

## **Reference Material**

**Applied GCE Media: Communication**

**6978 – Unit 6: Professional Practice in the Media Industries**

**Issued: 2012/13**

## **PREFACE**

### **Exemplar Use**

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### **Notes on the Exemplar**

Please note that:

- The original portfolio work has been reformatted and condensed to reduce the file size and document downloading time.
- 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.

## Unit 6.1

### Use appropriate evaluative methods to discuss the making of your media artifact in relation to constraints on your product- legal, moral, ethical, personal constraints

I have created a magazine that would be sold to the public, meaning that there are a lot of constraints that would come with this due to the wide amount of people that would read the magazine. These constraints include those that are moral, ethical and legal, and I would need to overcome these constraints in order to create and maintain a good reputation as well as preventing any legal action being taken against me.

#### Moral Constraints

'**Photo manipulation** is the application of image editing techniques to photographs in order to create an illusion or deception (in contrast to mere *enhancement* or *correction*), through analog or digital means'

[http://en.wikipedia.org/wiki/Photo\\_manipulation](http://en.wikipedia.org/wiki/Photo_manipulation)

A moral constraint that I would have when creating a magazine is the issue of photo shopping and airbrushing images of models used in the magazine which create a false impression.

Airbrushing is done on most magazines that are being sold today that include images of male and female models. This is done to improve their appearance in order to make the images on the front cover and in the magazine more aspirational, which makes the magazine more encouraging. The target audiences will most likely be people of similar age and gender to those models used on the front of magazine in order to appeal to them. If these models look perfect, the target audience will aspire to be like them, as the models will usually portray a more perfect version of themselves, therefore encouraging the audience to buy the magazine, as they want to find out more about these models and celebrities to feel as though they have more in common and can achieve what they have. On the other hand, rather than finding common ground, a lot of magazine will aim for the audience to feel like they could never be like the model on the front cover, but this still persuades the audience to buy as they look up to these people and respect them.

W/a

The use of photo manipulation has been used since photography began as a way to improve story telling and to mislead viewers. Photo shopping of images has been used for years, but its growing popularity in recent dates has raised concern to whether it is morally right to give a false image to audiences without letting the audience know, as this is effectively deceiving the public.

Fashion magazines are known to be the biggest users of airbrushing, as the models features in the magazines are so important in selling the clothes. Therefore, the creators of magazines such as Vogue and Elle, feel as though they have to make the models look perfect so that the audience want to buy the clothes so they can look like this too, and therefore the magazine is successful in making the audience feel better about themselves by going out and buying these clothes, which persuades them to become loyal to buying this magazine, which results in more sales for the business.

Editing images so they look better can include simply altering the lighting or the colours. However, there are more extremes to this as many magazines can completely change the way a person looks, from changing the complexity of their skin, to making them look a lot smaller than they really are. Photo shopping has become so advanced that even a model's hands can be made to look younger or their hair to look more smooth and shiny and even the wrinkled removed from a face.

Photo shopping is used everywhere in magazine, from the front cover to the advertisements inside. The aim of adverts is to sell the product, and therefore models are made to look much better than they really are in order for the audience to aspire to be like that, believing that if they buy the products, they will look like this. For example, foundation adverts show the model's skin looking flawless, misleading the audience into thinking if they buy this product, they will look like this too. However, the model has more than foundation on her face; the image would have been airbrushed to create that flawless look that attracts women.

## Unit 6.1

Teenagers are often the most gullible when it comes to photo shopping, and is why so many people are back-lashing against magazines that use it. Magazines aimed at teenage girls, such as Seventeen are using photo shopping tools, which is having a negative effect on teenage girls. Young girls are still finding themselves and who they are and what they should look like. Seeing perfect images on magazines makes these young girls believe that this is what they should look like, and gives a false impression of what 'perfect' really is. This not only makes these girls feel bad about them, but also has physical effects, as teenage girls try to become as skinny as the models on the magazine they read, which just is not possible, as they have been airbrushed to look this way. Even governments are starting to examine the health consequences of these mass media images.

<http://www.newsweek.com/2008/05/01/picture-perfect.html>

These negative effects do not stop at the age of 16, older women are still comparing themselves to perfect images on magazine. The trend now, is older women still looking like they are in their 20s, and therefore ageing women feel that they need to look younger than they are, and buy all the necessary products that these magazine are selling in order to achieve this.

Ralph Lauren have recently been receiving internet backlash for images showing models looking impossibly skinny. This created a bad impression of the magazine and those complaining about this would include former customers that the business would have lost. A spokesperson for the company released a statement explaining 'After further investigation, we have learned that we are responsible for the poor imaging and retouching that resulted in a much distorted image of a woman's body.'

<http://www.dailymail.co.uk/news/worldnews/article-1221675/Ralph-Lauren-new-photoshop-row-SECOND-image-model-airbrushed-make-head-larger-waist-emerges.html#ixzz1IG9mH7dk>

This proves that going too far to create a false impression can create a poor impression of the business, resulting in a loss of customers. Even though airbrushing helps magazine to sell and is not a way of society, magazine should be careful, as going to extreme measures can put off customers and prevent magazine from being relatable to the audience which can become less appealing.



This image represents minor photo shopping in which magazine alter the colouring and lighting in an image to make them look more bright and appealing. This is the kind of editing that I used in my magazine

Aola



This images shows an extreme case of photo shopping for a celebrity magazine in which the proportions of the model has been made to look smaller, the face has been made to look younger and the hair looks a lot healthier and silkier.

This is one of the images that got Ralph Lauren in trouble for making the model look impossibly thin, in which her head is wider than her extremely skinny waist, in which the company later admitted that the editing went to far which created a dangerously false image

✓ A019

### How will the constraint affect me?

Airbrushing is a tool used by a lot of successful and wealthy magazine companies as it is expensive to get hold of the software and takes someone experiences to perform the editing. Therefore, it would have been impossible for me, with the software and skills that I have to edit the images in a way in which a professional magazine would.

However, in order to be morally correct, I decided that I would not want to use airbrushing in my magazine as my magazine is aimed at teenage girls, and I think this would be morally incorrect to give the target audience a false image.

A01  
5

Therefore, the only editing on did to the photos was to alter the lighting and the colouring, This could be viewed as morally wrong on a minor scale, as the images of the models were changed slightly and it did not show the true reflection of what the images looked like when I took them. For example, changing an image into black and white, or using a pop art effect, as I did, can cover up imperfections in a model's image.

However, as I only did this for the reason of making the photos look more professional and so they complimented the style of the magazine, I do not think this is morally wrong, as I have not altered how the models look. Teenage girls who would read this magazine would be able to relate to the models used in the magazine due to the fact that they are very natural looking due to lack of make-up and no editing has been done to make the models look any more attractive or any smaller.

I still think the models will be aspirational to the audience as they are typical white, blonde, English models that a lot of teenage girls would look up to due to their pretty look and healthy weights.

✓



## Unit 6.1

However, it is an honest image which gives a good reputation of the magazine and allows the target audience to relate more to the models.

The constraint of photo shopping being morally incorrect would not affect my business, but have the opposite affect of creating a good impression of the business as I have not used this in my magazine.



## Unit 6.1

### Ethical constraints

The ethical constraints for my business include those regulations of the Press Complaints Commission. The PCC is a self-regulatory organisation which deals with complaints about the content of magazines, aiming to ensure that all printed publications are ethical and not offensive to anyone. The PCC has a code in which all editors and publishers must abide by.

The PCC is a self-sensory code of conduct in which businesses have to enforce the code to their media themselves by researching the code and implementing it on their own business. This is instead of being punitive in which punishment will be given to the business if the code is not followed, as it is up to the business to follow these codes in order to be ethical and prevent their business from getting a bad reputation or being sued.

This code includes accuracy in ensuring that false or misleading information is not given and comment, conjecture and fact must be clearly distinguished. Privacy must be respected as everyone has the right to keeping parts of their life private and therefore reporters must have consent to expose this or any photographs of individuals in private places.

Children must not be prevented from completing their full education and children under the age of sixteen must not be interviewed about their own welfare without the consent of a guardian.

The press must avoid discrimination or prejudice against groups of people and details of a person's protected characteristics must not be stated unless related to the article.

<http://www.pcc.org.uk/cop/practice.html>

Ad/a

These are just some parts of the code which may affect the making of magazine. This code is put in place to ensure that publishers of magazine do not take advantage of certain situations and therefore protects the public and those involved in the magazine. The PCC want to ensure that everyone is protected from having their information exposed or violated and that the public is not misled by anything printed in a magazine as this can lead to misconception which can cause problems for people. Not offending any member of the public is important when creating a magazine as this brings up legal issues against discrimination.

The PCC is put in place in order to ensure that all printed publications are following the code in order to protect the public and reduce the amount of complaints, ensuring that everything published is fair and ethical.

In 2006 alone, the PCC received 3,325 complaints linked to alleged factual inaccuracies, in which one in five was due to invasions of privacy. However, 90% of these cases was completed to a satisfactory standard by the PCC, proving how successful the organizational body is in ensuring that people are protected. However, not all cases are resolved as proved in 2009, when over 25,00 complaints were received about an article concerning the death of Stephen Gately from Boyzone due to the lead up of his death being described as 'sleazy' which offended a large proportion of the public. However, the PCC could not uphold the complaints made.

Recently, many publishers have added the clause of the PCC code to editor's contracts, allowing them to be dismissed if they break the PCC code. This is because publishers want to withhold a positive reputation which can be put at risk on the breaking of these codes.

[http://en.wikipedia.org/wiki/Press\\_Complaints\\_Commission](http://en.wikipedia.org/wiki/Press_Complaints_Commission)

Publishers will often print photographs from unofficial sources that have stolen photos or do not have granted access to these. For example, images of celebrities are often leaked onto the internet, and therefore magazine could get into trouble for printing private photographs.

Publishers can be very cruel at times and mislead the public in order to create a good story and bring in sales. However the PCC prevents this from happening in order to protect those that may be affected negatively by this.

**How will the constraint affect me?**

The PCC is a potential constraint for my magazine, as it is for any printed publication, as action would be taken against me if anything in the PCC code was broken in the making of my magazine.

If my magazine was released to the public, there are potential parts of the magazine which could break the PCC code. I made up some of the celebrity gossip included in my magazine, meaning that these celebrities could take a case against the magazine due to untrue facts being printed about them. However, this may be unlikely as a lot of magazine do this, as it is purely alleged gossip, and there are so many cases of this, that celebrities would not be able to complain to the PCC about every single story.

However, the print I created was purely to show my skills for a school project and therefore would not be released to the public, allowing me to create my own stories to showcase my skills and capabilities. If I were to create a magazine to be sold to the public, I would ensure that none of these codes would be broken.

My magazine would have potential to break the code in many ways. If gossip was printed, this could be breaking the code by being untrue. As the magazine is aimed at teenage girls, I would have to be careful not to include certain images of information about young girls under the age of consent without permission. Interviewing young female stars, like I did in the pages I created, could potentially break the code if information about their welfare was given without the consent of an adult. Images taken could break the code by being private photos without consent of the individual, as a lot of celebrity images would be included.

I would ensure that the magazine avoided these constraints by stating that any storied without evidence was purely alleged gossip, I would ensure that the use of any teenagers under the age of sixteen had consent to hold any interviews of be photographed. I would also only use images with consent that has been taken or sold legally.

Event though the magazine I have created would face constraints from the PCC due to the un-accuracy, if I were to publish this magazine I would ensure that it was ethically correct and followed this code. This is due to the fact that not doing this could lead to legal action against my business as well as the magazine receiving a bad reputation. This would have a very negative affect, as bad press could lead to fewer sales, and therefore sticking by these regulations will be better for the business in the long run.

✓ A01  
5

**Legal constraints**

A legal constraint my business could face is copyright. This makes it against the law to copy, distribute or adapt original work by somebody else. The owners of copyright have the right to control any copying of their work, and can use legal action if someone copied their work.

<http://en.wikipedia.org/wiki/Copyright>

This is done to ensure that people who create work get recognition for it and no one else can take this from them, as it is viewed as a form of stealing. It ensures that those who put the work and effort in are the only ones who can take credit for what they have done.

Copyright in magazine can include one magazine copying parts of the story from another magazine or using any private photos that belong to someone else. Technically, when a magazine is sent to press, all its contents is automatically copyrighted and no one has the right to copy this work, however, to enforce this, the magazine must register with the Copyright Office.

Magazines have a lot of protected content including adverts, stories, photographs and illustrations; therefore it is common for the magazine to copyright the whole magazine.

The magazine publisher has the right to the magazine unless a freelance writer, photographer or advertising agency has been used to create the magazine.

[http://www.ehow.co.uk/list\\_6755591\\_magazine-copyright-laws.html](http://www.ehow.co.uk/list_6755591_magazine-copyright-laws.html)

Different magazine will often use the same images and stories because they have been sold from the same source. This is very common as the paparazzi will take photos and sell them on to lots of different magazine in order to get the most money possible for this. This means that a lot of magazines will have the same content. However, it is still illegal for one magazine to take ideas about how the story or photos have been published from another magazine, for example, using similar layouts, quotes or headings.

However, a lot of magazine will use their own reporters to find a story and therefore can keep this to themselves to gain an exclusive story or interview in order to sell more magazine, which can not be copyrighted.

I researched on a website called 'Popperfoto' in which prices can be given for using a photo in order to comply with copyright legislation. If businesses, such as magazine editors want to use these photos on their websites, they have to pay for it, which is calculated through certain criteria, including the size of the photo to be used, what type of media it will be used for, the country it will be published in and the expected circulation. I did an example of this to find out the sort of price which would need to be paid to put one of these photos in my magazine. I entered a small circulation of 10,000 as this will be a new magazine and used an A4 size which could be used for an advertisement, the cover of the magazine, or for an article within the magazine. I entered the use for an editorial magazine cover for a publishing industry and the price came out at £505, without exclusivity. This proves that the cost for using photos taken by other people can be and therefore taking your own images, as I did for my front cover can be a lot easier and cheaper. However, if a business was to use a photograph taken by someone else, it would be worth paying the price rather than getting sued or getting a bad reputation.

**gettyimages®**

<b>License details</b>	
Use	Editorial - Magazine cover
Size	Up to 1 full page
Circulation	Up to 10,000
Distribution	No electronic distribution
Start date	27 Apr 2011
End date	4 May 2011
Territory	United Kingdom
Industry	Publishing - Periodicals
Exclusivity	No Exclusivity Contact us for exclusivity

<b>Images</b>	<b>Collection:</b>	<b>Title:</b>
<input checked="" type="checkbox"/> 79023980	Popperfoto	1967. A facial portrait of model Twiggy wearing black eyelash make-up whilst looking up smiling.
		<b>Price:</b> £ 505.00 GBP

A01  
a

## Unit 6.1

### How will the constraint affect me?

The constraint of copyrighting could affect the magazine I created if it was released to the public. This is due to the fact that I have used images and stories from the internet which I have not been sold personally or had the permission to publish. I have also analysed other magazines and used this to help me create my own, which would breach copyright as my ideas could be viewed as not completely individual.

However, if my magazine was being released to the public, I would not simply use sources of the internet, but would use editors that could write their own stories and reporters or even hire a freelance photographer, or alternatively by the images of the paparazzi. This would ensure that my magazine would not breach the rules of copyright as this would have a very negative affect on the business. This could include a poor reputation which could result in a loss of sales as well as legal action such as being taken to court which would waste business time and money could be lost if fines were ordered.

If I was creating this magazine for real, I would also ensure that my magazine was protected against copyright by copyrighting the whole magazine. I would also try to gain exclusive stories from my own reporters rather than just buying stories, in order to gain an edge with exclusivity. ✓

AD!  
b

Another legal constraint that could affect my magazine is encouraging reader to break the law, known as the Public Order Act 1986. This includes promotion of drugs, drink driving or any other criminal offense. This law is put in place in order to prevent readers from being encouraged to do something after reading about it in a magazine, or even seeing an advert in a magazine.

Magazines often write reports on issues such as drinks and drugs, and when reporters are giving their opinion, they can often make something bad sound appealing. This could cause legal action to be taken, as the government do not want to see an increase in laws being broken, or articles in magazines which will contradict their campaigns to put an end to these crimes.

An example of how a magazine may encourage laws to be broken without even realising it is including photo shoots in magazines that may show images of underage people drinking, or people drinking whilst in cars. Although this may be done for art and selling products from the editor's point of view, the law sees this in a different way, as small things like this can encourage people in a big way. ✓

AD!  
a

Magazines are often very aspirational, especially those that specify in fashion. Therefore, using models that represent breaking the law, can cause audiences to want to do the same in order to live up to their aspirations.

Legal action is taken against encouragement of breaking the law in order to ensure that editors of magazine think twice about what content they include and the potential knock on effect it could have.

### How will the constraint affect me?

This constraint will not affect the magazine pages I have created, as none of them encourage any breaking of the law. However, if my magazine was real, and was published to the public every week, there are some potential constraints which could be faced. ✓

AD!

As my magazine is aimed at teenage girls, I would have to be very careful of the content used. This is due to the fact that a majority of the audience will be underage for drinking and smoking and so any sort of encouragement of these activities could be unlawful. b

In the interview I created for my magazine, the celebrities talked about going out and drinking and having fun. Even though this should not be unlawful as they are stated to be over 16, this could encourage underage girls reading the magazine to do the same in order to be like their role models.

## Unit 6.1

This proves that even subtle hints that did not mean any harm, can have a much larger affect on the target audience reading the magazine.

If I were to create this magazine for real, I would get over any potential constraints by ensuring that no encouragement was included at all. If my interview was published which included some talk about drinking, I could include a warning at the end of the interview, that drinking is not legal before the age of 18 to cover the back of the magazine and reduce any risk.

My magazine would have to be very careful due to the age of the audience, as young girls are vulnerable to any sort of information and will believe what they read and listen to what they read, as well as going to extreme lengths to be as perfect as the celebrities included in the magazine. Therefore, I would be extra careful in creating the magazine by thinking about my audience and how they will interpret the information included.

The final legal constraint on my business is libel, which is when untruths are published which will cause harm to someone or damages their reputation. In many magazines, such as the celebrity gossip genre, celebrities are exposed to ridicule without justification. I will have to ensure that my magazine does not include false information that will harm the reputation of someone and therefore will have to ensure that all the information included has proof and has been justified, and stating that so if it hasn't. This will cover the back of the business so that they cannot get sued for libel.

<http://www.cyberlibel.com/libel.html>

In 1992, Donovan launched a successful libel action against The Face magazine which had published allegations that he was gay, which were not justified and untrue according to the singer. Donovan took the case to court and was successful, receiving £200,000 in damages. The magazine also had to pay a further £100,000 in costs. This shows why it can be costly for a magazine to be libel and can backfire, as the magazine lost £300,000 which is a lot of money, and is why I would ensure my magazine did not print untrue stories, as it is too risky and not worth it. Not even the £200,000 made up for the allegations about Donovan as he lost a part of his audience and fans. Many people believed Donovan was homophobic due to the fact that he had sued, be he claimed that he did not want to look like a liar to this fans. Suing The Face magazine made Donovan look guilty of lying and his career suffered because of this, with him later regretting suing the magazine due to the controversy it caused. The magazine would have had to close down if they paid Donavan the full amount, but an agreement was made. However, this juts proves how libel cases can ruin a magazine if taken to court, and a new magazine like mine would be closed down if had to pay out a big sum of money like this, and therefore would be a bad idea for my magazine not to follow this legislation. ✓ Ad 1 a

[http://en.wikipedia.org/wiki/Jason\\_Donovan#1991.E2.80.931993:\\_Joseph\\_and\\_.22The\\_Face.22](http://en.wikipedia.org/wiki/Jason_Donovan#1991.E2.80.931993:_Joseph_and_.22The_Face.22)

### How will the constraint affect me?

The legal constraint of libel would affect my magazine, as if sued; the magazine is likely to be shut down due to paying out a lot of money in compensation. My magazine could also get a bad reputation and negative press if taken to court for a libel case and therefore could affect sales. If celebrities hear about libel being printed in my magazine, they may refuse interviews with my magazine incase untrue stories and allegations were printed about them too, and therefore my magazine may lose the celebrities who make the magazine appealing, which could also cause it to shot down. A libel case could easily damage my magazine, especially in the early stages in which little money will be available and so is important for my magazine to keep up a good reputation and clean image in order to establish it in the market. ✓ Ad 1 b

## Media 6.2

### History of genre

The media project I decided to produce was a magazine which mixes the music and gossip genres together. I will focus on the genre of magazines, especially those in celebrity gossip forms and, analysing how the genre has developed and changes and how my product fits in with this genre.

I will focus this genre research based around Heat magazine, a general interest and gossip magazine which was launched in 1999, at a cost of over £4m, and has been running for more than a decade. In 2004, it was one of the biggest selling magazines in the UK, creating a consistent circulation of more than half a million. The magazine mixes celebrity news and gossip with fashion, aimed at women, also featuring music and TV listings. This is an appropriate magazine to analyse the history of, as it includes a lot of the features that my magazine does, including, including gossip, music and targeting females, although the females I target will be younger.

AD4  
Heat was not an immediate success when it was launched as it then had a circulation below 100,000, showing that the magazine has developed and become much more successful over time. If my magazine was sold, it is likely that it would not be successful at first either, This is because the target audience are not familiar with new magazines and therefore do not want to waste their money buying it if there is a chance they will not like it, and therefore people often like to stick to what they know. This is one of the constraints I thought my magazine would have. However, as the history of Heat magazine proves, it would be likely to become a lot more popular over time as the magazine begins to get a reputation and a lot of promotion, as well a sword of mouth.

Heat has a large cost of over £4m, and therefore has the resources in place in order to create a successful magazine. I am at a disadvantage when creating my magazine, as I have not had any other technical equipment than a computer or a camera to create the pages for my magazine, which means mine will look a lot more unprofessional than that of Heat. However, if I was to launch the magazine, I would have to get funding for it, in order to make this more realistic.

[http://en.wikipedia.org/wiki/Heat\\_\(magazine\)](http://en.wikipedia.org/wiki/Heat_(magazine))

AD4C  
The format of the cover of Heat magazine in 1999 is very different to what it is now. Heat had a different colour for its logo when it first started, using a burnt orange colour, whilst white writing was used throughout the rest of the cover. One celebrity is focused on due to the large image filling the page, and other lures simply use writing. The TV section of the magazine is highlighted. The magazine only cost £1.25, and the fact it was new is highlighted here. As the price is higher now, which could be due to a number of reasons, such as costs and the current financial climate, it is likely that there was less content in 1999 and was worth less due to having lower circulation at the time. Heat may have also used this pricing as a strategy, by starting at a low price to draw in customers, with the aim of increasing this once the customers has become loyal, which many are now. It is likely that

all magazines would have been cheaper in 1999, as many costs were lower then, and magazine did not have the high circulations that they do today.

Heat called themselves 'The Ultimate Weekly entertainment fix'. This shows that heat were trying to get this title and to be known as the magazine for this, by putting this slogan into the heads of the readers. The content shown on the front cover is all about TV and under the masthead the genre of the magazine is shown by stating 'Movies, Music, TV'. This shows that when Heat was first launched they focused on the entertainment on the small and big screens rather than the celebrity gossip they do now.

The magazine that I have created is similar to this front cover in the fact that a main image is used, as the photos I have taken of models take up most of the front cover. I also use lures and captions on my front cover, with the conventional masthead at the top of the page and the barcode down the side. The photograph used is a posed one rather than a paparazzi image, which is a technique I have used. However, my magazine includes more images on the front cover and much less writing.



Five months later, Heat changed the colour of their logo to red. This is the trademark colour the magazine is known for today. Less text is used around the image, and the cover is focusing on one story rather than many. Two smaller images are also used to reflect the captions and lures used. There is also a free gift of a small magazine inside, which encourages customer to buy as they are getting more value for money. The free magazine focused on films, CDs and books, showing that Heat are still focused on giving readers information about the latest entertainment.

The fact that less writing and more images are used on this front cover makes it more similar to my own, as one main image is used, and a couple of other images around this. My masthead is also red, although this magazine is more colourful than my own due to the blue background, whereas I chose more pale, less obvious colours. This cover uses a male as the main image, and therefore targets a male audience as well as female, whereas my magazine used all females on the cover to target the female audience. However, this shows that the target audience at this time was not clear for Heat magazine, and has become more female orientated over time.

✓ ABC

In the year of 2000, one year after the launch of Heat, Mark frith took over role of the Editor from Barry McIlheney. This was likely to see a change to the magazine, and the front cover showed a significant difference in layout. Celebrities were the main focus as an image of the Spice Girls covered the whole page, as well as five other celebrity images being displayed on the page. Although the theme of The Brits was still focusing on TV, the gossip and fashion side began to emerge , shown in the caption 'the feuds, the tears and the appalling dresses'.

This cover reminds me a lot of the cover I have created for my music magazine. This is due to the fact that music stars are featured as the main image on the cover, like I have done, however this is a paparazzi image, whereas I used posed photographs. Other images have been placed along the bottom of the page, just how I did on my magazine cover.



In 2003, there had been a significant change to the content of heat magazine. The cover focuses a lot more on celebrity and gossip revolved around entertainment, such as TV, rather than TV listings and reviews. Television shows such as Big Brother and Britain's got Talent created interesting stories for the magazine. Stories within the magazine began to focus on sex and scandal, highlighting the young women who make up the target audience. Most of heat's pages were now made up of celebrity gossip, including 1-2 page articles about Britney Spears, Amanda Holden and David Beckham.

The fact that this 2003 issue focuses a lot on celebrity gossip makes it similar to my magazine. The logo appears smaller than in previous issues, being placed in the left hand top corner, as I have done in order to follow conventions. Even though his format is similar to mine, in the fact that there is one main story and image, and a few other article images, this includes a lot more text than my magazine does. This is due to the fact that Heat magazine is purely a gossip entertainment magazine. However, I had to make my magazine as a music magazine as well, and so did not follow all the conventions of a gossip magazine, including lots of headlines.

Heat magazine - 19-25 July 2003 - Issue 228 - Gareth Gates cover  
Good condition

BIG BROTHER - 2 pages

BRITNEY SPEARS - "I admit I DID have sex with Justin"  
1 page

DENISE VAN OUTEN must be the only woman alive who doesn't fancy Justin Timberlake. But she does fancy her boyfriend Richard. Michael Hogan asks her about those engagement rumours, her success on Broadway and, of course, her boobs  
4 pages

DAVID BECKHAM - 2 pages

BRIAN DOWLING - 2 pages

AMANDA HOLDEN - 1½ pages

DREW BARRYMORE - "I'm with a man now but I've slept with lots of women"  
1½ pages

GARETH GATES - 2½ pages

ZOE BALL AND NORMAN COOK - 2 pages

BRITNEY SPEARS - Britney was in a girl band!  
½ page

RUBY WAX - ½ page

JENNIFER LOPEZ - 1 page

1 A04  
C

Today, in the year of 2011, Heat is full of celebrity gossip. The cover is a lot more colourful, with the theme of red highlighted, but lots of other bright colours to appeal to females included, such as yellow and pinks. TV shows are still included, as a lure about current TV show Dancing On Ice is used, proving how these reality programmes are giving magazines such as Heat, lots of content. However, the rest of the magazine focuses on celebrity gossip and body issues and celebrations, making the most of the fact that the women making up this target audience are conscious about body image. Lots of images are used rather than just one main image, and the majority of the images are made up of women in their 20s, who would be part of the target audience, so the female readers have something to relate to. However, a few small images of the opposite sex are used to attract the female readers and give them escapism in the form of guilty pleasures including men with their tops off. Heat now costs £1.65, which is 50p more expensive than when Heat was launched in 1999. This shows that the magazine is more successful and popular, and hit, prime-time reality programmes that are taking over the TV, including X factor, are giving Heat a lot more content to include so they can sell at this increased price.

I think that Heat has made its magazine into a gossip format, it has become less like the magazine I have created. Even though there are still some similarities such as the position of the masthead and other codes and conventions, as well as the many images used, the current Heat Magazine uses more headlines with big, bold text that look colourful and informal. The images on the cover are paparazzi images rather than posed photographs, which is something that Heat has changed in its history. This 2011 Heat cover uses slang language such as 'Phwoar' and is very light-hearted, whereas I have kept my magazine slightly more formal and neatly presented, as it also follows codes of music magazines as well as that of gossip. However, Heat has a similar target audience to mine. I am aiming my product at teenage girls from the age of 16. Heat's target audience now starts from the age of 16, up until the age of 35. Even though Heat has a much wider audience age range, both Heat and my magazine target younger women, which has been highlighted more for Heat magazine in recent years, as teenagers are becoming interested in celebrity gossip due to

television programmes such as X factor, which are decreasing the age of Heat's audience. This is why when making this magazine in 2011, I have targeted a younger audience like Heat have, as well as the fact that I target females as Heat do.

The History of Heat magazine shows me that the theory of the genre of magazines has changed a lot over the years. Entertainment magazine like Heat have become a lot more focused on celebrity gossip. Rather than including general information about films and television, magazine have become more focused on the people involved in this and their personal lives behind it. This is due to the fact that society has become a lot more interested in the celebrity lifestyle and what goes on behind closed doors. I think the development of gossip in magazines, especially Heat which focuses on Television entertainment, is from the rise of reality shows which create talking points for magazine such as Heat. At times when Big Brother and X factor are on the TV, gossip magazines are full of information about this, therefore making magazines such as Heat more appealing to the audiences who watch these programmes and use the magazine for uses and gratification to find out what is going on in these programmes. My magazine will also use this, as being a music magazine, music reality shows such as X factor and Britain's Got Talent will be featured in my magazine in order to increase sales, as well as mentioning celebrity gossip about any music stars featuring in reality shows such as I'm A Celebrity Get Me Out Of Here and Dancing On Ice.

Before heat was launched as a celebrity gossip magazine, it was launched as an upmarket, witty entertainment magazine for men'. However, when circulation was poor at below 70000, the magazine re-launched as a women's gossip magazine. Heat's aims then changed and they decided to create a magazine that was funny, a cool magazine for women to read, to take things in a light-hearted way, take risks and get exclusive interviews. Heat have met their aims and are now one of the most successful magazines in this genre, therefore allowing it to be more expensive than competitors and still sell well, selling at £1.65 per weekly issue, whereas rival magazine NOW! Only costs £0.85. This shows that Heat are so popular that their high prices will not put consumers off, but reflect the quality of the magazine. My music magazine will also be at the higher end of the price scale, costing £2 for an issue. However, as I plan to include many more pages than Heat, and the fact that music magazine such as NME are more expensive, my price will fit into the market well, in the hope that consumers will be prepared to pay the price for the quality of the magazine.

Heat does not use poses photographs from photos shoots on their covers, but instead use paparazzi photos, along with 'attention grabbing headlines' that reflect the gossip style of the magazine. It also allows the audience to relate to the celebrities on the cover, as they have not been airbrushed and show a more natural look which the audience will feel they can achieve, and therefore feel more comfortable and confident when reading the magazine. My music magazine uses poses photographs, but they are kept natural, like Heat magazine, as they are not airbrushed and wear natural make-up and clothes. Paparazzi images are also used in my magazine to use a conventional gossip format.

<http://journalism.winchester.ac.uk/?page=256>

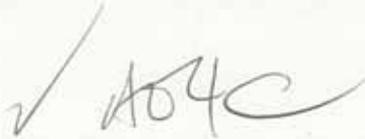
#### **Codes and Conventions**

The codes and conventions of a typical magazine are to have the masthead in the top left hand corner of an A4 page, to have both images and text on the front cover, to have a barcode, date and price displayed, to have a contents page and adverts included in the magazine. I have stuck to all these typical codes as I have included all of them in my magazine. An advert is the only code I haven't yet created, but would do if my magazine was to be created for real. I have stuck to these codes in order to ensure that my project looks like and is recognisable as a conventional magazine. I did not decide to do anything radically different, such as making the magazine A5 or putting the masthead in the middle. This is because I think when releasing a magazine, it is important that it fits in on the shelves and the audience feel comfortable with it as it is recognisable them and therefore feel safe buying it, which I believe will therefore create more sales.

The conventions of a gossip magazine, such as Heat, include lots of images on the front cover, eye-catching headlines, celebrity paparazzi images, slang and informal language and short, snappy lures, celebrity gossip and interviews, as well as a cheap price. I have included a lot of these codes in my magazine. I have

celebrity images on the front cover, although I have mixed paparazzi photos with posed photos. I have headlines on the front cover, although they are not large and colourful like those on a conventional gossip magazine. I have used some informal language and have referred to celebrities by first name and nicknames. I also have an exclusive interview and celebrity gossip inside. I have not made the front cover look too busy, full of images or with bright, bold captions, but have kept the fonts, colours and layout simple and quite formal. I have not followed all codes and conventions due to the fact that my magazine follows the genre of music, and therefore I do not want the audience to feel they are getting purely a gossip magazine, as it will have qualities of a music magazine, for example, I have included a higher price than many gossip magazines in order to show this. However, I still made sure I analysed gossip magazines to include some conventions as I want the audience to be able to distinguish between a conventional music magazine, and my magazine.

### Technical and Symbolic codes



There are two types of codes in media, technical and symbolic. Technical codes rely on the image and sound creations to create a meaning. On the other hand, symbolic codes use non-verbal communication to get a point across, which are used in every day life.

For example, technical codes include camera angles lighting and music which both rely on technology and will be used in media such as television and radio. Symbolic codes include language used, costumes, actions and props. Anyone can use these and no technology is required for this.

Magazines use both technical and symbolic codes. The photographs taken in magazine, such as the photos I used in my magazine, use technical codes and camera angles and lighting is required, as well as editing which uses technology. Music magazines will use more technical codes as posed photographs are taken, whereas a gossip magazine like Heat will use paparazzi images and so no technology will be required for this. My magazine will use both types of images.

Magazines used mostly symbolic codes as language is used in headlines, lures and articles to target a certain audience and get a message across. The language in Heat magazine is informal and uses slang which targets a light-hearted audience, whereas music magazine use more formal language for a audience who want more serious reading. My magazine uses both informal language by referring to celebrities by their nicknames and but also uses a more formal written language in some articles.

Magazines also use props and costumes to set up photo shoots which help to portray personalities of the celebrities they are interviewing to follow themes or send out messages. Examples of this include the clothes that models may wear on photo shoots, the sets used, make-up and hairstyles, and any objects used in the background.

The image below shows an image from a photo short in a magazine where props have been used. The symbolic codes in this image create a formal and royal theme due to the formal dress the model is wearing and the chair she is sitting on, as well as the images in the background. This shows an example of symbolic codes representing a theme, as the props are giving the message about the image.

On the other hand, this symbolic code in this image create a very simple look compared to the image above, showing that a lack of props can also create a message. The black and white colour, the simple hair and make up and the plain background show a simple, very natural image, although the sparkly dress shows the importance of the celebrity.

✓ good  
examples  
chosen

This image shows a good example of use of props. The celebrity is posing with a pair of shears and gloves, acting as props and instantly creating a representation gardening. These props are used to be fun from the bright pink colours used and the expression on the model's face. This shows how the props in this image have created a fun theme, from the use of symbolic codes.

Media 6.3

Ad  
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Use appropriate evaluative methods to assess how well you have managed your production process in terms of;

**Time management**

In order to plan the production of my media product effectively, I created an action plan and production schedule which outlined what I needed to do in order to create the product, and set deadlines for each of these in order to ensure they were met, so that I could stay on track and complete the production of my product in good time.

The action plan outlined the general activities I had to do and the objectives I needed to meet, whereas the production plan showed more detail about the specific tasks ahead.

I created these two research methods myself, by setting my own objectives and tasks that I had to complete, based on experience from designing magazine pages before, which allowed me to know what production I had to complete and the average time it would take. However, I knew that there may be hurdles to overcome and that production time would not be exactly the same as it had been in the past and therefore these were average deadlines, and even though I tried to stick to them, I knew that not all tasks would be completed to these exact deadline, I would complete some earlier and some later, but as long as I kept within a few days of each of these deadlines I would.

Action Plan;

My long term goal	Short/medium term goals to achieving long term goal	Actions required ✓	Constraints	What or who can help me?	Target date for action	Date complete
To develop my skills in magazine production	Develop planning and research skills	Produce an action plan Produce a skills audit Produce a risk assessment Produce a Contingency plan	Time, skills, research,	Teacher, internet, magazines	31st January 2011	30th January 2011
		Create mock ups of magazine	Time, skills, sources	Teacher, internet, magazines	5th February 2011	5th February 2011
		Practice and plan editing of photos	Technology/ Software	Teacher/ Internet	7th February 2011	6th February 2011
		Plan photos	Technology/ Software		8th February 2011	7th February 2011
		Take photos	Technology/ Skills/Time		21st February 2011	24th February
		Edit photos	Technology/ Skills/Time		1st March 2011	10th March

	Improve media production skills	Provide evidence of developing creative skills- editing photos	Skills, time	Teacher, internet, magazines	10 <sup>th</sup> March 2011	15 <sup>th</sup> Marc
		Produce another skills development audit to show development of your skills	Time, skills	Teacher, internet, magazines	12 <sup>th</sup> March 2011	15 <sup>th</sup> Marc
		Provide final copies of artefacts- magazine	Time, equipment	Teacher, internet, magazines	20 <sup>th</sup> March 2011	20 <sup>th</sup> Marc
		Display proof and skills of technology used	Time, skills	Teacher, internet, magazines	30 <sup>th</sup> March 2011	1 <sup>st</sup> April
	Develop reflection/evaluation skills	Produce evidence of testing/evaluation  Produce another skills development audit to show development of skills  Show success of action plan deadlines-final action plan	Time, skills	Teacher, internet, magazines	5 <sup>th</sup> April	8 <sup>th</sup> April

The action plan includes goals that I should meet; therefore if the small objectives are not met on time, the overall goals must be, meaning time can be made up on completing some tasks before deadline, if one objective is past the deadline. A few tasks were completed slightly before the deadline, which have me more time to complete other objectives, these include, producing the action plan, planning the photo editing and planning the photos. I think the reason I completed these task quicker than the deadline is the fact that I have had to do all these tasks before when creating magazines for media projects in the past and therefore I am already skilled at doing these things, therefore allowing me to do them a lot quicker. I included in the action plan the possible constraints I could face for the particular tasks. For taking photos I stated time and technology would be a problem, however, next time I would know to include resources, in terms of people, who I would have to rely upon..

However, all the other tasks were wither completed on time, such as creating magazine mock-ups and providing final artefacts. Again, I have done this before, however, I would have made some changes and used different skilled to produce a music genre of magazine, as I have gone down the fashion and celebrity gossip route in the past. However, completing this on time gave proof that I adapted to these changes well.

I fell behind on deadlines with taking and editing the photos. Even though I have taken photos before, the problem was finding a date which all my models could attend

the photo shoot which put me behind. I was also using a editing software I had not used before which meant I was not skilled with the particular editing technique and needed to get used to it which took a bit longer than expected.

Overall, I was three days past the deadline I has set myself. Even though I could have completed production quicker, I think I did well to overcome the overrunning of certain deadline efficiently, by making up a sufficient amount of days on other tasks. I think the deadline I set myself were reasonable as they were doable if everything went to plan, and I wanted to push myself to get it done. I made my own deadlines sooner than the official deadlines for the work to be handed in so that I had a few days to spare if there were any problems. If I were to produce a music magazine again, I think I could get it done quicker due to my development of skills in this genre, and so I would make the deadline shorter for myself.

**Production Schedule;**

<b>Task</b>	<b>What does this involve?</b>	<b>Target date to complete by</b>	<b>Completed by</b>
Planning the product	Action plan, skills audit, risk assessment, contingency plan	31/1/11	30/1/10
Drafting pages	Setting out front cover and inside pages in a sketch format	5/2/11	5/2/11
Planning and arranging to take photos	Sending emails to models to arrange dates and times, finding a suitable setting	8/2/11	7/2/11
Taking photos	Setting a scene, preparing clothes and make up of models and taking photos	21/2/11	24/2/11
Editing photos	Cropping, altering colours. Showing how this has been done through annotated images	1/3/11	10/3/11
Creating pages	Writing articles and adding photos	20/3/11	20/3/11

The production schedule goes into more detail about what I would have to do for each task, and the deadlines are similar to that of the action plan so that they ran alongside each other. This production schedule helped me as it allowed me to ensure that I got each task completed, as compared to the action plan, it showed the specific tasks

rather than the objectives. I have grouped some of the tasks together for the production schedule and it only includes production activities rather than research and evaluative and so gives a more in depth look into the production side of things, rather than each stage as a whole. The production schedule shows that the final deadline was met, proving that on the production side of things, I was efficient and made up time. Therefore, in the future I would give myself more time for research, planning and evaluations as these tasks can take a lot of time.

### Contingency Planning

I created a contingency plan in order to plan ahead for any problems that may have occurred in the creating of my magazine. This ensured that I would not waste time in the event of any problems, coming up with plan to overcome these, but I would already have these plans in place to reduce time-wasting and ensure that the project would still be successful.

Task	What could go wrong?	Likelihood of going wrong (scale of 1-5/5 being highest)	How could I get over this?	Likelihood for contingency success (scale of 1-5/5 being highest)
Planning the product	Not enough time to make detailed plans	2- there is not much to create and I have created documents like this before	Extending deadline on action plan/spending more time on planning	4- i have skills in creating these documents and extra time and dedication to this would allow me to create detailed evidence
Taking the photos	Photos may not look professional  I may have difficulty using the SLR camera	3- this is a camera that I am not used to and I will not have many tools to make it look professional e.g. professional models, software, lighting equipment	Researching photography tips and tools, looking at influences from professional photographers  Buying equipment/taking Photography lessons	3- This is an easy solution that I can do in order to make the photos look slightly better  2- I am less likely to do this as it will cost time and money that I do not have. However, if I was able to do this, the result would be much better
Editing the photos	Editing may not look professional	3- I am planning on using software	Practicing using this software to edit photos	3- practicing use of software will

	I may not have time to edit all photos individually	that I have not before and therefore it may not be successful	before doing my own Extending the deadline set in my action plan	allow me to become familiar with it and allow me to get editing done more quickly  4-extending the deadline will allow all of the photos to be quality, although it may affect the timing for my next task.
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I only came across a couple of problems when creating my magazine, taking the photos and time management, which both appeared in the contingency plan. I stated that there may be problems with time in terms of research and editing photo. To get over timing issues, I planned that the deadlines would be extended, as I knew I had set my deadlines before the official deadline so that I would have time management problems when taking and editing the photos and so I did finish these tasks after the deadlines. Not only was I able to extend these deadline as I planned to do for contingency, I was able to make up time my completing other tasks before the deadline.

The other problem I had was with taking photos. I pointed out in the contingency plan that I may have problems with using the SLR camera and the photos not looking professional, and came up with contingency plans that would overcome these problems. However, there was another problem that I did not point out, which I will make sure I do when taking photos in the future, I was let down by the models as one could not attend, and I had to take the photos on a date later than I had planned to fit around the schedules of the models and myself. This means that my photos were taken much later than I thought, and the time slot for taking the photos was smaller. I also had to change the production plan for the photos, due to having two models rather than one, meaning that more time was wasted. I have learnt when using other people to help make my own project, I may be let down and therefore I need to have contingency plans in place for this in the future by having back-up models.

#### **Dealing with unforeseen circumstances**

There was only one circumstance when creating my product that I did not expect to come across, which was losing a model for the photo shoot and having to delay taking the photos.

I created a production plan for taking the photos which included three models. When I found out that one model could not make the final date I set, I had to alter this so that it would work for two people rather than three. This wasted time and did affect my initial plans. However, I managed to overcome this problem and the final photos workers, although creating a contingency plan in advance including two models would have saved time.

Photo 1	3 models, sitting on the bed listening to their iPods. Casual clothes and minimal make-up
Photo 2	3 girls singing into hairbrushes, standing on the bed, with minimal make-up pyjamas, and messy 'bed hair'
Photo 3	1 <sup>st</sup> model dressed up in evening clothes checking her appearance in the mirror
Photo 4	2 <sup>nd</sup> model dressed up in evening wear, curling her hair in the mirror and getting into a tangle, shocked expression on her face
Photo 5	3 <sup>rd</sup> model acting as if she is walking down the red carpet in the middle of the room, wearing sunglasses and dressed in evening wear
Photo 6	Three models laid on the bed in evening wear, with messed up make up and hair after a night out
Photo 7	Three models posing and smiling together. Wearing casual clothes and minimal make-up- taking the photo themselves as if it is a typical teenage girl photo taken by them at home
Photo 8	The three models in the bathroom using the shower head and shampoo bottles as microphones. Dressed in pyjamas with minimal make up

Photo 1	2 models, sitting on the bed listening to their iPods. Casual clothes and minimal make-up
Photo 2	2 girls singing into hairbrushes, standing on the bed, with minimal make-up pyjamas, and messy 'bed hair'
Photo 3	1 <sup>st</sup> model dressed up in evening clothes putting on her lipstick in the mirror (camera acts as mirror)
Photo 4	2 <sup>nd</sup> model dressed up in evening wear, curling her hair in the mirror and getting into a tangle, shocked expression on her face
Photo 5	1 <sup>st</sup> model acting as if she is walking down the red carpet in the middle of the room, wearing sunglasses and dressed in evening wear
Photo 6	2 models laid on the bed in evening wear, with messed up make up and hair after a night out
Photo 7	3 models posing and smiling together. Wearing casual clothes and minimal make-up- taking the photo themselves as if it is a typical teenage girl photo taken

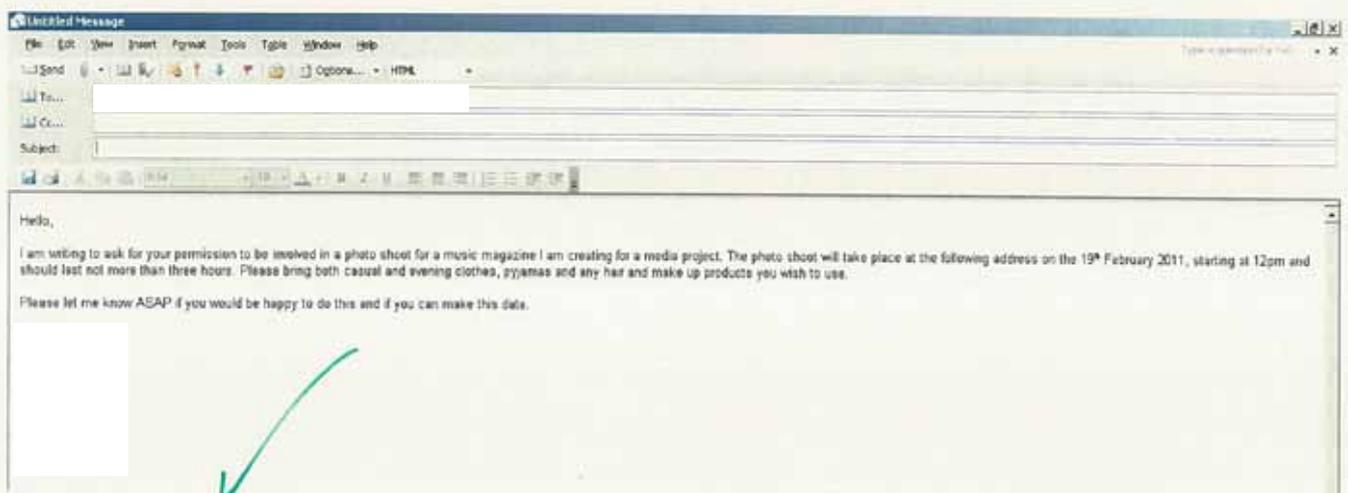


	by them at home
Photo 8	The 2 models in the bathroom using the shower head and shampoo bottles as microphones. Dressed in pyjamas with minimal make up

I overcame the problem of only having two models. However, this could have been made easier by either getting the models to sign a contract or coming up with a date straight away and arranging this so that the models could tell me if they could make this or not straight away, and as the model I lost was on holiday at this time, I would have known this and been able to get another replacement model.

The second problem I had with taking photos was that fact that the other two models could not make a lot of dates and therefore the photo shoot had to be put back for over a week in order to ensure that the models could attend. This has a negative knock-on affect on myself and the project as it meant I had to start the editing of my photos a lot later, meaning I had less time to get used to the new software.

Even though I did state a date to take the photographs in my email to the models, I should have gave a few possible dates and asked the models to pick which was the best for them, to make it more likely that the models would all be able to attend a date near the time I wanted to meet my deadline. I could have also asked the models to state the dates they could do within the next week, rather than me telling them as it would make it more likely that they could make this date. I could have also sent the email a lot earlier than a couple of weeks before the deadline so that if there was a problem I could overcome this quickly by setting different times slightly closer to the deadline, but ensure I did not go over it. If I were to take photos again for any project, I would learn from my mistakes and implement these things.



## Factors affecting how well I worked

There were a few factors that I faced when producing my music magazine. Time was a big issue, as I was working to deadlines for each task. Even though I was able to overcome time constraints by extending deadlines, it sometimes meant that the quality of my work suffered. For example, I had to take the photos in the evening, which meant that I had fewer hours to complete this. Even though I got the work done, if I knew I had more time, I may have taken more time over it, which could have improved the quality of the photos. I did decide to leave one photo I had taken out of the final magazine as I did not think it looked good enough, however, if I had more time, I could have taken another photo to replace this rather than leaving one out. If I were to do this project again, I would like to have more time to complete it, so I could take my time and do a better job. However, I know that in the magazine industry, full magazines have to be produced within a week in some cases and therefore this project showed me what it would be like in the real world if I were to release this magazine, even though there would be more people involved, as I would have even tighter deadlines to stick to.



My personal factors affected how well I worked. I created a skills audit as part of my research, which shows the strength of my skills in different areas needed to create this magazine.

Skill	Skill level	Evidence	How can I improve it?
Research	Good	GCSE Media major project/A Level Media project-research to produce a magazine	More in depth research  Range of techniques
Planning	Good	Media/Applied ICT A Level/ A Level Media project-planning production of a magazine	More detail  Range of techniques
ICT/Design	Good	GCSE BCS/GCSE Media/Applied ICT A level/ A Level Media – designing magazine	New software  More complex design
Literacy Skills	Good	GCSE English	Mode of address-targeting audience
Photography	Good	Holiday snaps/ Taking photos for A Level Media magazine	Range of cameras  Range of techniques  Use of editing

The skills audit shows that all my skills were good before I started, due to experience in making magazine in the past and different things I have learned in school subjects. Even though my skills were good enough to create a satisfactory magazine, I feel that my skills needed to be better than good in some cases. In terms of photography, in order to create an excellent magazine, the photos needed to look more professional, which would require higher personal skill for this. I felt my planning, literacy and research skills were good enough as I felt my planning and research was efficient for this project and literacy skills only needed to be good, as I have a good knowledge of the language to use.

However, my ICT and design skills could be improved, as they would need to be better than just 'good' to create a professional magazine. I widened my skills in this project by using a new software, however due to the fact that I had not used many different software programmes before this project, it meant I had to learn as I went along which took longer and reduced the quality and professionalism of the final artefacts. For example, editing the photo in Serif PagePlus took longer than expected and I had to get used to a lot of new skills. I also used an ICT website, dafont.com, to use some professional fonts for the front cover. However, as I was not familiar with this website, I did not know that I could not get the fonts in colour, which meant my plans for the coloured text on the cover had to be altered and changes the mock-ups had to be made (see appendix A). If I had a wider knowledge of IT and software I would have known this in advance and made my mock-ups accordingly, or I could have used a website that allowed me to alter the colours.

I have created a final skills audit to show how my skill shave improved, and could be used to improve the quality of this magazine if I were to produce it again.

Skill	Skill level	Evidence	How have I improve it?
Research	Very good	GCSE Media major project/A Level Media project-research to produce a magazine	More in depth research of 2 different genres Range of techniques
Planning	Very good	Media/Applied ICT A Level/ A Level Media project-planning production of a magazine	More detail Range of techniques
ICT/Design	Very good	GCSE BCS/GCSE Media/Applied ICT A level/ A Level Media – designing magazine	New software –Serif PagePlus More complex design and editing
Literacy Skills	Very good	GCSE English	Mode of address-targeting audience 2 different genres

			and audiences
Photography	Good	Holiday snaps/ Taking photos for A Level Media magazine	Same SLR camera used

This new skills audit shows that all my skills have improved slightly. My research improved as I had to research two different genres and so I went into more depth. I used more detail in my planning my creating mock-ups and then altering these as my plans changed and so I kept on top of all the planning I did. My IT and design skills went from 'Good' to 'Very good' as I used a new software, Serif PagePlus, and took my editing skills to the next level. My literacy skills improved, as I had to use a mode of address that targeted both the music and gossip genres. I feel as though my photography skills did not improve as I used the same camera, as this was all I had access to, and the photos I took were not any more advanced than before. Therefore, next time I would aim to improve my photography skills by using new equipment and I could consider taking a photography course.

The lack of resources affected how well I worked, as it meant I had to work with what I had, meaning that magazine does not look as professional as it could have done with resources that I would have if making the magazine at a well known company. The resources I needed were a better camera. Even though I used an SLR camera, a more advanced camera would have allowed the photos to look more professional. Advanced software used by magazine companies to edit images would have enabled me to edit my photos to a better standard, as well as having employees to help me who are skilled in producing and editing magazines. If I had professional models, I believe my photos would look better, as they would have experience and know what they were doing, as well as a space to take the photographs in, as I had to use my bedroom which is unprofessional and a lot of cropping had to be done to get rid of background I didn't want. Overall, resources would have been most useful when taking and editing the photos, as I believe this is that part of my magazine that needs to most improvement. I can easily download fonts, create articles and be creative, but is very hard to create professional looking photos without the correct equipment.

### Success of practical sessions

The practical sessions that took place for the making of my magazine was the taking of the photographs. I created a log to track my process in which I set deadlines before taking the photos about how long each would take and compared this to the time it actually took.

Photo 1	2 models, sitting on the bed listening to their iPods. Casual clothes and minimal make-up <b>10 mins</b>
Photo 2	2 girls singing into hairbrushes, standing on the bed, with minimal make-up pyjamas, and messy 'bed hair' <b>15 mins</b>

	<b>including changing time</b>
Photo 3	1 <sup>st</sup> model dressed up in evening clothes putting on her lipstick in the mirror (camera acts as mirror) <b>15 mins including changing time</b>
Photo 4	2 <sup>nd</sup> model dressed up in evening wear, curling her hair in the mirror and getting into a tangle, shocked expression on her face <b>15 mins</b>
Photo 5	1 <sup>st</sup> model acting as if she is walking down the red carpet in the middle of the room, wearing sunglasses and dressed in evening wear <b>15 mins</b>
Photo 6	2 models laid on the bed in evening wear, with messed up make up and hair after a night out <b>10 mins</b>
Photo 7	3 models posing and smiling together. Wearing casual clothes and minimal make-up- taking the photo themselves as if it is a typical teenage girl photo taken by them at home <b>10 mins including changing time</b>
Photo 8	The 2 models in the bathroom using the shower head and shampoo bottles as microphones. Dressed in pyjamas with minimal make up <b>15 mins</b>

Photo 1	Completed in 10 minutes
Photo 2	Completed in 10 minutes
Photo 3	Completed in 15 minutes
Photo 4	Completed in 25 minutes
Photo 5	Completed in 15 minutes
Photo 6	Completed in 10 minutes
Photo 7	Completed in 5 minutes
Photo 8	Completed in 15 minutes

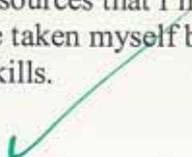
Expected total completion: 1hr 40 mins

Total completed time: 1hr 45 mins

This production log shows me that I took 5 more minutes than expected when taking the photos. I do not think this is a bad thing, as it think under 2 hours is a good time to complete the photo shoot in. I saved time by changing the order of the photos so that all the photos in casual clothes and make-up were taken first before changing into evening wear so that less changing time was needed. However, photo 4 took much longer than expected, in which the fact that the models were not professionals showed. It took so long due to the fact that the model did not feel comfortable, and therefore it took time to get a photo that both myself and the model was happy with. However, I know that in the real world, whilst the models would be professional, if celebrities were used, they can be demanding and cause problems, and therefore something may happen like this if I was using a celebrity if they did not like the photograph and therefore does not reflect my lack of skills, but the affect of the model, which I have learnt can affect the photo shoot in a big way.

I was happy with all the photographs, apart from photo 7, which I did not use in the magazine. This could have been down to the fact that I spent the least time on this photo as I did not feel it was working. However, it would have been better for me to persist on the photo as the result would have been better, or I could have tried something different by improvisation, as I made the mistake of not planning for this.

Overall, I was happy with the performance of myself and the models. I could use the camera very well as I have used it in the past, and I felt that I used different skills, such as altering the focus on using the flash to create a brighter image. If I were to take the photos again, I would take more time, if this was available, practicing the shots before hand so that the models were more comfortable and knew what they were doing beforehand in order to make them look more professional. I would also create contingency plans for other photographs in case any of them did not work or the models were not happy, as in the real magazine world, a celebrity client should be kept happy to uphold the reputation of the magazine. If better resources were available, such as a better camera, equipment, more time, experienced models and space, I would use these in order to make the photos look more professional. However, I am happy with what I did with the resources that I had as I made the most of them, to produce the best photos I think I have taken myself before, which shows improvement and development of my personal skills.



Heading- 'Tour dates'

Image of artist

Image of artist

I included the names of artists as well as images

List of tour dates

Instead of using red text for the dates, I used all black as it looked more professional + saved time

List of tour dates

Image of artist

Image of artist

List of tour dates

List of tour dates

I added a website address here.

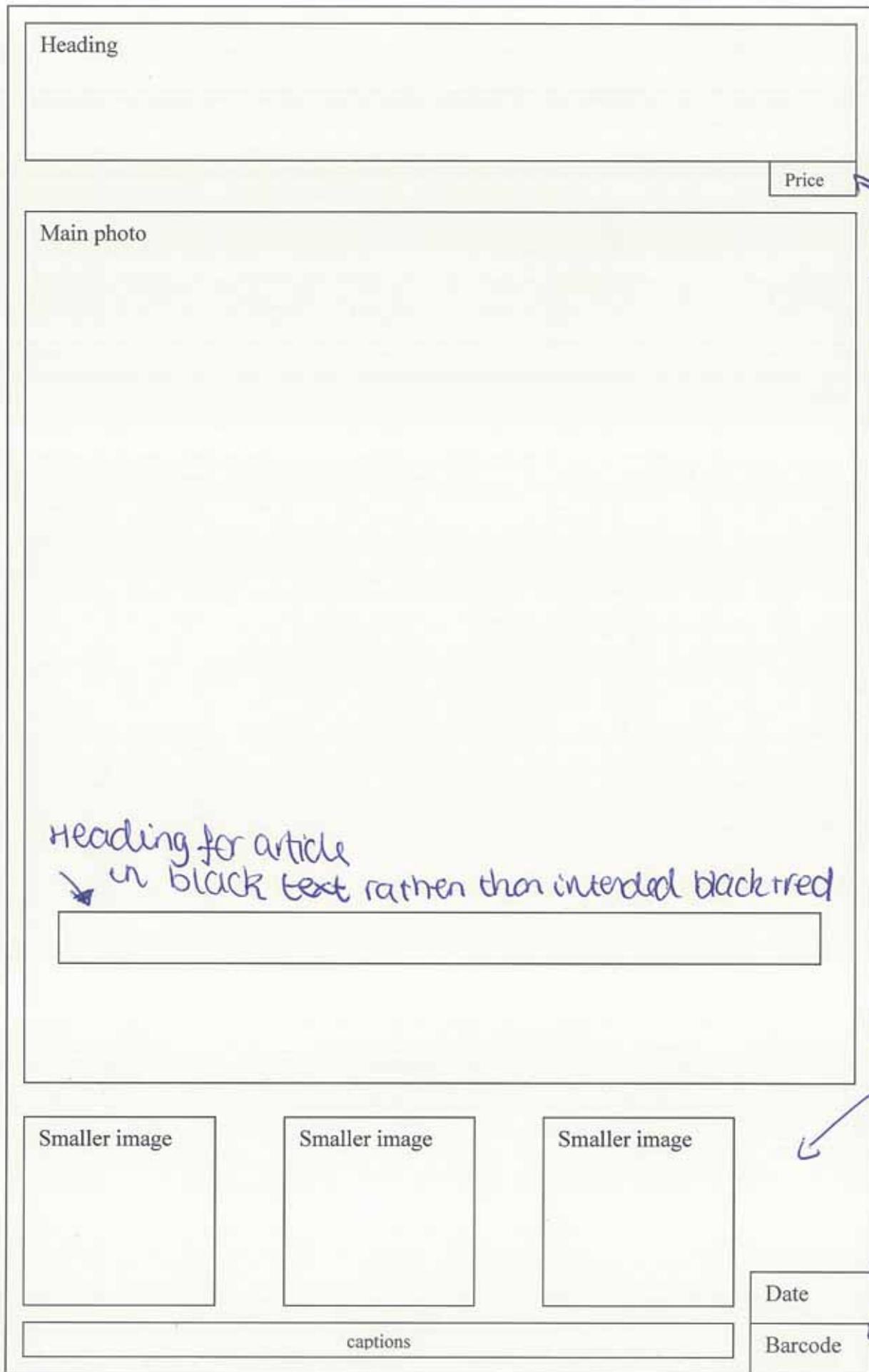
Photo of music artist

Photo of music artist

Photo of music artist

Photo of music artist

I decided not to use red text boxes as the photos had a black theme



price moved to bottom of page as was not visible against background.

Heading for article  
 → in black text rather than intended black+red

photo added more space as I had to cut it

barcode moved to top of page due to space.

red text rather than black as there was a lack of red text due to the change for article heading

'Contents'

Magazine logo

Information about pages  
e.g.

Rihanna Interview-  
page 3

Image of front cover star

I used a standard colour photo rather than one with a red tint as intended as the photo I chose had not been edited in this way.

Image of featured page

Image of featured page

Image of featured page

I added more images as I had white space to fill

Article heading

Image of celebrity

I didn't use the text boxes for the photos as I intended as I felt it made the images look unprofessional.

Small inset photo

Small inset photo

Captions for photos

Small inset photo

Small inset photo

Small image

Small image

Small image

Caption for above image

Caption for above image

Caption for above image

I did not use text boxes for the captions as I had planned as it looked unprofessional

Heading 'Chart Toppers'

I changed the heading to 'the official top ten'  
as I think it sounds more professional.

1.

Image of cd cover

2.

Image of cd cover

3.

Image of cd cover

4.

Image of cd cover

5.

Image of cd cover

6.

Image of cd cover

7.

Image of cd cover

8.

Image of cd cover

9.

Image of cd cover

10.

Image of cd cover

## Media 6.4

Use appropriate evaluative methods to assess how well you have successfully achieved your intentions

I have used two testing methodologies to analyse and reflect on my final project of a music magazine in terms of the suitability for the target audience, technical quality and aesthetic quality.

QWC

I set up a focus group with five members of my target audience in order to find out how well my magazine targets the audience I chose and the appeal it has on them. I did not give the focus group any information about the magazine as I wanted them to come up with their own thoughts.

I asked the group who they thought the magazine was targeted at in order to find out if I targeted the intended audience successfully. All the five members of the group stated that they knew the magazine was targeted at girls due to the fact that all the images on the front cover were of females and so they could relate to this. The pink and purple colours on some of the images, as well as the leopard print banner were also pointed out as targeting girls as they like these colours and patterns and the aesthetics appealed to them. The girls guessed correctly that teenagers were being targeted, which they predicted because of the main image of teenagers girls on the front cover. One member of the audience even realised the age of the audience ranged from young girls of sixteen up to those in their early twenties, due to the images of slightly older celebrities shown at the bottom of the front cover.

✓ A04  
e

This response shows me that I have targeted the audience successfully as they were very clear of the fact that they made up the target audience, which is important in encouraging them to buy the magazine, as they will know from looking at the front cover on the shelves, that the content of the magazine will appeal to them.

The second question discussed between the five members of the focus group was whether they could spot the genre of magazine. I asked this specific question as my magazine uses a mix of genres, which is risky as audience members may not recognise this. I was pleased to hear that everyone recognised the codes and conventions of a gossip magazine, including the many images, masthead and headlines. Four out of the five members also picked up on the music genre. This was made obvious to them due to all the images being of music artists, in which the RnB genre was specifically picked out. However, one audience member stated they would not know where to look for it on the shelves. Would it be placed in the gossip or music section? The response to this from another girl was that it should go in the gossip section due to the layout of the front cover which reflects this style more. However, I think I would need to make it more obvious to those who could not pick out that it is a music orientated magazine. Therefore, I think a sentence in a slogan form would be needed under the masthead to make this obvious, such as 'The first RnB music gossip magazine' which would show a representation of the magazine genre. If I were to make this magazine again, I would definitely include this, as a lot of magazines do this, such as Heat, and would avoid confusion from the audience when picking the magazine off the shelves.

QWC

In order to find out what the audience thought of the technical ability of the magazine, I asked them what they thought of the photo shoot in which I took the photos myself. I was wary of the fact that my photos do not look as professional as those in real-life magazine, and therefore was eager to find out what my audience thought.

I was very happy with the reaction, as rather than looking at the downsides of the fact that the photos were not really professional, they showed their enthusiasm about the natural, un-airbrushed photos, which they really liked. The girls thought that having more natural photos, in a natural environment allowed them to relate more to the photos than in other magazines and see the models as one of them rather than intimidating celebrities who they are nothing like. However, one girl still thought the photos were aspirational, which is a positive, as this is what I was aiming for. This is due to the fact that 'they are really pretty'. Therefore, I have managed to aspire the audience with the use of the models, but also relate to them by portraying them in a way that these girls would act.

QWC

If I were to make this magazine professionally, even though I would want the photos to show more expertise, I would still use natural images they were not airbrushed as it shows a better representation of my target audience, as this focus group have showed me that this is what they want to see from a magazine.

In order to analyse the aesthetic qualities, I asked the audience what they thought of the colours and images throughout the magazine. The girls like the red and black colour scheme as they felt it was mature, and would be different from the other teenage magazines out there that presume that pink always has to be used due to the connotation the colour holds with young girls, which can make them feel immature. However, red and black is simple and effective but is more adult for those at the higher end of the age scale of this target audience. There was even a comment that it was similar to Heat magazine's colours, which shows an example of picking out the codes and conventions of a gossip magazine which my magazine follows. The audience also like the amount of images compared to text as they feel that music magazines usually have too much text and not enough images, and so my magazine benefits from using a gossip format as it is easier to read for the audience.

QWC

A64e

Finally, I asked the very important question of whether the target audience would buy my magazine, as this shows how successful it would be. I was happy to hear that all members of the audience apart from one said they would buy my magazine for various different reasons. Reasons for buying the magazine included that they liked the genre of the magazine which is RnB music, it is more exciting than a conventional music magazine, they would try it to see if they liked it more than their favourite gossip magazine such as Heat and it mixes their favourite genre of magazine and music to make a 'perfect mix'. One girl stated they would not buy this particular RnB magazine due to the fact that they prefer the pop music genre. However, they stated they would still read the magazine if a friend purchased it for the gossip and chart information, and therefore this would increase the readership even if the circulation was decreased.

An idea of a pop version was mentioned, showing that this member of the audience liked the idea and would buy it if a different music genre was used. This shows how

the magazine could develop in the future by releasing many different version of the music magazine through various music genres.

Overall, from this focus group, I have learnt that I have targeted the audience well through the use of images that reflect the audience members. The disadvantages of having limited equipment when taking the photos was used to my advantage as the audience praised the natural photos. The aesthetics made the magazine conventional as a gossip genre and targeted a more mature teenage market. If I were to do this magazine again, I would make the mix of two genres more obvious with a short description included on the front cover.

*See focus group below*

## Focus Group

I asked 5 members of my target audience to answer questions about my final media project of a music magazine to use as a testing methodology. The 5 people were all female and their ages ranged between 16 and 20. I did not tell them anything about the magazine, and so everything they stated in this discussion, they interpreted themselves.

1. When looking at the front cover of this magazine, who do you think it I aimed at?
  - It is definitely aimed at girls. I can tell due to the fact that all of the images on the front are female.
  - Yeah I think girls, teenage girls as the main image in the middle is of young girls, about my age of 18, and so teenagers would be able to associate with this
  - I agree. This would not target boys as none of the image are of male celebrities. Also, I think the colours appeal more to girls due to pink and purple colours on the images at the bottom!
  - And the leopard print is very girly too! I really like that
  - I think the ages of the target audience would range from young teenager, from 16 to those in their early 20s like me, as not only is there a photo of teenagers, but celebrities such as Rihanna and Katy Perry who are in their 20s.
2. What genre of magazine would you think this was when looking at it on the shelves in a shop?
  - I'd say it was a celebrity gossip magazine, as it is laid out like on with images and headlines and the language is very 'gossipy'
  - I have noticed that all the celebrities and stories are linked to music and so I think it is a music magazine, but in a new, up to date gossip format
  - Yeah I agree, it focuses on RnB and pop music, as it focuses on Rihanna, Beyonce and Katy Perry who are all part of this specific music genre.
  - It looks like a music/gossip magazine. I'm not sure where it would go on the shelves though. Would it go in the music section or the gossip section?
  - I think in the gossip section as it is laid out like that, but it is pretty obvious it is music orientated anyway.
3. When looking through the magazine, what do you think of the images from the main photo shoot?
  - I really like it. I think it is different to normal magazines as they look like they could be my friends!
  - Yeah, I like the way they have not been photo shopped or airbrushed and the models are very natural looking and believable.
  - I still find them aspirational because they are very pretty, but I do not feel intimidated as they look like normal teenagers
  - I really like the fact that the photos are shot in a natural setting of a girls room, doing girly things, as it makes me feel better about doing those silly things, like singing into my hairbrush!

- Haha! Yeah, I do that to. And It reflects that they are music artists at the same time!

4. What do you think of the colours and images throughout the magazine?

- I like the red and black theme throughout, its quite mature
- Yeah, it doesn't just use pink because we are young girls, it's a bit different.
- It's like Heat, that's red!
- I agree with the colours. I also like that there are a lot of images as well as text
- Yeah, I think music magazine have too much writing and I just can't be bothered to reading. This is more like a gossip magazine because it has lots of images as well as text.

5. Would you buy this magazine?

- Yeah I would buy it. I don't usually buy music magazine as I think they are boring, but this is much more exciting and I would love to read this.
- I agree, it is much better than any music magazine I have read, and I am really into RnB.
- I am more into pop, so I don't know if I would buy this, but I would read it for the gossip if my friend bought it as well as the charts! They should release a pop version too!
- I already read Heat in terms of gossip magazines, but I would try this to see if I liked it, you never know I might enjoy it more!
- Maybe it's time to unsubscribe from Heat! I love the mix of music and gossip as all my idols are music artists, like Beyonce. Gossip magazine are my favourite and music is my favourite thing, so this is a perfect mix for me!

The second testing I carried out was a comparative analysis between my front cover and the cover of both a gossip and music magazine, to show how I complied with the codes and conventions of both.

I found a lot of similarities between my front cover and Heat's gossip magazine front cover. Both front covers use a red masthead in the left hand corner of the page and so choosing to use this makes my masthead recognisable as a gossip magazine.

A black and white colour scheme was used on both front covers which included a white page background and black image background.

The main story fills 75% of both covers along with a photo, headlines and lures, which makes it obvious that this is the main article within the magazine and is what the audience will focus on. The main headline for the photo is situated near the middle of the page on both covers, so that the audience see this straight away when looking at the magazine on the shelves.

Not only is the main image used on both my magazine and Heat magazine, but other celebrity images are placed at the bottom of my magazine, and the top of Heat magazine. This makes the page fuller and more eye-catching due to the several images used.

*See comparison below*

✓ AS4e

## Comparative analysis

I have created a comparative analysis between the front cover of my magazine and a music magazine and gossip magazine as a testing methodology to show how my magazine mixes both genres effectively.

Both have red mastheads in left hand corner

Both use a black and white colour scheme

One main story fills 75% of page

*champagne and limousine  
or down to earth teen*

Main headline towards middle of page

Smaller images from other stories at bottom/top of page

Photo: getty images on top of  
all with red masthead  but that night a hot  
dance film was it?  What was the best?  Fully get the idea

I compared my magazine cover to RnB music magazine Vibe to discover the similarities to prove my magazine includes conventional qualities of a music magazine as well as celebrity gossip.

QWC

Like the gossip magazine, a red masthead is also used on the music magazine front cover, which is similar to mine. This shows that this is a convention of both genres and therefore using this on my magazine was a good idea, as the red colour fits in with both genres and will catch attention.

Other similarities include the use of posed photographs from a photo shoot on the front cover. Gossip magazine use paparazzi images whereas music magazines are similar to fashion magazine in the fact that one posed image fills the page. By choosing to use an image I took myself on the front cover, it makes it recognisable as a music magazine, as a gossip magazine would not conventionally do this, and so to mix the genres, I used both paparazzi images and a posed photograph.

A white background is used on the Vibe front cover, which is something I have done as well, as this makes the front cover look more simple rather than crammed and full like a gossip magazine. Even though Heat magazine also used a white background, a much larger amount of white space is shown on my magazine and Vibe magazine. This makes it look more creatively simple.

Vibe uses a lot of written headlines around the outside of the main image, which act as lures. My magazine also used this as I have included four different written headlines along the bottom of the front cover page. However, Vibe does not use images to go along with this, like my magazine and Heat does. However, putting the text in simple small writing in a line holds similarities with Vibe in which the text is simple and sticks to a red and blue colour scheme, like my magazine which uses simple red text.

*See comparison below*

✓ A04e

Both have red masthead in top left hand corner

Posed photograph for main headline

Red text theme used

White background

champagne and limousine  
or down to earth terms?

Written headlines acting as lures

STOP HATING ON  
CUBA GOODING JR.

Please get along in school and with each other!  
Let that walk and dance like a girl!  
Don't be shy!  
Talk up!



✓ A64e

The comparative testing methodology proved to me that my magazine successfully uses codes and conventions of both a gossip and music genre. I carried out careful and in depth research to assure I used an equal amount of conventions of each genre, which is mixed together in my one magazine. Therefore, my magazine targets the audiences from both these genres which increase the audience range. For each code I have used a convention that a music magazine would do and a convention for a gossip magazine. For example, for the images, I used a posed image, conventional to a music magazine, but also used paparazzi images which are conventional to a gossip magazine. Another example is headlines, as I used a fancy font for the main headline like a gossip magazine would do to stand out, however for other lures I used simple writing, conventional to a music magazine. The red colour I used for the headline mixed both genres as they both do this.

These codes and conventions used make for quality aesthetics in terms of colours and images, good technical ability due to posed photographs being used and targets the audience of both genres successfully. Even though these qualities make the magazine genres recognisable, I would back up my point from the focus group by including a sentence underneath the masthead to make it obvious to those who would not pick up on these conventions at a first glance when choosing from the shelves.

### **Evaluation**

I am very happy with the final product I have produced as I think it uses effective aesthetics, a good standard of technical ability and targets the right audience, as these testing methodologies prove. However, I think the one thing that needs to be improved is the photographs as they could look more professional. I would need a higher level of skill and more advanced equipment to achieve this, and so I think I did the best I could with the skills and resources I had, and the editing I used helped to improve the quality of the photos.

## Teacher comments

✓ AS4  
e

As a final part of my evaluation, I got some comments from my teacher to receive a professional view of my final product. I found from the comments that he thought the magazine was rather unconventional, looking at the cover, as the barcode is in an 'unusual place', the image is original due to the black and white colour and the masthead is rather artistic. However, my teacher looked at this in a positive light as it makes it stand out and it gives the magazine a 'quirky approach' that will make it stand out on the shelves. He thought the idea was original, as it combines a music magazine with the gossip genre, as well as being unconventional as one particular genre of magazine. He like the photos I took as they are 'well produced' and there is a 'good range of contents' in the magazine that will appeal to a wide range of people.

I have found from these teacher comments that my magazine really stands out as being unique, which is what I was aiming for and expected when mixing two magazine genres together. Although he thought this was a good thing, he did comment on the fact that a lot of features were unconventional, and so by adding some simple magazine codes and conventions would have made it more recognisable to the audience, for example, the placing of the barcode. I have learnt from these comments that creating a product that is unique and different is good for standing out from conventions, however, if I were to make this magazine again, I would use more obvious conventional features as these are important for making the audience feel comfortable and willing to read the magazine, due to familiarity.

✓ Alex

### **Peer assessment**

I carried out a peer assessment by asking a few of my friends and acquaintances what they thought of my product. These people were not necessarily part of my target audience, but could give me feedback from an outsider's point of view.

The main comments among my peers was that the magazine is very visually and artistically creative through the use of images and artistic text which made the magazine look 'aesthetically pleasing' and 'eye catching'. They particularly enjoyed the interview and found humour in this, showing that it comes across as a fun, light-hearted magazine for teenagers. My peers liked the use of a black and red colour scheme and commented on the way that 'the masthead stands out in red against the black and white', which shows my colour choices were good ones.

The downsides my peers pointed out from my magazine were the fact that some of the features did not look like a conventional magazine, for example, the 'artistic look' and therefore may not be recognisable to the audience. This shows me that I should have used more conventional features of a general magazine rather than just conventions of the genres I chose. For example, the placing of the price, barcode, and the images.

Therefore I have found from this assessment that the magazine is visually pleasing and 'stands out'. However, to make the audience feel comfortable with buying a unique magazine like mine, I should have used more typical conventions.