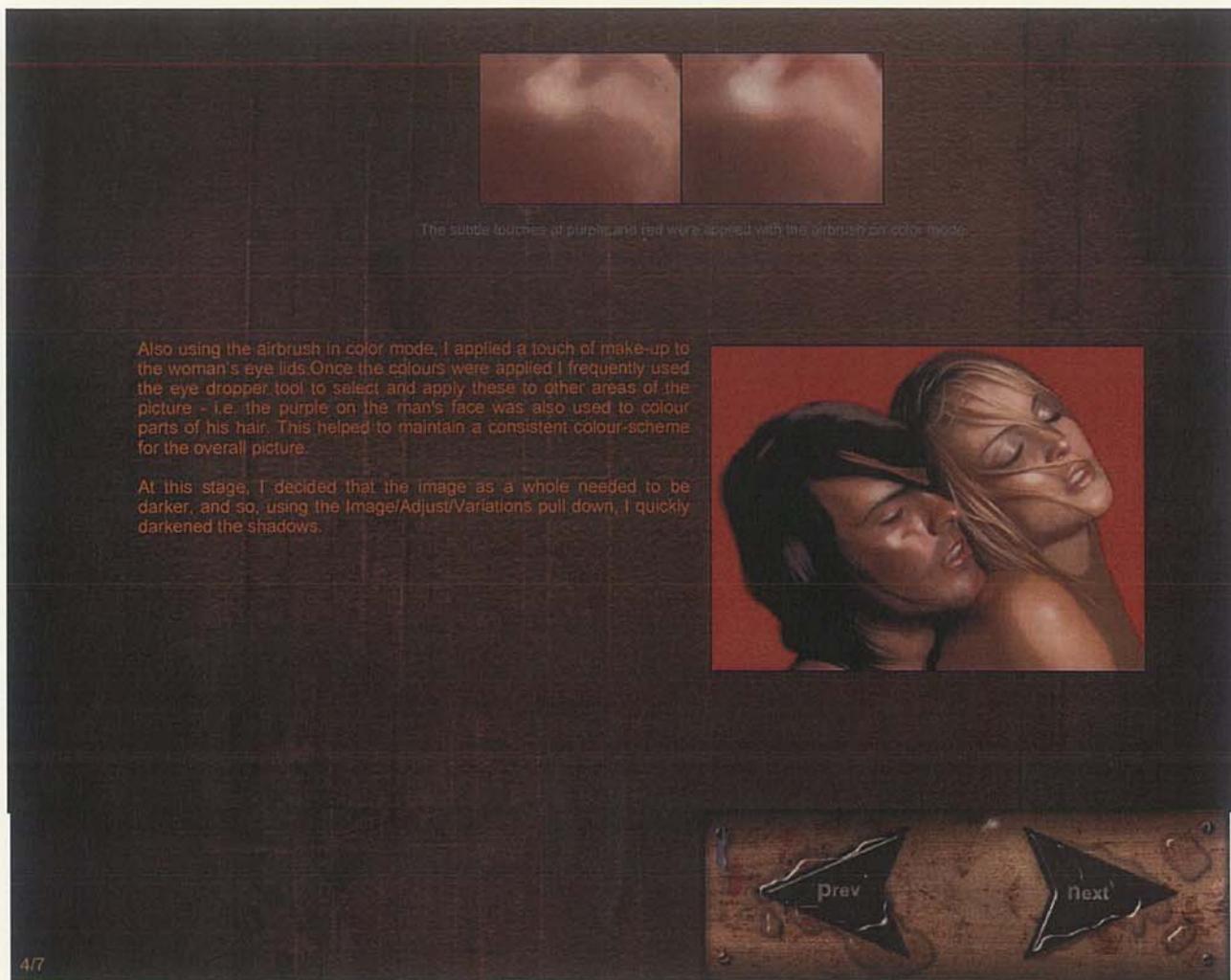
The subtle touches of purple and red were applied with the airbrush on color mode.

Also using the airbrush in color mode, I applied a touch of make-up to the woman's eye lids.Once the colours were applied I frequently used the eye dropper tool to select and apply these to other areas of the picture - i.e. the purple on the man's face was also used to colour parts of his hair. This helped to maintain a consistent colour-scheme for the overall picture.

At this stage, I decided that the image as a whole needed to be darker, and so, using the Image/Adjust/Variations pull down, I quickly darkened the shadows.

prev   next

4/7

Details and Texturing

To create the texture and stubble around the man's chin, I zoomed into the image and 'pixelled' these details by hand, as demonstrated in the following stages.

1.Basic smooth area

2.I applied small blobs with the dodge tool and a small soft brush.

3. Smoothed the blobs with the smudge and blur tools and a soft brush. Touches of shadow were added between the blobs with the burn tool.

4.Added faint highlights and shadows.

5.Began applying stubble, working over the dark areas using the burn tool and the smallest spatter brush on 20% exposure.

6.Added light pixels with the dodge tool, using the spatter brush and small hard brushes. Added shadows adjacent to these light dots and darkened the edges of chin with burn tool and soft brushes to give a rounded appearance.

The burn tool and spatter brushes were used for the man's neck and strands of hair were pulled over the top using the smudge tool and small hard brushes. The finer strands were created with a 1 pixel brush on 5-10% pressure.

I then decided that the shading of the face looked too smooth and plastic, so I decided to indulge in a little hands-on stippling - a technique familiar to most 8-16bit artists. This helped to give the skin a sweaty and porous appearance.

1.Basic airbrushed area.

2.Light and dark areas stippled using dodge and burn tools.

3.Additional pixels and blobs added.

4.Smaller light and dark pixels added with burn and dodge on higher exposure.

Reduced size - before and after stippling

The beads of sweat were also pixelled in zoom mode, using the following methods:

1.Basic smooth area.

2.Various sized blobs dotted over skin with the dodge tool on highlights setting.

3.Burn tool and 1pixel sized brush used to apply shadows around each dot and blob.

4.Smudge tool used to extend larger beads to look like drips. 1 pixel highlights added to the blobs.

5.Strengthened highlights and shadows and added random light and dark pixels with dodge and burn tools.

Some of the more subtle droplets were created using the following method:

1. Faint circles made with burn tool (1 pixel brush) on low exposure.

2. Dodge tool used to fill each circle.

3. 1 pixel highlight added to lower half of circle using dodge tool on highlights setting.

Actual Size

Using this technique, I added droplets of sweat to the man's stippled face and ended with the following stage:

5/7

prev   next