Reference Material

Applied GCE in Media: Communication and Production

6976 – Unit 4: Research and Development for Media Production

6977 - Unit 5: Media Production Project

Issued: 2014/15

PREFACE

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Authentication Form

Specification Title Level 3 Advaced GCE in Media. Cammicatia + Rsoduche

Specification and paper number Snyle 9771.

Centre Name (Block Capitals)

Centre Number

Candidate Name (Block Capitals)

Candidate Number

Examination series SUMMER 2014

Declaration of Authentication:

I declare that the work submitted for assessment has been carried out without assistance other than that which is acceptable under the scheme of assessment.

Signed (candidate)

Date 27.03.14

Signed (teacher-examiner)

Date 03/2 AH.

Please attach this form to the candidate's submission

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Edexcel Advanced GCE in Media: Communication and Production (Single Award) (9771)

Unit assessment record

Unit 4: Research and Development for Media Production

Candidate name	
Centre name	

Candidate number	
Centre number	

Date of assessment	22/4/14

Assignments contributing to this unit

No.	Title
1	Research
2	Costings
3	Development
4	Pitch

Additional comments:

An incredibly sophisticated unit of work which is
thorough in its approach
and also viable + practicable
(consistent use of media
language too.

Internal standardiser's summary comments:

All marks give reflect-
the types backs of the
mark scheme - hold the
grade.

Internal standardiser's signature:

Date: 06/05/2014

Edexcel Advanced GCE in Media: Communication and Production (9771)   Unit 4: Research and Development for Media Production

Assessment criteria and evidence		Mark range		Mark range		Mark range	Mark given
(a) AO2	Has produced conventional ideas of possible practicability, which have been the subject of limited research.	0-6	Has produced ideas which are imaginative and practicable, and which have been researched with some care.	7-9	Has produced ideas which are highly imaginative and practicable, and which have been evaluated on the basis of thorough research.	10-12	10
Comments/evidence locations/justification for mark awarded:					Highly imaginative + Practicable ideas - thoroughly researched.		
(b) AO2	Has produced limited research into the commercial viability of the proposed production and its audience, which lacks clear definition.	0-8	Has produced careful research into the commercial viability of the proposed production and its audience, which has been defined in some detail.	9-12	Has produced thorough research into the commercial viability of the proposed production and its audience, which has been fully defined.	13-16	12
Comments/evidence locations/justification for mark awarded:					Thorough + viable costings.		
(c) AO2	Has done some research of variable quality and relevance for the content of the product and has produced limited exploratory material, only some of which has advanced development of the chosen idea.	0-8	Has done careful, relevant research for the content of the product and has produced thoughtful exploratory material which has advanced development of the chosen idea.	9-12	Has done thorough, highly focused research for the content of the product and has produced highly imaginative exploratory material, which has clearly advanced development of the chosen idea.	13-16	15
Comments/evidence locations/justification for mark awarded:					Thorough research which has developed the production of the product -		
(d) AO3	Has produced a pitch and treatment which provide an adequate indication of the proposed production, its purpose, audience and viability.	0-8	Has produced a confident pitch and detailed treatment which provide a clear account of the proposed production, its purpose, audience and viability.	9-12	Has produced a persuasive pitch and thorough treatment which provide a full description of the proposed production, its purpose, audience and viability.	13-16	16
Comments/evidence locations/justification for mark awarded:					Persuasive + thorough with a great treatment + Proposed Product		

Total marks available for this unit 60

Total mark for student for this unit (transcribe this mark on to OPTEMS) 53

Date of unit assessment: 06/05/2014

Assessor's signature: _____ SK.

Moderation report: A2 Media Studies

Moderating Teacher:

Teacher being moderated: KNC

Date: 20/11/13

Unit being moderated:

Unit 4: 4.1

Unit 5:

Unit 6:

Original mark given: 10 12

Moderated mark and comment: 10 12

Agree Mark. The work is thorough and the mark reflects the criteria for a low/mid Band 3. Good use of research and work is coordinated throughout

- 20/11/13

H.W. 1 — A2 MEDIA.

AO2 1a) QWC.

Detailed research has allowed
you to explore a range of
imaginative ideas; I liked your
magazine idea but was less
convinced by the Audio ad.
However, you ^T/Audience PSM and
research established a need for
each idea. QWC: consistent use of
media terminology however your
paragraphy was inconsistent during
your analysis.

Band 3 ⑲/12
QWC (ii)

Unit 4.2

4.1

Strengths and weaknesses of primary and secondary research

Primary research
This is research that is conducted by you and can produce both quantitative and qualitative data.

Interviews
An interview is a series of questions conducted one to one between the participant and the researcher. They can be personal and related directly to the product and the persons opinion of the product. The answers are taken down as the interview is taking place or a transcript can be made of a recording. It is important for it to be accurately taken down as it is their words and ideas. This needs to be done with ten different people from your target audience.

Strengths of interviews
They are good for measuring the attitudes and opinions of your desired target audience. They can be more personal in addition to this which means that they allow follow up of questions and enable more depth in an unclear answer. They also provide information about participants' internal meanings and ways of thinking which may be easier to understand as interviews tend to be more open. Closed-ended interviews provide exact information needed by researcher. There is a commonly used interview technique over phone or emails nowadays, this provides a very quick turnaround and ensures efficiency. There is a moderately high measurement validity (i.e. high reliability and validity) for well constructed and tested interview procedures. Due to the personal and more direct approach of interviews, they have a relatively high response rate that are often achievable. Lastly, they are useful for exploration as well as confirmation on certain topics that may be subjective to opinion and society.

Weaknesses of interviews
Interviews usually are expensive and time consuming when on a one to one basis as you must spend the same amount of time with each participant and allow them to answer as in depth as they wish. There are things called reactive effects (e.g. interviewees may try to show only what is socially desirable) which could make the sample biased. This relates to investigator effects which may occur (e.g. untrained interviewers may distort data because of personal biases and poor interviewing skills) that would also make the sample invalid. Interviewees may not recall important information and may lack self-awareness during the interview and so information may not be easily recorded. Participants may not be honest in the interview out of fear of abnormality and so could be untruthful as the anonymity by respondents may be low. Data analysis can be time consuming for open-ended items and the results may be extremely varied, making it harder to generalise.

Questionnaires
They are a list of questions that are targeted towards you target audience. They ask questions that are related to the topic of research and will help to

gain results that can be evaluated and applied to the topic as evidence. They are personally done by you and can feature both open and closed questions. For my product, I will need 10 copies of these, and will then go out into my niche market and get them to fill out your questionnaire. The questions should be clear and understandable and will produce either qualitative or quantitative data.

Strengths of questionnaires
They are good for measuring attitudes and extracting other content from research participants as they are less personal and so people are more truthful. They are also inexpensive (especially mail questionnaires and group administered questionnaires) as they can be distributed on paper or online and do not need any extra recording equipment. Questionnaires also provide information about participants' internal meanings and ways of thinking through both open and closed questions. They can administer to probability samples and also groups of people at one time. There is a quick turnaround with shorter/simpler questionnaires as they are less time consuming for the participant. There is a moderately high measurement validity (i.e. high reliability and validity) for well constructed and validated questionnaires as they should produce data that relates directly to the aim of the questionnaire. The use of closed-ended items can provide exact information needed by researcher whereas open-ended items can provide detailed information in respondents' own words.

Weaknesses of questionnaires
Usually, they must be kept short which ensures that the participant doesn't get bored etc. In addition, reactive effects may occur (e.g. interviewees may try to show only what is socially desirable). This often occurs if personal information is used such as name, home town. Some may be non-response to selective items which could affect the reliability of the data. People filling out questionnaires may not recall important information and may lack self awareness, giving answers that may not necessarily be true. Response rate may be low for mail and email questionnaires as people will do them in their own time and check the mail/emails at different stages. Open-ended items may reflect differences in verbal ability, making some content unusable. Data analysis can be time consuming for open-ended items as it is harder to generalise as a personal opinion.

Focus groups
This is a form of informal interview with a group of people. The researcher will have questions and the group will discuss what answers the would give. You have to note down the answers as they are spoken not written which may become complicated if notes are not taken down correctly, or fast enough. You need a set of question that clear and concise and relate to your product. You then get a group of people from you target audience put them together and ask them these questions.

Strengths of focus groups
They are useful for exploring ideas and concepts and hearing them develop in a group. This provides a window into participants' internal thinking and

development of ideas. They obtain in-depth information as people expand and justify their ideas and can examine how participants react to each other and work off and improve ideas that are mentioned. It also allows probing into the ideas and enables the researcher to ask questions to make the ideas relevant to their product. Most content can be tapped and so reviewed later for accuracy and evidence. It also allows quick turnaround as you only need a group of people for 10-20mins and then you have all of your own primary data.

Weaknesses of focus groups
They can sometimes be expensive with finding room, recording equipment and the time for the focus group to take place. They may also be difficult to find a focus group moderator with good facilitative and relationship building skills to enable truthful and thorough response from the participants. Reactive and investigator effects may occur if participants feel they are being watched or studied and so their behaviour could change, making the data less valid. May be dominated by one or two participants who are contempt that their ideas are intrinsically right. It is also difficult to generalize results if small, unrepresentative samples of participants are used. This may include large amount of extra or unnecessary information, making the analysis process a lot more difficult and time consuming. Using a focus group should not be the only data collection methods used in a study and so should be paired with a questionnaire for a better range of closed questioned answers. Data analysis can be time consuming because of the open-ended nature of the data.

Advantages of Primary research as a whole
It is your own research; this therefore makes it more reliable and valid. It will take less time than the secondary research as you can simple hand out questionnaires or the focus groups should only take a little while. You can tailor the questions so they need your needs, this makes the information more specific which means you can find exactly what you are looking for which makes it more controlled. You can come up with the questions so everything is relevant to your product. Quantitative data is easier to collect. People can be anonymous when giving answers. It won't cost you anything if you ask people to volunteer to take part.

Disadvantages of Primary research as a whole
People may not be truthful when answering the questions whish would make the data unreliable. The interviews can be time consuming as you do them all separately, this would then mean organising the result would take up lots of time. You may miss out an important question that could help you when making your product. If you only use closed questions people can not answer freely but also if you only use open questions they may be harder to analyse. The questions may be difficult to understand so clarity is very important. People might not answer the questionnaire and simply throw it away. Quantitative data is less detailed so you less feedback.

Secondary research

Magazines
They are a popular source of secondary research as they have been published on the grounds that information is usually factual and of current events. As I am producing a magazine as my final product, I should evaluate different layouts and styles of popular magazines to try and evaluate why they are linked by many people. Also, they are a great way of showing how to change the appearance and layout to suit a target audience. By looking at different magazines and pages from magazines to analyse you are able to identify what is influencing you and what you would change and how everything is set out on the page. Annotating the front cover and some of the content of the magazine enables you to look at technical and symbolic codes and conventions of magazines.

Books
Looking at books you can research the history of your product. How people make your product professionally. Non-fiction books are a great source of information which is usually agreed by many others who have researched into the topics in a lot of depth. They include facts and figures and source all of their information from past findings, allowing you to research back into their primary research. They can sometimes have outdated facts and figures and so this needs to be considered when using this method or research.

Strengths of physical data
It can provide insight into what people think and what they do as an example of well executed and popular ideas. It is not obtrusive, making reactive and investigator effects very unlikely as the information is published and open for the public's use. It can be collected for time periods occurring in the past (e.g., historical data) and this can then be used as evidence of how things have changed in order to suit the current society and your target audience. It often provides useful background and historical data on people, groups, and organizations which is reliable and trustworthy to use in findings and evaluation. It is also useful for confirmation of ideas as a form of explanation of concepts.

Weaknesses of physical data
The data may be incomplete as it is written or some of it is lost. It may also be representative only of one perspective and as an opinion, meaning that it cannot be generalised to a larger population. This relates to how the data may only be applicable to the area that it was researched and published and so does not apply to general populations. Access to some types of content is limited so not all of the data can be thoroughly backed up which could also mean that it may not provide insight into participants' personal thinking for physical data.

Internet
The internet is a large source of many studies and evaluation of studies that can be applied to your own research as it is on a public environment, allowing

you to enhance and backup your ideas from their data. Any research from a secondary source should be further evaluated by you to ensure that you can interpret the data correctly and show how and why it applies to your own research. The internet can also help to look into how you could make your product and how other existing products are made and are successful.

TV

Television covers many genres and styles of which could influence and guide any ideas of motion pictures, short films or adverts. You are able to see how media changes over time with older technology and shows into newer, more modern shows and technology. This allows you to see what people want to see in media nowadays and also how you can relate your product to popular television shows and celebrities. You could look at duration's typical conventions and also different sets.

Strengths of archived research data
Archived research data are available on a wide variety of topics and so can often provide data for all subjects. They are also inexpensive and available to everyone so you can use it for your own use. It is often +reliable and valid (high measurement validity) as it needs to be in order for it to be accepted and respected as a form of research. Can study trends of information which in a small/time restricted project you would be unable to do so. There is also ease of data analysis and it is often based on high quality or large probability samples.

Weaknesses of archived research data
It may not be available for the population of interest to you as it can be subjective to the area in which the research was conducted. In addition, it may not be available for the research questions of interest to you so could not be expanded and analysed in a way in which would make it relevant to your topic. The data may be dated and not have a date that it was conducted, meaning it may not be valid in the current society. The use of open-ended or qualitative data is usually not available. This means that you should always pair it with your own primary research to ensure that it relates to your topic and that you have a range of data for analysis. Many of the most important findings have already been mined from the data which suggests that the remaining data is not needed and so is less important.

Advantages of Secondary research as a whole
There are a number of resources available for use e.g. books, internet. You get widely used information so you know it is correct. It can be seen as easier in that you don't need to make it yourself you just look at existing products. It is user friendly as it is easy to understand and analyse. Quantitative data will be collected which means more detailed results. It will be easier to find the information as you can use many different resources. It allows you to get inspiration from a product of a similar genre. It is an cheap way of gaining information. The information is usually cross checked to ensure that it is correct. It can also be a less time consuming method of gathering information than primary research, however should always be paired with your own primary research. It can also overcome difficulties of primary research such as

gathering information from a range of the population or from a fair distribution of different cultures.

Disadvantages of secondary research as a whole

Information may be out of date and only represent the people that took part in the study years before, making it unrepresentative for today and for your personal target audience. For example, a study may have been done on American undergraduates in 1970. These results would not be representative of American undergraduates in 2012 as we have evolved in society and also in technology and understanding since then. Quantitative data will be collected and this is hard to categorise. It is very time consuming to find the correct information. You may have to look in lots of different resources to ensure the information you have is correct. In addition, the findings may be incomplete and so the results would not be the true findings. It is less personal to your specific target audience as it has come from other people's resources. the research was also conducted by someone else and so you cannot be sure that it was controlled and so is less reliable. This information may also be used by many other people.

What are psychographics?
Psychographics is a substitute to arrangement by social grade. It separates an area for marketing purposes, by sorting customers by personality, values, attitudes, interests and lifestyle. These results can prove to be difficult when trying to categorize the results into a numerical form. It means their characteristics and internal traits are analysed.

Advantages
The researcher can gain results that meets the wants of a larger range of customers. It is also a cheaper way of gaining information and learning about your target audience. You can also get an insight into the mind of your niche to understand them better and produce a more personal, and accurately matched final product that would relate to them.

Disadvantages
Some customers may not be truthful in their answers which would lower the validity of the study and produce incorrect results. This would affect the purpose of your product as it would no longer meet the desires of you target audience. It is also harder to categorize results in a numerical form as they are personal and often in depth.

What are demographics?
Demographics are the typical characteristics of the target audience of your study. These could include; age, gender, annual income occupations or where they live. They are used in business to identify markets for their goods and services. It means the analysis of external attributes that affect the lifestyle of that individual. These are used in many different areas including media to understand the situation of people and making their product fit the needs of the target audience.

Advantages
It focuses on the people who are most likely going to respond to the outcome of the research, creating a more personal and accessible experience for them. It can also provide specific information about different cultures which can be used to generalise your product to suit a wider range of people. It is a cost effective method of collecting data only from people who are interested as you ensure that you don't waste people's time if they're not interested. The researcher can use this data to focus on a specific area of marketing to result in a more suitable final product.

Disadvantages
Populations aren't constant and so the data will expire and be in effective over time. This means that you must do your own primary research as another data will most likely be outdated, which is a time consuming process. The researcher may lose people who do not fit into the set categories that is focused on. Also, some people may fall into more than one category and so would not be able to be involved. In addition, you may get strong anomalies which could affect you data and ultimately your product as they do not relate.

Print

Secondary Research

Print-

In order to discover a gap in the market for a print product, I looked into a variety of print media. The different areas covered include: magazines, adverts and billboards. The types of magazines that I have looked at are aimed at specific target audience such as women, teenagers, men, health magazines for both men and women, and there are also many small less commonly known types of magazine topics such as photography or fishing.

Magazines

The topics covered by magazines are varied as the demand from the public has increased to wanting more than just fashion magazines. I have specifically looked at fashion magazines that are aimed at men, women and teenagers.

Firstly I looked at men's fashion magazines. These have become much more popular since the 90's although the first make fashion magazine has been around since the 1600's called 'men'. The idea that men were into the latest fashion trends was not accepted from the beginning; however there are now a wide variety to choose from that have originated from places all over the world: Another Man (England), Grind (Japan), Fashion for Men (Italy) etc.

V is a fashion magazine for women, and this VMAN is the male version of the magazine from France. It is the largest and most popular magazine aimed at males in France, although there are many. From the masthead you can see that it follows the typical and conventional rules for size font and colour of the masthead. It covers the top quarter of the page and fits it horizontally. Like many fashion magazines it is clear that the photography takes precedence as the central focal point of the front cover. It covers the last half of the masthead, which suggests that the magazine is well known and feels that through the imagery, people will be more inclined to purchase the magazine. The colours of the magazine are quite plain, having a blue-green wash of colour which creates texture and gives the photo a more 3D finish, bringing it to life. There is also the exaggerated blue and red from the model's clothes which are bold and eye catching. This is a common technique used in magazines as a way of drawing your eye towards the important aspects of a magazine, and to suit this genre VMAN focuses on the fashion. These colours are all quite neutral colours and although the magazine is aimed at men they are not particularly 'manly'. The misé en scene of the magazine is quite plain and simple; having most of the light on the model but additionally around the edges of the model there is a glow. The tasters are placed vertically down the left hand side of the front cover in order to balance the page against the large masthead and prominent image.

There is a barcode in the bottom corner which is a typical code for fashion magazines as it gives them ease of access during checkout but also doesn't take up much room or attention. The use of a celebrity on the front is a convention of fashion magazines as it promotes the idea that the magazine has a wide audience and is used by celebrities.
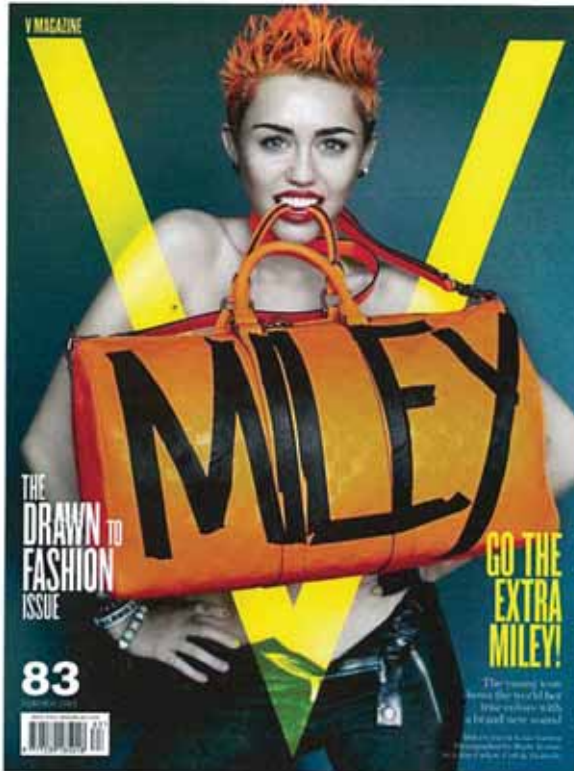
This is V magazine, the female fashion magazine that originated from France. The masthead is very unconventional as the large V is the central icon of the front cover and is used as a prop for the model on the front. Although the V is covered up it is in a bold, almost fluorescent yellow which is striking and so attracts the attention of the audience. The bold colours used are a clear theme as the models usual blonde hair has been edited to become bright orange in order to match her bag. The background is similar to the VMAN magazine as it is a blue-green wash which draws little attention away from the photography. In addition to this there is the use of accessories in this magazine which is different to the VMAN. This could be because women tend to have more accessories than men such as handbags and jewellery which shows how the magazines are clearly aimed and suited to their niche market. There are also the codes of the barcode in the bottom left corner, the tasters around the photography. However, as the image takes up most of the room, there are fewer tasters on the V magazine in comparison to VMAN. This gives the impression that women look at the aesthetics more than the content unlike the male genre. The bold colours used are a clear theme as the models usual blonde hair has been edited to become bright orange in order to match her bag. The background is similar to the VMAN magazine as it is a blue-green wash which draws little attention away from the photography. In addition to this there is the use of accessories in this magazine which is different to the VMAN. This could be because women tend to have more accessories than men such as handbags and jewellery which shows how the magazines are clearly aimed and suited to their niche market. There are also the codes of the barcode in the bottom left corner, the tasters around the photography. However, as the image takes up most of the room, there are fewer tasters on the V magazine in comparison to VMAN. There is very little amounts of tasters around the main image of the magazine which is less common on gossip magazines, however is a clear theme with V and VMAN as it highlights the focal point which is the image. Bothe magazines use a well known celebrity that is popular at the time, which will advertise the magazine and shows how it adapts in order to fit current events to increase magazine sales. In addition, the use of humour 'Go the extra Miley' highlights a more informal tone to the magazine and contrasts the very professional, clean cut style of the cover making it more friendly and relatable.

NOVEMBER

teenVOGUE

recharge
your
style

- 24-HOUR DRESSES
- JUICED-UP ACCESSORIES
- HYPERBRIGHT GRAPHICS

GET YOUR
FASHION
DREAM JOB
9 INSIDERS
TELL ALL

GO
GLAM
TIPS FROM A
HOLLYWOOD
MAKEUP ARTIST

rhanna
rocks!
pop's new princess

THE BREAKUP
how to deal
when your
BFF goes MIA

dangerous trade
THE RISKS OF PILL-SWAPPING

This is the teen vogue magazine which is a female fashion magazine which is aimed at teenagers. The masthead uses the vogue font stretches across the magazine taking up only about the top tenth of the page. This is to highlight the brand but also shows that the content is more important and so focuses on this. The colours used are bold and bright which is clearly aimed at the niche market of teenage girls. The pink represents quite a young and feminine audience and suggests to the audience that the magazines content will playful and not too serious. The orange is bright and represents the season of summer. It denotes the ideas that girls are strong and eccentric and also portrays the styles of Rhianna. The position of the model is relaxed and calm which invites the audience in and promotes the magazine to be popular and so will increase the sales. The font is simple and bold which was clearly done in order to appeal to the younger audience as its eye catching and simple. The font is positioned quite busily around the main image and is not straight as this makes it more exciting and appealing to younger teens. The use of a celebrity makes it much more appealing to teenagers especially using a famous celebrity like Rhianna who is loved by teen girls and big in the media. She also acts as a role model for teens and so showing her in this positive and friendly way will influence girls to want to be the same as her. These are the typical conventions of a magazine which are done in order to appeal to the niche market. The bar code is situated in the bottom right corner of the page, commonly done for ease of bar code scanning at checkout. The tasters allow the reader to have a small idea of each topic and article in the magazine, showing the main and most exciting ones in order to attract and entice the target audience. Again, looking at the target audience of teenagers, the language used here is simple and easy to understand making the magazine appeal to a wider range of people.

This is a billboard advert promoting Cheryl Coles new album. The main image features her with a blurred smudge effect, imitating the view you would get when looking at it in a moving car. This is cleverly done in order to stimulate a response and interest from the audience. Using a billboard can mean that there is a lot of publicity depending on the busyness of the road. There is no main advertising line that promotes the album as Cheryl is a famous singer and so just having her name and album title in large letters is enough for her niche and fan base to understand what the billboard is about. On every billboard there is some form of smaller print lettering often in the bottom left or right corner which explains the advert in more detail. If driving this would not be able to be read as the image is so bold that it would attract the most attention, which means that it will be the people that walk by it who can read it. This shows that the information is less important. The billboard has a limited space which can be very expensive when using more colours, fonts and designs. This means that this simple yet bold use of black, orange and white makes the advert cheaper to print in order to produce the billboard. You can see the size comparison of the billboard and the pedestrian walking in front of it. They are often very large so that they can be seen from aircraft and from large distances away, although this example is quite low down which is not a typical convention of billboards. In the bottom left hand corner there are symbols for social networking sites such as facebook. The tasters around the edge of the billboard show some of the tracks that will be featured on the album, using the most listened to an well known singles to attract the audience. This shows how the text can be used to promote the album.

All you can eat
Rest stop
Cadbury
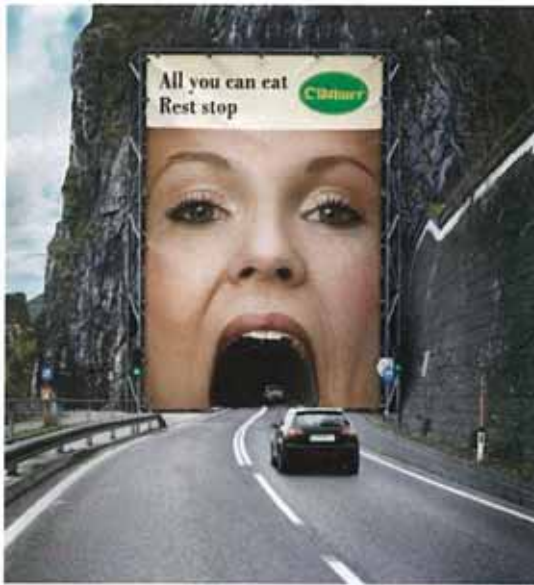
This is a large billboard that promotes a food stop restaurant where cars can stop to eat when on the road. This advertisement is quite different as it uses the landscape in order to promote the restaurant and make the billboard interesting. The image is someone eating the cars, highlighting the theme of the all you can eat food place and also makes it stand out as quite weird and individual. The colours are quite simple as the background is a blown up image of a face which takes up a lot of the space. The use of white is not expensive to produce and makes the billboard less busy and not too distracting for the drivers. The company logo is in the top right corner which is commonly done in order to highlight its presence however it doesn't take up too much room. The tagline is in a simple and large black font, which again is clear and easy to read and is the only piece of text on the billboard. Billboards are good for advertisements as they are large and usually placed next to roads which are easier to see and so will get a lot of attention. However, they do limit the amount of text and images as they need to get the message across very quickly as they are being seen in a moving car. For a billboard, you need to have a clear product or idea to be advertising that would be easily portrayed by one big image and limited text.

The daily mail is a newspaper company that is aimed at a target audience of mainly females, however is aimed at both genders between the ages of 20-30. Some older audiences do read it, although it is not aimed specifically at them. The masthead is along the top with its logo, in bold, personalised lettering. This is common in newspapers as they can then be easily recognised and doesn't take up too much space. The daily mail is known for its large advertisements situated under the masthead as companies pay a lot to have an advert on the front page. As the advert is boldly coloured, it would suggest that it was more expensive to print and so quite important. There are large tag lines and also headings as these highlight the content of the magazine and emphasise the main articles being featured in the newspaper. The news solely relies on its evidence in order to be trusted by the readers and prove that the information is truthful and reliable. The photograph is used to accompany the front article and acts as evidence of the topic at discussion. Having coloured photography shows the success of the newspaper as it costs more to print in colour and so must be a successful newspaper.

Gap in the Market- Print

From researching a variety of print media, I have found that there are a lot of fashion magazines for females and a rise in fashion magazines aimed at males. In addition to this there are specific products that are gender specific which I found was shown when looking at billboards and adverts. This means that I feel there could be a gap for unisex advertisements and billboards promoting music. This is because although there is a female artist like Cheryl Cole, her audience although may take up the majority percentage may not all be female. The topics covered by magazines are varied as the demand from the public has increased to wanting more than just fashion magazines. I have specifically looked at fashion magazines that are aimed at both genders of ages from teenagers to adults.

1) The first gap that I have found in the market is a magazine that is aimed specifically at students. This would mean it would need to be low in cost, and located in shops that are situated in shops around the university. The topics that would be included in the magazine would consist of cooking recipes, budgeting ideas and tips from previous students on how to revise and make the most of student life. This could be a seasonal magazine that would feature specific guidance for that season. An example of this would be helpful ways to stay cool or keep warm during lectures or ways to manage school work with volunteering schemes and even hobbies to do in your free time to keep occupied and effectively manage time. I have only found a few student magazines however these all featured expectations of universities and how to maximize grades. This magazine will be more about how to enjoy the university experience and what else you can do when you're not studying.

2) From looking at women's magazine I have found that women occupy the largest selling/buying market for magazines however the range of magazine available doesn't vary from fashion/gossip magazines. I have found that beauty magazines are very rare and are most commonly only featured paired with something else for example hair and beauty or fashion and beauty. The target audience will be 16 - 25 year old as these are the ages where young women care about appearance and make up and caring for their skin. It will be a monthly magazine that will feature a variety of skin care, make up tutorials, drug store and higher priced make up etc. This means that each month there will be new products and reviews to read about and learn from. From my research I believe there is bigger gap in the market for this genre as it is increasingly becoming more popular as a means of expressing yourself and showing more of your style and personality. In order to gain a better and more clear idea of whether there is need for this product and what the target audience would like in terms of the content I will need to conduct some further primary research.

Age: 21

Gender: female

Is there a gap in the market for a beauty magazine aimed at teenagers aged 16-25? Why?

yes

Would you be interested in learning about skin care and make up tips for your age and skin type? Why?

yes

What would you like to be included in the magazine? Why?

how to's
cheap products

How often would you want an issue to be released? (e.g. monthly, weekly, annually etc.) Why?

every month

How much would you pay for a beauty magazine like this? Explain your answer.

£3.50

Age: 20

Gender: f

Is there a gap in the market for a beauty magazine aimed at teenagers aged 16-25? Why?

yes cuz its big nowadays

Would you be interested in learning about skin care and make up tips for your age and skin type? Why?

yes because not enough people know about it

What would you like to be included in the magazine? Why?

pictures and colours

How often would you want an issue to be released? (e.g. monthly, weekly, annually etc.) Why?

monthly

How much would you pay for a beauty magazine like this? Explain your answer.

£3

Age: 19

Gender: FEMALE

Is there a gap in the market for a beauty magazine aimed at teenagers aged 16-25? Why?

YES

Would you be interested in learning about skin care and make up tips for your age and skin type? Why?

NO

What would you like to be included in the magazine? Why?

HOW TO DO MAKEUP STYLES

How often would you want an issue to be released? (e.g. monthly, weekly, annually etc.) Why?

ANNUALLY

How much would you pay for a beauty magazine like this? Explain your answer.

<£2.00

Age: 25

Gender: f

Is there a gap in the market for a beauty magazine aimed at teenagers aged 16-25? Why?

yes

Would you be interested in learning about skin care and make up tips for your age and skin type? Why?

yes, I need to learn more about beauty and skin care.

What would you like to be included in the magazine? Why?

make up and beauty tutorials

How often would you want an issue to be released? (e.g. monthly, weekly, annually etc.) Why?

seasonally

How much would you pay for a beauty magazine like this? Explain your answer.

£4 or more

Age: 16

Gender: Female

Is there a gap in the market for a beauty magazine aimed at teenagers aged 16-25? Why?

no - there are beauty + fashion magazines

Would you be interested in learning about skin care and make up tips for your age and skin type? Why?

yes - I don't know much about it.

What would you like to be included in the magazine? Why?

makeup how to: tutorials

How often would you want an issue to be released? (e.g. monthly, weekly, annually etc.) Why?

Seasonally

How much would you pay for a beauty magazine like this? Explain your answer.

£3

Age: 20

Gender: female

Is there a gap in the market for a beauty magazine aimed at teenagers aged 16-25? Why?

yes

Would you be interested in learning about skin care and make up tips for your age and skin type? Why?

no - it's not really my thing.

What would you like to be included in the magazine? Why?

make up tutorials, especially for natural and bright looks

How often would you want an issue to be released? (e.g. monthly, weekly, annually etc.) Why?

seasonally

How much would you pay for a beauty magazine like this? Explain your answer.

£3.50

Age: 20

Gender: F

Is there a gap in the market for a beauty magazine aimed at teenagers aged 16-25? Why?

Yes - there are only ones for really young girls or older women

Would you be interested in learning about skin care and make up tips for your age and skin type? Why?

yes - I love to learn more about this type of thing

What would you like to be included in the magazine? Why?

Tutorials

How often would you want an issue to be released? (e.g. monthly, weekly, annually etc.) Why?

seasonally

How much would you pay for a beauty magazine like this? Explain your answer.

£2.50

Age: 17

Gender: female

Is there a gap in the market for a beauty magazine aimed at teenagers aged 16-25? Why?

yes

Would you be interested in learning about skin care and make up tips for your age and skin type? Why?

Deffo, I am clueless about make up and skin care

What would you like to be included in the magazine? Why?

Cheap alternatives of MAC make up

How often would you want an issue to be released? (e.g. monthly, weekly, annually etc.) Why?

monthly because thats how often I buy magazines

How much would you pay for a beauty magazine like this? Explain your answer.

£3.75

Age: 18

Gender: Female

Is there a gap in the market for a beauty magazine aimed at teenagers aged 16-25? Why?

yes because you dont see a lot of magazines about beauty

Would you be interested in learning about skin care and make up tips for your age and skin type? Why?

yes because all makeup is for old people not teenagers

What would you like to be included in the magazine? Why?

make up tutorials because they are helpful

How often would you want an issue to be released? (e.g. monthly, weekly, annually etc.) Why?

Every week because I would like to know more about makeup

How much would you pay for a beauty magazine like this? Explain your answer.

£3.50 - £4.00

Age: 17

Gender: f

Is there a gap in the market for a beauty magazine aimed at teenagers aged 16-25? Why?

yes. Never seen a beauty mag befor

Would you be interested in learning about skin care and make up tips for your age and skin type? Why?

yes! I love learning about makeup

What would you like to be included in the magazine? Why?

Make up tutorials and easy routines to follow

How often would you want an issue to be released? (e.g. monthly, weekly, annually etc.) Why?

monthly because then it wont be boring

How much would you pay for a beauty magazine like this? Explain your answer.

£2.50

Primary analysis - print

I conducted some primary research in order to help me gain further research from participants that fit into my niche market.

Age
My target audience is between the ages of 16-25, from the primary research I have conducted, the results have shown that this age group are involved with beauty and also fit into the given age range of the company. In addition to this, I fit into this target audience and so will be able to relate to the magazine and know more about what this age group expect and like to see in relation to beauty and skin care.

Gap in the market

Is there a gap in the market?
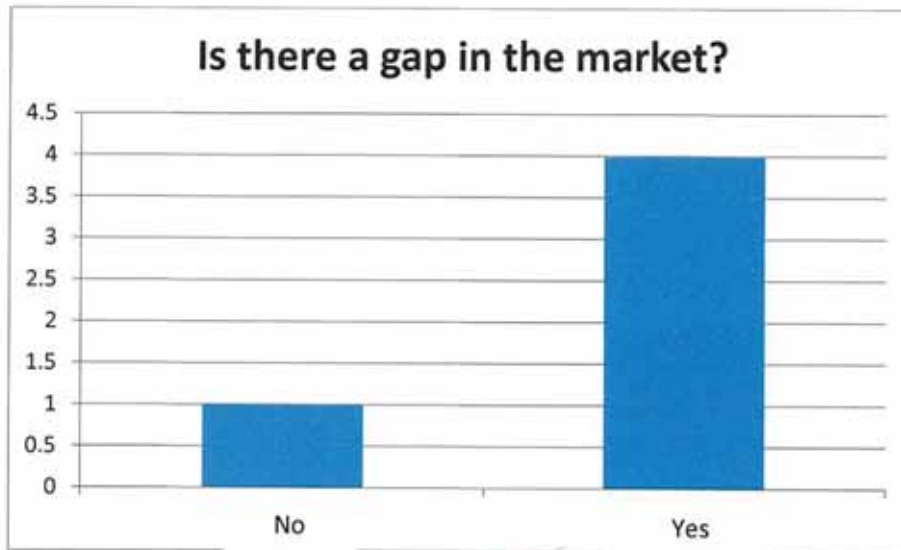
From the results, you can see that 90% of the participants feel that there is a gap in the market which highlights the idea as unique and additionally shows that there is interest from this target audience. Those who answered yes also provided answers suggesting that it is a good time for a makeup magazine as this is very big at the moment. However 1 participant did say that because there are 'beauty and fashion' magazines there isn't much of a gap.

QWC

From these results it is clear that this idea would be successful and the target audience that I had chosen was accurate.

Skin care for your skin
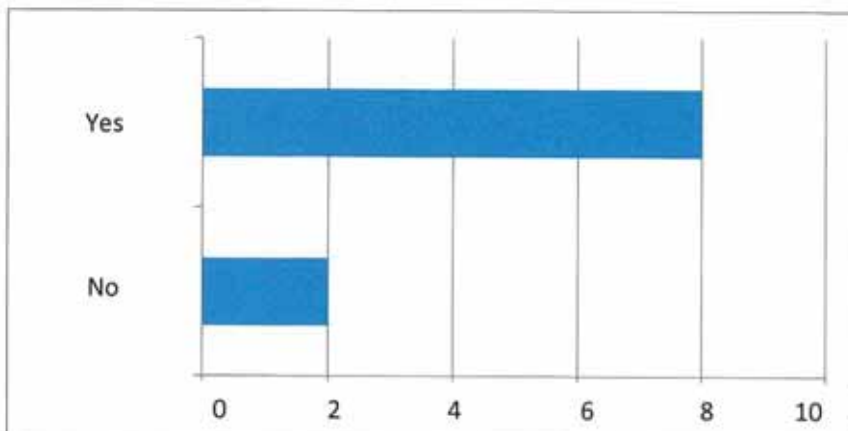
I received very positive feedback about the idea of matching the skin care with different types of skin as this was something that

isn't seen very often. Most comments said that they were 'clueless' about what skin type they are a 'have no idea' what skin products to buy for their skin.

This shows me that there is a clear niche that would appreciate this sort of information, giving me some idea of what topics to include inside the magazine.

What to include

There were a variety of different answers for this question. 60% of the participants suggested that they would like to see tutorials for eye make-up and some emphasised this by saying they would like to see 'eccentric' as well as 'natural' make-up looks. Also, 20% of the participants said that they would like to learn more about what they should use for skin care and a routine for them to follow. This suggests that this target audience are less educated about beauty so again there is a gap for this age audience.
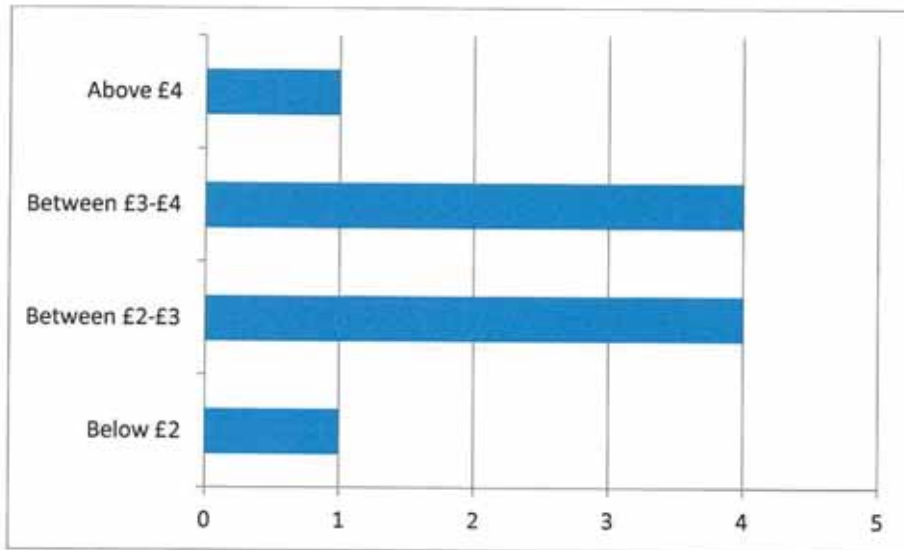
Issue release
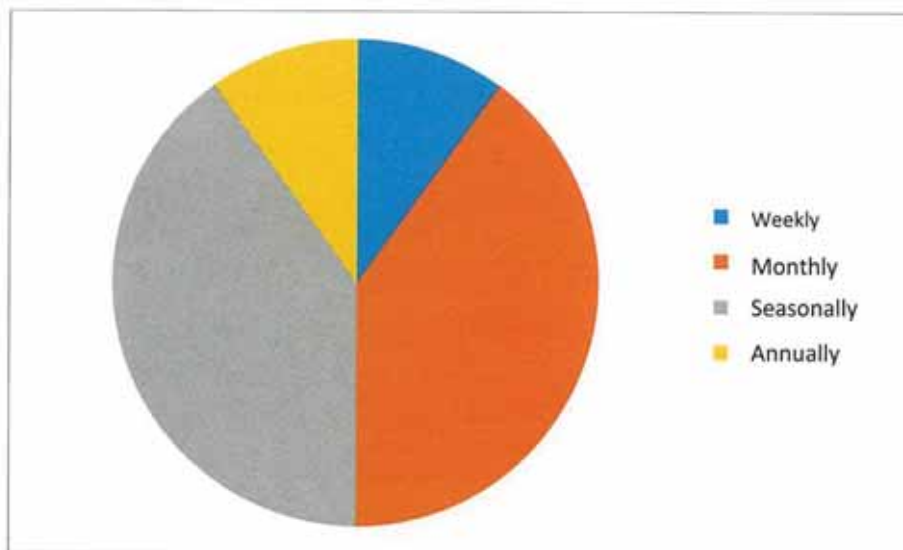
As shown by the pie chart, 50% of the participants would like the magazine to be released monthly. This would allow the magazine to be updated for each month, however would need to be sectioned into a 12 month topic which link together for each year. Only 30% of the participants wanted a seasonal magazine, however they felt that this would enable more 'themed issues' and so this could be incorporated into the monthly releases. For example a Christmas/new year themed December and January release etc. Some suggestions for a monthly magazine included 'wouldn't get boring', 'better for your money' and also 'common for fashion magazines' which highlights that the target audience are aware of what is already available and the common conventions of fashion magazines.

From these results I can see that a monthly magazine would be the best approach and would enable to have a full magazine that would last for a few weeks. In addition to this, it shows that this target audience wouldn't want a magazine that was too frequent but may lose interest if it only came out a few times a year.

Price

When discussing the price of a magazine, you need to consider how much content will be in each issue and also when it will be released. Going along with the last question, 40% of the participants seemed to go along with the monthly magazine pricing of between £3-£4. There were 40% who would pay a little less showing me that pricing would need to be researched into further and is important to the buyers. This age of 16-25 are still students and so don't have much money, meaning that they would want it to be affordable.

From this I can see that the pricing is quite important and may affect whether or not people buy the magazine.

Research backs up gap in the market idea.

AO2 (a)

Proposal for my print ideas

Brief: I have decided that I am going to make a beauty magazine that is based solely on the beauty industry rather than fashion or hair. This is because there has been a rise in the interest of beauty care and make up shown by beauty bloggers and the rise in success of many make up brands such as MAC. The target audience for this magazine will be females between the ages of 20-30. It will additionally be aimed at all races, featuring women of different colours and skin types as I have found that any hair and beauty/fashion and beauty magazines have clear focus upon one of these aspects and only occasionally features a range. In addition to this, I feel that as beauty changes and become more exaggerated, more and more people are looking for more guidance and advice on how to keep there skin fresh and clear whilst wearing a variety of makeup styles.

Report: In order to be able to gain a large range of useful research I conducted both primary and secondary research which has allowed to me find where a gap in the market is and will help me to create the final print idea of a beauty magazine. I looked into the strengths and weaknesses of these types of research to understand how I would be able to gather relevant and useful information when researching existing print ideas. After looking into a variety of print such as posters and leaflets, I have found that magazines are the most successful and when you find content that people are looking for they are successful in the long term. Looking at both male and female magazines I found that women have mostly gossip and fashion magazines which all feature very similar things. To branch away from this I decided that women care a lot about their own skin and are interested on what others are doing to know right from wrong, which is why I decided beauty.

T/A.

After looking into this in more detail, I decided that women are not only interested in skin care but also make up tutorials and brands that have high quality and are also affordable. For this I looked online and found many blogs written by students for their peers, which is when I found that there would be older females who have less knowledge about the internet and such blogs that would want to learn more about caring for skin to stay looking young and also learning new skills that they can do for themselves. I then looked into the make up brands that are larger such as Rimmel, No7 and Mac as these are three of the biggest skin care industries. They are aimed mostly at young women however feature ranges for different skin tones and types which is exactly what I have found and would like to feature in the magazine. I wanted to then see if these ideas were realistic and would be something that would appeal to this target audience so I conducted a simple questionnaire as primary research for this target audience.

From conducting the primary research I found that 100% of the participants would like and would buy a magazine that is about beauty which shows that people between the ages of 16-25 would be interested in this product. When asking the participants what elements they would like to see within the magazine, I have found that skincare, make up tutorials and information about prices and location of products that are mentioned in the magazine were the most popular. They also suggested that showing a variety of skin types, and face shapes would be interesting to see what works best for each person. The primary research confirmed that there is a clear gap in the market for this and my product would be successful with this target audience. In addition to this, 80% would prefer a monthly magazine that is priced between £2-£3.

The way in which this product will differ from other beauty magazines is purely about focus on skin care rather than celebrities, fashion or hair. This magazine will also be a lot about the buyer themselves and teaching them how to create certain looks for their skin types. This is not common in other magazines as it is harder to generalise look when using models that need to be paid. However, by using 4 models with different skin types and varied features, it will mean that the magazine will be suitable for more people in the age range from other cultures. Therefore, in order to in include all of these people within the magazine, I will be discussing skin care for dry, oily and mixed skin type groups; articles about affordable products that are most bought this year, and how to match your skin to find the perfect make up to suit your style. I feel that featuring a wide variety of topics such as this will enable me to have more appealing content that is relevant for all who buy the magazine. The separate each article, I will feature the same topics which will be split into quarters for each double spread and adapt each item to fit the range of skin types and people.

Lastly, I feel there is a huge gap in the market for this kind of magazine as there are already magazines for women on fashion, gossip and hair therefore I believe this will fit right in and after a considerable amount of promotion will prove popular with my target audience and be brought on a monthly basis by many women by showing new products and styles for each month, teaching them new tricks of the trade.

In comparison to the other print ideas I discovered and researched I believe and research shows this idea will prove much more popular and be purchased more often by a strong, considered target audience.

Primary + secondary research backs up gap in the market idea.

Audio

Secondary Research

Audio

The radio covers many different stations in order to globally appeal to as many different groups as possible. This example is taken from the BBC radio website on iplayer which allows you to catch up on anything that you've missed. This is effective as it enables their niche to access it at any time of the day not just if they're in the car. The listed websites here are: radio 1 and 1xtra, radio 2, 3, 4 and 4xtra, 5live, 6music, Asian network, world service, Scotland, Wales and subdivisions within each station. They each appeal to different age ranges and are often listened to by most of the public at set times of the day. For example, radio 1 features the main talk and music during the morning and evening as it hits the working class and those on their way to university or work. Radio 1 is aimed at young adults aged 18-28 years old, however this was not always the case. The old radio 1 host Chris Moyles was replaced by a younger host in order to make the station appeal more to the younger niche market. This shows how audio has to make sure that the age; sex etc. also fits into their target audience as this can influence who the audience is and whether it will be a successful product. I will need to consider this when choosing my audio. Even within each station there are many shows which are scheduled at different times of the day, for example radio one feature the chart show, the live lounge and is shared across many DJs including Nick Grimshaw, Scott Mills and Fearne Cotton. Radio 1 provides alternative genres after 7:00 pm, including electronic dance, hip hop, rock or interviews. It is aimed primarily at the 15–29 age group, although the average age of the audience in 2008 was 33.

This is a website for a radio station in France called radio juniors. This is a radio station that is aimed only at children in primary school. It features current pop music that children would be listening to and also educational programs that play before and after school. In addition to this it has a section for younger infants that can listen to the radio in the background and is used by parents to introduce nursery rhymes and education to children before school. This type of radio station is something that England currently doesn't have which means that there is a gap in the market for something similar to this in the UK. Not only does this have to appeal to children between the ages of 2-8 but also it appeals to the parent of these children as they would need to ensure that it is safe and appropriate for their children to listen to.

Audiobooks are stories that are read out loud and recorded (most commonly by the author or even celebrities with iconic voices) for someone to listen to. They were made so that people can listen to literature in the car or on the go when they don't have the time. These can additionally be helpful for people who have difficulty reading or prefer to be read to. An audio book can have a variety of target audiences depending on the genre or the book.

This is because they are very versatile and so could be listened to in the car, in the morning in replace of the radio or even before work. Audio books would also be a good idea for plane journeys as this would allow people to have something to listen to whilst on a long journey. An audiobook could also help younger children learn to read as they could follow a book with the recorded audio. This would enable further learning from the child when at home and also improve literary skills before school. The use of audiobooks was initially made for blind people, and there are around 4-5 main charities that raise money in order to record more audiobooks for the blind.

Cd's, or compact discs, were originally made to store and play back sound such as music. They have been further developed to hold as much as 80 minutes of songs or other large amounts of data. Cd's are very popular as they allow the artist to release a collection of their most recent songs and even hold music that hasn't been heard before. There is a large target audience range for Cd's depending on the artist. However, those aged 60+ tend not to have cd's players and so may not be included in the niche. The average amount of songs on a Cd is around 14 and this can differ depending upon the artists requests. Cd's can also feature educational songs or even recorded segments of information that can be listened to. This would meet an educational standard therefore appealing to younger audiences.

QWC.

This is an example of a website where you can download podcasts. Podcasts can be heard over the radio, from websites or even downloaded or played live from any device that has access to the internet. From the print screen, you can see that a podcast can have any genre for example: education, arts, business or music. They will often have a presenter who will discuss the topics and is most commonly quite informal, however this can vary depending on topic. Podcasts, although do feature opinions, will often try to act impartially so will show both sides of an

argument in order to allow others to form their own opinions so not to act as influence the listeners opinions as this can become very controversial. The speakers are not allowed to speak about companies or anything like this without using facts and evidence to back up what they are saying as this would be illegal. However, for more informal podcasts, although there is clear presentation of facts these are sometimes discussed and with a disclaimer do say that the opinions are the presenters own and are not affiliated with the company/topic of discussion in any way.

This is an example of an informal podcast which is based online and was made by a you tuber. This is a comedic podcast which lasts around 60 minutes long and is split into different segments and covers a variety of topics. However, in contrast to podcasts on the radio, this is more informal and features mostly chat and celebrity gossip. The target audience are his subscribers, aged 16-25 featuring some crude comments and mostly opinions. It is a very long pod cast however, only features every 2 weeks and so there is a long gap in between each cast.

Podcast kid is podcast channel that has a target audience of young children between the ages of 4-8. The presenter is a young girl who talks about her friends, school and some of the things she enjoys in life. There is a clear help from adults where she will speak to her dad who helps to make the show fun and entertaining. Each podcast can vary between 20-30 minutes and although this is quite long for young children, it features fun activities and allows them to interact and return each week. It is not only good for children but also parents to see how the dad and daughter interact with each other and ensures the content is safe and acceptable for their children.

Gap in the Market - **Audio**

I have researched various existing audio products and discovered some gaps in the market. Although I looked into a varied range of audio media, I have focused solely on radio as I feel this is where the biggest gaps would be and it enables me to explore the different content within radio. In addition to this, other audio media tends to be accompanied by products such as in marketing which is less available to me. Having researched what is already available in the market I have discovered two gaps in the market for this genre:

1) There is a gap in the market for a radio station that is aimed towards adults aged 60+ as they approach the retirement age. It will involve funding ideas of how to save money for children and grandchildren, give advice about pension plans and also show many opportunities of how they can occupy their free time in cheaper ways. This could include travel, hobbies, clubs and groups in their area. This magazine would be a monthly release of the latest news and options involving upcoming offers and locations which will be available for people of this age. As a unisex magazine, it will involve very little gender specific articles and will have options for couples and individuals to accommodate both circumstances. The time that this would be aired will be morning time as this will allow them to listen to appropriate and helpful tips before starting the day. Depending on how much information would be included each day, it will be done on radio 2 or 4.

[handwritten margin note: interest-ing gap.]

2) The second idea is a radio show aimed at younger children aged between 4-8. The reason for this is there are many TV shows for children before and after school however no radio shows. For parents, this could be an effective way to educate children and prepare them for school before it starts. There will be different topics and activities such as answering aloud, reading short stories and listening to music including pop, nursery rhymes and educational soundtracks. It will have a segment on BBC 1 within the time slot of 7:30-8:30 am. This will additionally be suitable for the children and adults as they will be able to monitor the content and it ensures that there is no inappropriate or adult content of which the children can pick up.

[handwritten note: Interesting gap ideas backed up by secondary research to highlight a want/need]

Focus group

In order to research my audio idea further I conducted a focus group. The group included:

a) female between the ages of 40-50
b) male between the ages of 40-50
c) female above 60
d) female below 40.

Question 1 – Do you often listen to the radio?

a) Yes I listen to the radio every morning whilst in the car driving to work and often on the way home.

b) Yes. Especially during the week day as I to commute to work so spend a lot of time in the car

c) Me and my husband listen to the radio every morning as part of our routine and only occasionally before bed. If we're in the car the radio will always be on.

d) I often have the radio on when I'm doing the school runs so twice a day around 8am and then 4 pm. But other than that I don't really have the time.

Summary: All of the participants said that they do listen to the radio however at set points of the day. The most common answer was in the car in the morning, and during rush hour times. As only one participant said they listened to the radio on weekends, it would need to be aired only on weekdays and would have a big audience. However, as this participant was already retired it shows that there is a clear gap for this target audience as it would help them to occupy their free time.

Question 2 – Do you feel there is a gap in the market for a radio show about life during retirement?

a) Yes as I have never heard of anything like it before so would be very interested in knowing more about it

b) I think that older people do listen to the radio more than watch TV or use the internet so this would be the best way of putting this information across to them

c) This would be a great way for others like me to find out about upcoming events because there seems to be a lack of opportunities for pensioners.

d) To be honest I have not heard of much information about life after retirement so there must be a gap for it

Summary: I am very pleased with the outcome of this question as all participants reacted well to the idea and felt that there is a gap for this idea. In addition to this, they felt that radio fit the target audience well and so would be a successful form of media. This has helped me to establish a clear gap in the market and shows that it would be successful for those above the ages of 40 rather than anyone younger.

Question 3 – What topics would you like to be included?

a) Personally, I hope to be able to travel when I finally retire so that I can see more of the world. So I think that it should have some information about quick and cheap holidays for two both abroad and around the UK

b) I would like to hear about news that specifically relates to me. This could be special offers or clubs that are only for those aged 60 and above.

c) I do like the idea of handy tips at cheap costs for things like cleaning the house. But I would also like a section on music which could play some music of my taste from when I was younger that I cant seem to come across anymore.

d) I think I would like to be able to interact with the radio show to have an opportunity to win fun days out for me and my grandchildren.

Summary: I have found quite a mixed response about what topics would be included. There was a range of ideas including: 'travel', 'offers' and 'music' however all seemed to be based around making the most of your free time by going out and being more active. It is clear that they wanted it to 'relate' to them specifically.

Question 4 – Do you feel there is enough information out there for retirement?

a) No definitely not. The media is a lot more aimed at younger people, and I have found that as I am reaching that age it is becoming harder to find such information.

b) Well, there is information available but it tends to be very limited and as I found when seeing my parents go through retirement, it is something that happens in the moment and you learn and understand more about it during the process.

c) Having gone through it, there is nothing that can really prepare you for the amount of time you have in the day once you've retired. I stick to a routine however, feel that more should be done for pensioners and those approaching this age and stage of their life.

d) No it's not something that you see or hear about all the time.

Summary: It is clear that no one thinks that enough is being done to 'prepare' people for this age and so a radio segment just guiding and informing more people about it would allow them to understand more about their retirement but also family members etc. This further shows the gap for this idea as the participants seem to feel that there is little information and acknowledgement of retirement even though everyone will go through it.

Question 5 – How often would you want to listen to this? And at what time of the day?

a) I would listen to it in the morning so from the time 7-9 am as this is when I just put the radio on and also listen to the radio in the car.

b) I think maybe twice or three times a week would be enough as I wouldn't want to listen to it every day.

c) I would listen to it every morning from 6-9 and every evening at around 10 as I like to listen to the radio every morning and night.

d) At this age I don't think I would listen to it but if I did it would be in the morning.

Summary: I have found that only three of the four participants would listen to it however it was the participant out of the target audience that said they would not. Although every morning was chosen by two participants, the other participant felt that daily would be too much and so I feel that a short segment every week day morning would be a good time for the radio to air.

Qvk.

Proposal for my audio ideas

Brief: For my final audio idea I have chosen to do a radio show for elderly people aged 60+ which will help them to after retirement to keep them entertained and have a station that will focus specifically on them. I have chosen this idea because I feel there is a gap in the market for it and it will appeal to a large but specific target audience. My target audience is pensioners so will be focused on 50 years and above, both male and female. I have chosen to air it five times a week as this allows the listeners to listen to it every morning as this seems to be the time that my research found people listen to the radio. The idea for this product is unique as there is nothing out there like it at the moment which is why there is a gap in the market. It will be relevant to the elderly and will have a very clear angle from a marketing point of view which will increase popularity with the target audience.

Report: In order to be able to gain a large range of useful research I conducted both primary and secondary research which has allowed to me find where a gap in the market is and will help me to create the final audio idea of an elderly radio show. I looked into the strengths and weaknesses of these types of research to understand how I would be able to gather relevant and useful information when researching existing audio ideas. After looking into a variety of audio such as audio books and CD's, I have found that radio stations are the most successful and when you find content that people are looking for they are successful in the long term. Looking at radio stations I found that most are aimed at adults between the ages of 20-40 which is a very broad range but clearly misses teenagers and the elderly which is why I feel there is a gap. To branch away from the usual presenter and music radio station, I tried to adapt my idea to fit the desires of an older target audience so feel that there should be a range of news, offers, music and general chat within each broadcast. However I did manage to find 2 gaps in the current market for audio media which were:

- An after retirement segment of the radio on BBC 2 or 4
- A morning and afternoon section of educational content for children aged 4-8

After analyzing different types of radio and looking at what was available to listen to online I found that the theme opportunities available for after retirement was non-existent, only very general segments about pension plans and morbid topics were found. I found all entertainment/music radio stations were targeted at a middle aged niche market and do not focus elderly as an audience. I came to the decision that this therefore would be a good idea as there is nothing else like this on the market and so would be readily accepted as this would make the elderly feel more appreciated. However, I did not know whether these ideas would be popular with my estimated target audience. So, in order to get a better idea I conducted a focus group about the idea including various questions about the idea and the content. Only 3 people were from the target audience that I had decided and then one younger person was asked to see if my target audience should be expanded. I received positive feedback from all participants.

The reason I have decided on this target audience is because there is a gap in the market for something aimed at older men and women not only who have retired but who are approaching this age. 100% of people in the focus group said they liked the idea of my product, although 25% said that they were not thinking about retirement and so would not listen to it. The 75% who were in the

target audience age range did like it, showing that this idea would be suitable and liked by the niche that I have aimed it at.

My radio show will differ from any other radio show as I have not come across anything like this, which was additionally said in the focus group. The content will be relevant not only to the age but also the area that they live, showing local opportunities for the elderly. In addition to this, I will ensure that it will feature age specific news that only applies to them, as one answer from the focus group suggested that the elderly are often overlooked, even though everyone will become this age and so experience retirement also. This highlights how this show will be successful in the long term.

Lastly, I feel that this audio idea is fresh and new, and so will be very successful as it fits the needs of this target audience. From both my primary and secondary research, it is clear that there is a gap for this idea. Therefore, this radio show will fit in with niche but the innovative idea will make it more popular. When looking at this idea against all of my research and other initial ideas, I have clearly found evidence to suggest why this idea would be successful, popular and will be appreciated by a strong target audience.

Detailed Proposal for audio idea.

Moving Image

Secondary Research

Moving Image-

In order to discover a gap in the market for a moving image product, I researched a variety of different moving image media. The different areas covered include: TV adverts, TV shows and films. The types of TV shows that I have looked at are aimed at specific target audience such as women, teenagers, working class and there are also many shows that differ depending on location such as sit coms.

TV shows

A soap opera uses both visual and audio media. Coronation Street is shown every week day at 7pm and is set in Manchester and features the same cast just living their everyday lives. This is a common convention of soap operas, being set in the same place. The focus upon many families in one area of Manchester allows the show to appeal to a wider range of audience of different cultures, ages and genders. In addition, every episode begins with the same theme tune and showcase of the area which is memorable becomes associated with the show. Coronation street, Emmerdale and East Enders are competitors as the main soap operas which are all dramas lasting 30 minutes. This is because they are aired every week day for 30 minutes so fit into a busy working day at the slot of dinner time. As it is before watershed time, it means that there cannot be inappropriate language or themes and so is family friendly although is aimed at women aged 40-50. It is a drama and so there are a lot of close up camera shots and some background music however it is mostly kept to fit the natural environment to make it as realistic as they can. Its aim is to entertain the audience and so is often left at a cliff-hanger as it is an episodic show.

Miranda is a British cult sitcom that airs at 9pm on BBC 1. It is aimed at a target audience of 30 year olds who are mostly female however this sitcom has a clear target audience of white British working class because of its humour and is represented by the cast. It features a lot of adult content, such as innuendos but is not vulgar and has no bad language. However, a sitcom has some unconventional aspects such as speaking directly to the audience and looking into the camera as it relates the situation to them and makes the audience more involved in the show. The setting of sitcoms are usually quite limited as they are normally sets and so will have usual places where they meet. In Miranda this is her apartment, her shop and the cafe, only occasionally showing new places. The program always starts with a catchy theme tune and will often carry the

humour throughout in order to keep the audience entertained and sets the mood of the episode. There is often filled in, or canned, laughter in sitcoms such as friends, my family or Miranda which stimulates laughter and influences the mood of the audience. Each character is often quite different from each other in order to be able to tell each member from the other. This can be shown by clashing personalities or a variety of eccentric personalities very different from the main characters such as in Miranda. Miranda narrates the episode and begins with a short introduction of the topic and sets the scene which is then concluded at the end after a variety of problems which are often overcome. This is so that the audience can watch the show for the first time and still understand the narrative. There is often a love interest in the show and an ideal couple of which the audience will ship in the hopes that they will eventually get together.

Documentaries are very different to other films or TV shows as they are factual and so are based on real life so cannot be edited to entertain people in the same way as it still has to be truthful. This means that the codes and conventions of a documentary are quite different to other TV shows. One common feature of a documentary is that it has a main presenter who will voice over the film, sometimes accompanied by subtitles in order to describe the situation and give accurate and relevant information on the documentary. They are commonly known for evoking strong emotions such as sadness or injustice, often featuring very serious cases. It will have footage of the topic for example a film reel of a rein acted event of trauma or a battlefield years after the war has ended, with the presenter talking the audience through what it would have been like at the time. Documentaries tend to be very basic and not artificial at all as it shows that the main focus and point of the show is to inform the audience of the topic at hand. It includes interviews with experts and reaches out to the audience in a personal way. Whether the film is shown before or after watershed depends upon the topic, for example any film with disturbing content will be shown after watershed and will have a warning at the beginning to inform and warn all of the viewers.

Romance films are easily recognised from their codes and conventions as moving image and audio media. They typically feature music in most scenes setting the tone of the movie, whether it's sad or happy. There are always 2 main characters who from the beginning have some sort of connection, however are typically unable to be together whether it's because of class or race etc. This is because it evokes emotion from the audience, creating an emotional connection using everyday injustice. There are also a lot of scenes in the films where there is little speech and a rise in volume

of the music which creates the impression of building anticipation and rise of emotion. The situations and locations are very conventional, being set in the typically most romantic locations such as on a cruise, in the mountains or having scenes set in fields etc. Although the main characters struggle to be together they always end up being together, however the ending is either a typical 'happy ending' or a very tragic ending such as in Romeo and Juliet or Titanic. Although romance films tend to be quite predictable and follow very similar codes and conventions, they are very motion evoking and so are enjoyable as a fantasy romance for women.

TV adverts
These can vary depending on genre, topic, product and so cover a wide range of niche market etc. Most adverts are produced and filmed on sets and are scripted, as they are based on promoting products and programmes and so are made to accentuate it in whatever ways it can.

Three, the pony

This is an advert from 2013 from the phone company '3' and has been one of the most popular adverts of the year. The running time of the full advert is 72 seconds which is a lot longer than the normal running time of an advert. The cropped version does fit into 45 second frame which is much more conventional of a TV advert as it ensures that the audience doesn't lose focus. However, the music is very iconic for the advert and is associated with the company and this advert. There is clear attention used from A.I.D.A which can be seen by how the advert is very random and eccentric so stands out from any other advert for phone companies. The mise en scene is very naturalistic, featuring fields which are the home of Shetland ponies ensuring that not too much attention is taken away from the pony and also makes the advert seem a lot more realistic and believable. The animal is anthropomorphised which makes it more relatable and odd, drawing more attention to it. This is not only one by the editing but the range of camera shots and continuous moving of the shots.

Undergrading
of codes +
Conventions for
Many image.

QWC (iii)

Gap in the market - **Moving Image**

From researching many different moving image products already around, I have found a few gaps in the market. Although there is a larger variety of moving image ideas, I decided to focus upon TV shows and adverts as these are the most popular forms of moving images however I feel there is more ground to be covered within these areas. From what I have found, there are many shows for adults which are gender specific, both reality and scripted and so I decided to focus upon looking at a different age group. Having researched many of the products already available in the market I have discovered a gap:

1. My first idea is an annual show that will feature for around 6 weeks (6 episodes, 1 hour long) which will be shown between the months of October-December. It is a show that will give teenagers the opportunity to have 1 week of work experience within an occupation of which they are wanting to study in university or study towards, giving them the opportunity to experience it before committing to it. Not only will this help those taking part, but will give a realistic idea to those watching about that occupation, teaching more about the job role in practice. Its target audience will be students between the ages of 16-22 as not only could they be late students but also will give further work experience for job roles which are increasingly harder to get in to nowadays.

2. My second idea is a short programme aimed at families who are trying to budget and cut down on expensive shopping in order to save money. I have thought of a short 10 minute segment which will play between family TV shows on channels such as BBC 1 or ITV 1 which will advertise handy tips for budgeting, feature cheap holiday destinations around the UK and feature short cooking recipe ideas for snacks that are healthy and affordable. The reason for this is mothers tend to lead very busy lifestyles especially on week days and so this would not take up too much time and could save a lot of time and money for women.

Age: 20

Gender: m

Are you interested in going to university?

No

Do you have a career choice in mind? What is it?

Not really
maybe army

Would you like to have the opportunity to take part in 1 week work experience in a desired occupation? Why?

Nan

Would you watch a show where teenagers went on work experience for a week? Why/ Why not?

yes

Do you think there is a gap in the market for this?

yes

Would you watch it? Why/ Why not?

interesting + different

Age: 24

Gender: FEMALE

Are you interested in going to university?

YES - IMAT IT

Do you have a career choice in mind? What is it?

YES   A PRIMARY TEACHER

Would you like to have the opportunity to take part in 1 week work experience in a desired occupation? Why?

YES   IT WOULD BE FUN

Would you watch a show where teenagers went on work experience for a week? Why/ Why not?

YES   TO LEARN

Do you think there is a gap in the market for this?

YES

Would you watch it? Why/ Why not?

YES

Age: 20

Gender: male

Are you interested in going to university?

yes

Do you have a career choice in mind? What is it?

doctor

Would you like to have the opportunity to take part in 1 week work experience in a desired occupation? Why?

yes I have seen shows like it and it could be hard (junior doctors)

Would you watch a show where teenagers went on work experience for a week? Why/ Why not?

yes because you learn about it

Do you think there is a gap in the market for this?

yes

Would you watch it? Why/ Why not?

yes

Age: 17

Gender: female

Are you interested in going to university?

no

Do you have a career choice in mind? What is it?

yes hairdressing

Would you like to have the opportunity to take part in 1 week work experience in a desired occupation? Why?

yes it would be fun + helpful

Would you watch a show where teenagers went on work experience for a week? Why/ Why not?

yes it would be new

Do you think there is a gap in the market for this?

yes

Would you watch it? Why/ Why not?

I might knowem

Age: 17

Gender: male

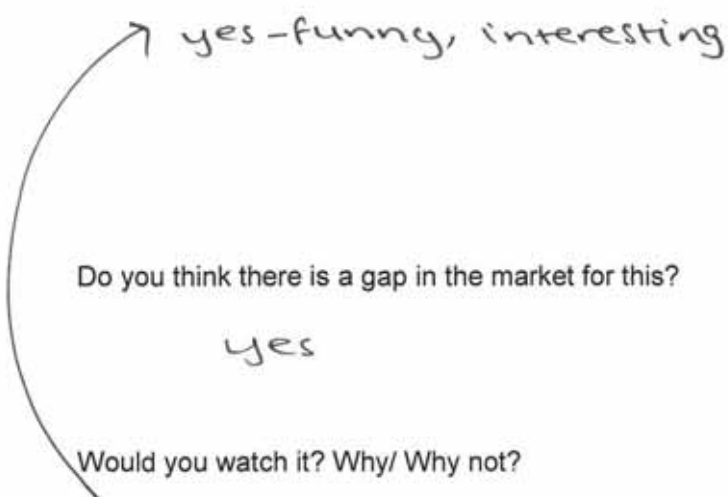Are you interested in going to university?

yes

Do you have a career choice in mind? What is it?

yes - mechanic/engineer

Would you like to have the opportunity to take part in 1 week work experience in a desired occupation? Why?

yes because it would be fun + new

Would you watch a show where teenagers went on work experience for a week? Why/ Why not?

yes - funny, interesting

Do you think there is a gap in the market for this?

yes

Would you watch it? Why/ Why not?

Age: 17

Gender: female

Are you interested in going to university?

yes

Do you have a career choice in mind? What is it?

yes, nursing

Would you like to have the opportunity to take part in 1 week work experience in a desired occupation? Why?

yes, it's a good opportunity

Would you watch a show where teenagers went on work experience for a week? Why/ Why not?

yes

Do you think there is a gap in the market for this?

yes

Would you watch it? Why/ Why not?

yes

Age: 16

Gender: female

Are you interested in going to university?

yes

Do you have a career choice in mind? What is it?

yes - teacher

Would you like to have the opportunity to take part in 1 week work experience in a desired occupation? Why?

yes - sounds fun!

Would you watch a show where teenagers went on work experience for a week? Why/ Why not?

yes

Do you think there is a gap in the market for this?

yes

Would you watch it? Why/ Why not?

yes

Age: 18

Gender: Male

Are you interested in going to university?

yes

Do you have a career choice in mind? What is it?

yes – historian

Would you like to have the opportunity to take part in 1 week work experience in a desired occupation? Why?

yes

Would you watch a show where teenagers went on work experience for a week? Why/ Why not?

yes

Do you think there is a gap in the market for this?

yes

Would you watch it? Why/ Why not?

yes

Age: 25

Gender: F

Are you interested in going to university?
YES

Do you have a career choice in mind? What is it?
YES

Would you like to have the opportunity to take part in 1 week work experience in a desired occupation? Why?
YES

Would you watch a show where teenagers went on work experience for a week? Why/ Why not?
YES

Do you think there is a gap in the market for this?
YES

Would you watch it? Why/ Why not?
YES

Age: 20

Gender: female

Are you interested in going to university?

yes

Do you have a career choice in mind? What is it?

yes

Would you like to have the opportunity to take part in 1 week work experience in a desired occupation? Why?

yes, I would love to have the experience

Would you watch a show where teenagers went on work experience for a week? Why/ Why not?

yes

Do you think there is a gap in the market for this?

yes

Would you watch it? Why/ Why not?

yes

Primary analysis - moving image

I conducted some primary research in order to help me gain further research from participants that fit into my niche market.

Age
My target audience is between the ages of 16-25, from the primary research I have conducted, the results have shown that this age group are the most stressed about their future and deciding what university and courses to take. Not only is this the age range when students are deciding on courses but also thinking about getting jobs and having to decide what to study towards for their future.

University
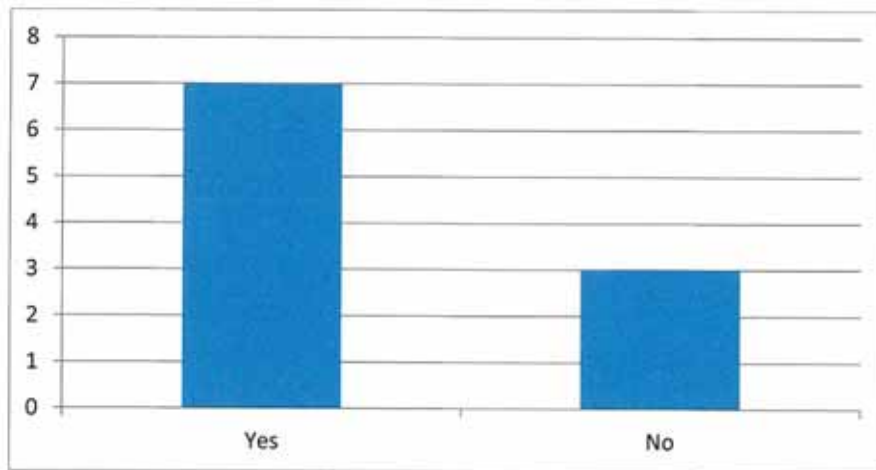
From the results, you can see that 100% of the participants feel that they will be going to university in the future or are at university at the present. This highlights that all of the niche for this idea would be able to relate to the topic of work and work experience. In addition to this, university is a lot harder to get into as they expect students to have a good variety of hobbies and experience in the area that they want to work in. Not only will this give them an idea of what to expect but will make them more respected at the university.

From these results it is clear that this idea would be successful and the target audience that I had chosen was accurate.

Career choice
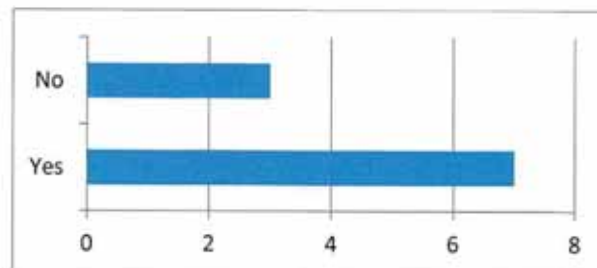
These results were quite surprising as most teenagers have some idea of what career path they have in mind, even if it changes they normally have some idea. The fact that only 70% of the participants had any idea of what they would like to do suggests that a show that will give guidance on this would be very helpful and therefore a success. There is a clear gap in the market as students are more pressured to make these types of decisions at a younger

age. Some of the jobs listed were also quite stereotypical such as 'teaching' 'nursing' and topic related jobs for example 'psychologist'. This shows that there is only a basic knowledge on the hundreds of jobs available which may not be known by teenagers.

This shows me that there is a clear niche that are struggling with making important decisions about their future and are left to be very independent on choice but still need guidance on where to find this information.

Taking Part
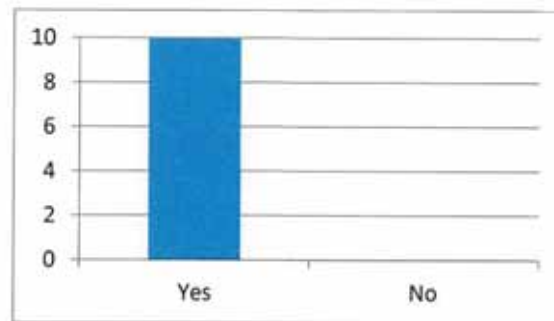
From this you can see that 100% of the participants would take part in a show where they could experience 1 week of a desired job that they might want to pursue in the future. This suggests that not only would the show be successful in terms of volunteers but would additionally take advantage of the opportunity to improve their personal statements and UCAS forms.

Watching the show
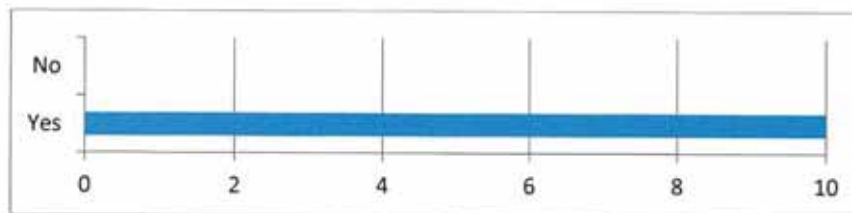
When asked about watching the show, all of the participants said that they would watch it and would enjoy it. This emphasises the lack of knowledge that students get about practical experiences in the world of work. The participants that didn't have a career path in mind and didn't want to go to university still said they would be interested which further highlights the gap in the market for this kind of moving image show. Some suggested it would be a 'learning' experience, 'fun' and 'interesting' which shows that this idea would not only be successful in an educational aspect but would be entertaining and therefore more successful.

Gap in the market

All 100% of the participants said that there is a clear gap in the market for this idea, highlighting that they would be interested in this idea and so it clearly fits the niche of students.

From this primary research I have confirmed that this is a successful idea and does cover a clear gap in the market for it.

Will this be similar to the BBC3 show a Shadowing jobs?

Chestnut 9

Proposal for my moving image ideas

Brief: I have decided that I am going to make a TV show that is aimed at and features teenagers. This is because teenagers find others teenager's lives very interesting and all said they enjoy shows that would help them with their future career plans. This was similarly found in shows such as junior doctors, saying that seeing the profession being done for the first time with someone of a young age would influence their plans for the future. It will be an annual show that features around 6 episodes showing around 3 different students in 3 different job roles, however there will need to be restrictions about what can be shown on the TV as they will be young. This is because there has been a rise in the interest of shows featuring teens in real life and they may watch it with commitment if it was shown annually.

format

Report: In order to be able to gain a large range of useful research I conducted both primary and secondary research which has allowed to me find where a gap in the market is and will help me to create the idea of a TV show for teenagers. I looked into the strengths and weaknesses of these types of research to understand how I would be able to gather relevant and useful information when researching existing moving imagery in the media. After looking into a variety of shows and imagery such as adverts and films, I have found that TV shows are the most successful and when you find content that people are looking for they are successful in the long term. Looking at both adult and children content, I found that adults and teenagers share similar interests however prefer content about others their own age or lifestyle. To branch away from this I decided that teenagers a have less available for them on TV and are interested and need help when thinking about their future so would enjoy a show like this. However I did manage to find 2 gaps in the current market for television programmes which were:

Research

- 10 minute showing of budget cuts, household tips, recipes and family holiday ideas for busy parents
- Annual TV show featuring teenagers in work experience for professions that they may want to study towards

After looking into this in more detail, I decided that teenagers are not only interested in TV but they take part in many social networking sites such as Twitter and so some form of opinion post or show interaction would be more appealing for them. This would modernize this idea and set it apart from the rest as the show will include a lot more online interaction. This further emphasizes the target audience as it is clearly aimed at them. I wanted to then see if these ideas were realistic and would be something that would appeal to this target audience so I conducted a simple questionnaire as primary research for this target audience.

From conducting the primary research I found that 100% of the participants would like and would watch a TV show that is about teenagers and future career options. All of the participants were in my target audience range as they were all females between the ages of 16-25. I did find that only 60% had a definite career path in mind which may cause problems for people applying to go on the show however, this may be because they are unsure of what will be involved in the job which this show could help. In addition the other 40% did say that seeing other peoples ideal jobs at work may influence them to find what they want to do.

The way in which this show will differ from any other moving image idea is the fact that it isn't just for entertainment but also for the future of teenagers in a situation where getting jobs is becoming much harder and so education and standing out from others is really important.

It will also be a lot about the teenagers themselves and teaching them what to expect in the working world and giving them work experience which will set them apart from the rest. As a student myself, I feel that this would help me greatly and would appreciate an opportunity like this. In order to put this into practice I would need to show a small sections of someone at work completing tasks that would be needed in the job role. However, in order to accomplish this without filming the work place if it is inappropriate, some sections of the show could be video blogs of the teenagers day and impressions, which is the part of the show that I could create with the resources available to me.

Lastly, I feel there is a huge gap in the market for this kind of show as there are very little shows that could help student's decisions about their futures. I believe this will fit right in and after a considerable amount of promotion will prove popular with my target audience and be watched on an annual basis by many women teenagers.

In comparison to the other moving image ideas I discovered and researched I believe and research shows this idea will prove much more popular and fit in with my considered target audience.

How/when would the show be and How would you choose the participants?

Final

Idea

Final Research

Brief: After researching into three different medians I now need to decide which one I will be taking forward throughout this unit. I have gained three well designed ideas from both primary and secondary research;

- *Print*- A beauty magazine for teenagers
- *Audio*- A radio show for elderly reaching and during retirement
- *Moving image*- A TV show for teenagers about work experience

In order to pitch these three ideas to a mix group of participants, I have conducted a small focus group which will allow me to gain information about each idea at a more personal level. I am aiming to decipher which idea will be more successful and where the biggest gap in the market is. I will also be able to take this opportunity to ask for constructive feedback about any changes or adaptations they would make on the final idea that we decide.

Focus Group:

In order to carry out a reliable set of results and answers I will be using a range of people to take part in the focus group:

a) teenage girl, aged 17 in school
b) young male, aged 20, at university
c) elderly woman, aged 62, retired
d) young female, aged 18, on an apprenticeship
e) middle aged male, aged 43, working

1. Do you feel that there is a gap in the market for a beauty magazine for females aged 16-25?

a) Yes definitely. I am always looking for help and advice about skin care and make up which is suitable for my age. I feel like a lot of products are aimed at older women which makes it harder for me to find products that would help my skin.
b) Well I have never seen a magazine like this before but I do know that there are loads of hair magazine and gossip magazines.
c) As an older woman, I find it harder to approach young girls at the shops for help about make up so I am sure young girls may really appreciate a magazine that helps them from home.
d) I don't really have a lot of free time so I think that a magazine like this that I could just pick up and read when I can would be really helpful. It would help me learn more about products instead of standing at the shops for ages trying to decide what might be good for me.
e) I don't really know a lot about this stuff but I am always buying gossip magazines for my daughter and she loves to watch beauty blogs on YouTube so putting these two ideas together would definitely be very good.

2. What do you think should be inside the magazine which would make it more unique and successful?

a) You should relate the magazine specifically to women in the target range because this would make it more personal to them.
b) I think that women like to know about what other women are using and what they do with their makeup. So something about popular styles or the most impressive products would appeal to women and sell the magazine.
c) I always look for the pages that help me save a little bit of money so a page about cheaper make up products and lovely creams at a lower price. Everyone likes a good

bargain so I know that this would be successful especially for students who are constantly trying to save money.

d) I would like to see tutorials on how to do my make up in simple steps because I am no good at that sort of thing so looking and learning from the magazine would be very helpful for me

e) You should include some celebrities or even some of the girls from the internet with a section about their top tips or something like that.

3. Would a radio show which is aimed at older people and focuses on what to do after retirement be something that you would find interesting?

a) As I obviously don't fit into this age category at this moment I don't think I would but I know that my grandparents love listening to the radio so might enjoy something like this.

b) I think that this is a really good idea because it is similar to the concept of knowing about university life and the funding that is involved. So going into retirement, people should know more about it which the radio could do.

c) I would be very interested in listening to something like this because I listen to the radio twice a day, every morning and night, so a show that is aimed specifically at me would be good.

d) I think that the elderly are often overlooked so this would be a good idea for them.

e) I would like to find something like this as I am thinking about my retirement more and more as I approach it.

4. What ages do you think this radio show should be aimed at and why?

a) Probably around 55 plus because that is the age that most people begin to think about retirement.

b) Yes, I agree because as the retirement age is increasing, 60 may not be the average age of retirement.

c) Well, seeing as me and my husband would listen to this radio show, I am saying 60 and over because we fit into this category.

d) I think that from 50 onwards you begin to plan and think about retirement and the free time you will have after finishing work.

e) Hmm, well I would listen to this radio show so I am going to say 45 and above.

5. Do you think that a TV show featuring teenagers on their work experience that is shown annually would be a hit show?

a) I think that this would be so helpful especially going through this problem now, still not really knowing what I am going to do in the future. This show would be super interesting.

b) Even though I am studying at university, every day you do think about whether you have made the right decision and wonder whether all of the options available and jobs available were really thought through. I would have liked to have seen this show just to learn more about what others are choosing to do for the rest of their lives.

c) It was a lot easier in my day, as the educational standards has risen much higher than I would ever be able to do so any help for young students is impressive to me.

d) I'm not sure that teenagers would want to see a show that is all about their future and education because it's not entertaining.

e) My children are going through the difficulties of trying to apply to university and get the high grades that is expected of them. It is so difficult to decide what to do so I think that a show like this would give them some comfort and ease as they would understand that there are many others like them who are struggling with the same dilemmas.

6. What age group do you think this show would appeal to?

a) Well I know that all students would find this interesting so from 16 until maybe late 20's as this is still an age where you can change your mind.
b) I think teenagers 18-22 because they are going to university so could use the experience.
c) From 15 young people start to think about school and this can go up to the age of at least 25 so that might be a nice age range.
d) I think that you need experience like this all through secondary school so from year 9 until you are 25
e) I completely agree with (a) because that is a nice range which hits all students who would be interested in a show like this.

7. Which of these 3 ideas do you believe would be the best idea to take forward that would be successful and popular?

a) The first idea about the magazine
b) The TV show for students
c) The magazine about beauty
d) I like magazine about beauty
e) The most successful would be the magazine

Additional research to came to a final gap proposal. detailed QS to consider what's most needed.

Final Report- Which medium will I take forward?

Background information: I have conducted an extensive amount of primary and secondary research in order to distinguish clear gaps in the market for a print, audio and moving image idea. I firstly began by looking at existing products in each area and then tried to find where there is a gap in the market. I had to consider the target audience as well as incorporating the usual codes and conventions. I came up with 6 initial ideas, and then took 3 of the best ideas (one for each medium) and discussed these in more detail.

For print, I began by thinking of 2 gaps in the market for a print product and then briefly explained what these ideas were and who they would appeal to. I conducted a questionnaire for the best idea of the two in my opinion and distributed them to 10 participants that met the target audience requirements. I then analysed the results which enabled me to take the target audiences needs into account and incorporate this into my idea. This lead me to the final product idea of a beauty magazine specifically aimed at females between the ages of 16-25. T|A .

I then looked into existing audio ideas that are successful and analysed the common *Research* conventions of the products and how they were successful for the target audience. I again thought up 2 audio ideas from finding gaps within the market. After completing a small focus group with the idea, I filled in the details of a radio show for the elderly and those reaching retirement.

Lastly, I began researching into existing moving image media which I found the most difficult as there is a wide range of this medium which covers a large variety of topics and genres. I thought of 2 gaps in the market and then created a questionnaire on the one that had the strongest foundation of success on the market. My final idea for the moving image category was a TV show for students which involved them going on work experience for their dream jobs.

Report: After finally finding 3 well designed and thought through ideas for all three mediums, I carried out a larger focus group including all of the target audience where I T|A . asked them about their ideas on each final idea and their preference on the one that I should take forward. By conducting a focus group I was able to get much more detailed responses and could clearly see which idea they preferred and if there was any issues with the ideas. All of the ideas went down well, however the last question asking which was their favourite showed a clear preference for my final print idea of a beauty magazine for *Most* teenagers/ young adults. *'needed!*

Say.
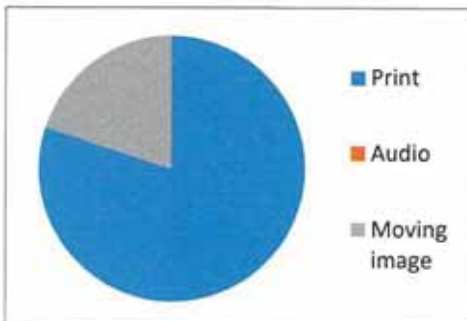
As shown by the graph, the print idea was the most successful and the Audio was the least. This may have been because there was only 1 participant who fit into this category. However, she did not chose this idea, suggesting the magazine will be the most successful and fills a clear gap in the market.

Due to these results I have decided to take forward the magazine that is aimed at young females aged 16-25 as my final idea. This is because research has suggested that not only does it fill a gap in the market, but it additionally appeals to the needs and wants of women of this age. Most females become interested in makeup and hair, but as teenagers they become much more independent and would appreciate learning more about how to keep their skin fresh and clean. From the feedback, I also found that there is little information available for younger skin, only ranges for older skin that is trying to look younger. Tackling the problem of skin care from the beginning will be attractive to women as they like to ensure that they take care of their skin.

T/A

Idea

I feel that teenagers will be interested in this magazine due to the mode of address, as the magazine will talk to the teenagers in an un-patronising way which they will understand and follow. I would like to include features such as:

- ➤ Makeup tutorials
- ➤ Product reviews
- ➤ Skin care routines
- ➤ Cheap alternatives to expensive brands
- ➤ The most popular makeup and beauty brands of the month
- ➤ Celebrity idols and their makeup styles
- ➤ Variation of culture and face features

Content.

I think that by designing a magazine cover that will feature tasters, an impressive yet subtle masthead with accompanying photography, I will be able to entice the target audience of teenagers-young adults into buying this magazine monthly. *Fc/ next*

Not only did I chose the print idea because of the obvious favouritism from my primary research, but I also believe that this idea will be more successful as women occupy a large majority of magazine sales especially about fashion, hair and therefore beauty. I believe that the idea of a student TV show would be successful however covers too much of a broad target audience and may not be as interesting and flourishing as the magazine. Similarly, the final focus group didn't feel that it fit into a gap in the market well enough, which upon review I agree with.

Consequently, the final idea that I am taking through as my proposal is a teenage beauty magazine aimed at young females for knowledge and understanding of the beauty industry and how to care for their skin correctly. *Final idea.*

Coursework Submission Document

Name :

Title of unit : 4.2.

Deadline:

Date handed in:

Date returned:

Teacher Comment

Resubmitted will contain more detailed resal AS into Treatment, Audience and costings. Though analysis of existing data to incopute into realistic planning of our work

13/. 16

Student Comment:

4/5/1K

Teacher signature   Student Signature

Chestnut 9

Distribution and viability of my product

Production: The product that I have chosen to produce is a teen beauty and skincare magazine due to the lack of beauty and skincare magazines aimed specifically for younger skin. In addition there is a clear gap because the interest in this has grown in the last year. I feel that a lot of teenagers don't have many products aimed specifically at them and they are very conscious of their appearance. The target audience is teenagers specifically aimed between 16-25 as this is the age of problem skin and similar issues and make up styles.

I will now research the costs and readership details of current magazines similar to mine and then use this information to work out the profits and success rate that my magazine idea should produce.

Initial Research:

woman

- Website: www.womanmagazine.co.uk
- Frequency: Weekly
- Circulation: 255,685 (ABC Jan-Jun 13)
- Readership: 454,000 (NRS Jan-Jun 13)
- Target Market: Busy mums and housewives, aged between 25 and 54

research

A2 S

Rate Card

Whole Page	£19,050
Full page 1st Half*	£21,950
Covers	£22,900
DPS	£38,100
1st DPS	£45,700
Half Page	£14,250
Quarter Page	£7,125

INFORMATION	
LAUNCH DATE	1937
VISIT WEBSITE	
FREQUENCY	Weekly
COVER PRICE	93p
AUDIENCE	Women, 72% ABC1C2
MEDIAN AGE	54
CIRCULATION DATA	
ABC	255,685 (ABC Jan-Jun 13)
NRS	533,000 (NRS July-Dec 12)

http://www.ipcadvertising.com/ipc-brands/woman?edition=print
http://www.ipcadvertising.com/resource/14h6q46r9pt7hh5bm59txtaa.pdf
http://www.ipcmedia.com/woman

marie claire
Think smart, look amazing

Information

- Launch date: 1988
- Visit Website
- Frequency: Monthly
- Cover price: £4.00
- Audience: ABC1 women aged 25-34

- Median age: 34
- *Circulation data*
  - ABC: 230,973 (ABC Jan-Jun 13)
  - NRS: 796,000 (NRS July-Dec 12)
  - Unique Users: 1,400,000

allure THE BEAUTY EXPERT

Editor	Linda Wells
Categories	Beauty
Frequency	Monthly
Total circulation (December 2012)	1,108,256[1]
First issue	1991
Company	Condé Nast Publications
Country	United States
Language	English
Website	www.allure.com
ISSN	1054-7711

Cover price: £4.50
Frequency: Monthly
Median age: 35
Advertising print rate: $158,000 (full page ad which converts to approx. £90,000)
http://en.wikipedia.org/wiki/Allure_(magazine)
http://www.condenast.com/brands/allure/media-kit/print

From the research shown above I have looked at three magazines: the first a weekly magazine focused on fashion and beauty, the second a monthly fashion and the last a monthly beauty magazine. I have looked at these as there are no skin care and beauty magazines that are aimed at young adults. The average circulation is:

255,685 (Woman magazine) + 230,973 (Marie Claire) + 1,108,256 (allure) = 1,594,914/3= 531,638

This final figure of 531,638 is the average circulation (amount of people who will buy the magazine) of these magazines which is a figure that will apply to my magazine as it is a mixture of the three.

The average cost can be found by adding the cover price of the above monthly magazines (as the price should be reflected by the content inside):

£4.50 + £4.00= £8.50/2 = £4.25.
I am going to lower this price to £4.00 as this is the price that I think my target audience will be willing to pay.

Distribution: The distribution can be worked out by multiplying 50% of the cover price by the number sold and then again by the amount of times it will be sold each year (12):

£2.00 x 531,638 = 1,063,276 x 12 = 12759312

Salaries: For the magazine to be successful, I am going to need to hire people who can work for the magazine. This includes: writer, sub-editor, chief editor, photographer and accountant. I will now research the current salaries for these jobs and work out the average amount for my magazine in relation to it being small scale and new.

Sub- Editor:

Income

Starting salaries can range from £15,000 to £23,000 a year, depending on the type of publication. Experienced and senior sub-editors can earn from £25,000 a year to over £40,000.

Figures are intended as a guideline only.

https://nationalcareersservice.direct.gov.uk/advice/planning/jobprofiles/Pages/sub-editor.aspx

From this you can see that average salary for a sub-editor ranges between £15,000 and £23,000 per year. However, these sub-editors will have years of experience and I will be a new starting magazine at a small scale and so will expect to pay around £15,000.

Editor:

Editor, Magazine Salary (United Kingdom)

An Editor, Magazine earns an average salary of £29,978 per year. Most people with this job move on to other positions after 20 years in this field.

MEDIAN: £30,387

Salary	£18,537 - £49,747	
Bonus	£0.00 - £4,975	
Total Pay	£18,714 - £51,378	

http://www.payscale.com/salaries/df7ef2cb/Editor-Magazine-UK-Salary

By having a chief editor for the magazine, it means that they can organise and manage all of the articles. They can earn £18,000 - £51,000 a year, which is the amount that very experienced editors, will earn. As before, my magazine is only small and so the price that I would expect to pay is around £19,000 a year for an editor.

good use of comparative data

Photographer:

Income

Starting salaries for assistant photographers can be between £12,000 and £17,000 a year.

Full-time photographers can earn between £18,000 and £50,000 a year.

Freelance photographers are normally paid a fee for each job, or an hourly or daily rate. Rates can vary widely depending on experience and reputation, the type of assignment and the budget available.

Figures are intended as a guideline only.

https://nationalcareersservice.direct.gov.uk/advice/planning/jobprofiles/Pages/photographer.aspx

Chestnut 9

For my magazine, the photographer is a very important necessity for skin care and beauty and so from the range of £12,000 - £50,000 I am looking to spend about £18,000 on a photographer per year.

Writer:

Writer Salary (United Kingdom)
The average salary for a Writer is £19,000 per year.

	National Salary Data (?)				
Salary	£11,920 - £34,521				
Bonus	£0.00 - £3,052				
Total Pay (?)	£12,255 - £40,715				

Country: United Kingdom | Currency: GBP | Updated: 14 nov 2013 | Individuals Reporting: PayScale

http://www.payscale.com/salaries/07d2da65/Writer-UK-Salary

As you can see, a writer can vary from earning £12,000 to £40,000 a year. This I a very wide range so I would be hoping to pay £15,000 as this is an important job and so some experience would be useful.

Salary total: £15,000 + £19,000 + £18,000 + £15,000 = £67,000 per annum

Income:

Circulation: 531,638 x £4.00 (cover price) x 12 (issues in a year) = £25,518,624 (amount made from sales)

Advertising rates: £19,050 (Woman) + £90,000 (Allure) = £109,050/2 = £54,525

This amount of money to charge for advertising rates is much too high for a starting magazine such as my own even if it is the same genre as these magazines. For this reason I am going to bring this amount down to £30,000 for a full page advertisement in my magazine. Each magazine will consist of 100 pages and 60% of this will be advertisements. This means that there will be 60 pages of advertisements.

£30,000 x 60 x 12 = £21,600,000

This is the income amount as a result of including 60 pages of full advertisements.

Total Income: £25,518,624 + £21,600,000 = £47,118,624 per annum

Expenses:

Distribution cost: 50% cover price x circulation x issues per year

£2.00 x 531,638 x 12 = £12,759,312

Printing cost: 25% cover price x double the circulation (they often print double what the magazine medium is) x issues per year

£1.00 x 1,063,276 x 12 = £12,759,312

Staffing cost (salaries): £67,000

Overall expenses: £12,759,312 + £12,759,312 + £67,000 = £25,585,624

Gross profit (before tax): £47,118,624 - £25,585,624 = £21,533,000

Contingency plan: 10% of this amount is taken just in case the magazine has any issues such as printing mistakes.

10% of £21,533,000 = £2,153,300
Profit after contingency money: £21,533,000 - £3,919,100 = £17,613,900

Tax = 25% of the gross profit = £5,383,250
£21,533,000 - £5,383,250 = £16,149,750

Shareholders: Given between 15%-40% of the company. As I am only a small starting company, I am going to give my shareholders 25% of the company.

25% of £16,149,750 = £4,037,437.50
£16,149,750 - £4,037,437.50 = **£12,112,312.50** net profit

Treatment:

Format- Print

Audience- Young females from 16-24 years of age

Genre- Female skin care and beauty magazine

Frequency- Monthly

Style- Glossy, formal

Cover price- £4.00

Budget- £25,585,624 per annum

When looking at my research above, the total income for my magazine is £47,118,624 per annum and the distribution, printing cost and salary expenses are £25,585,624 per annum. From this, I have deduced the 10% contingency plan, 25% tax and 25% of profits to shareholders and found that I will have **£12,112,312.50** net profit. The investor will invest me the £25,585,624 that I need which means that I will be able to pay them back between the next 2-3 years. This suggests that my business will be a sustainable and profitable magazine that would be worth investing in.

Moderation report: A2 Media Studies

Moderating Teacher:

Teacher being moderated:

Date: 06/05/2014.

Unit being moderated:

Unit 4: 4.2. (AO2(b)).

Unit 5:

Unit 6:

Original mark given: 13/16

Moderated mark and comment: 13/16 - Agreed Mark.
Detailed + viable costings
with thorough analysis
which has been carefully
broken down.

edexcel
advancing learning, changing lives

Observation record

GCE in Media: Communication and Production

Candidate's name:
Candidate's number:
Centre name:
Centre number:

Unit:

4
AO3 (d)

Activity observed:

4.4 TLC Photo

Questions asked and candidate's responses:

- Intro on the 'Word' Celeb
  endorsement + (....)
- Vertical integration ... next
- Still
- Stills - direct comp edits.

Knowledge/understanding apparent from this observation:

- 'Ideas' Many image, audio + (print)
- Interesting really image idea (gap)
- (identify + ..code magazine (mix of
  diff magazines) with T/A at 16-25
- Detailed (primary research for gaps
- (costings - expect a lot of work but
  Video (avoiding the more...

Suggestions for further action:

Rand - 3/6/16

NB: This observation may be used as part of the evidence for arriving at the mark awarded for the assessment criterion (or criteria) of the unit as specified on this form. Teachers may give candidates a general indication of their level of achievement after an observation, but they must not give them a mark. A mark may be given only when all the available evidence for that criterion has been seen and assessed.

Assessor's name:
Assessor's signature:
Candidate's signature:

Candidate + (vertical)
PERSUASIVE

Competition is volt.
fashion, beauty + teen mags.

layouts worked up + tested
against T/A.

Method tested against secondary
research. + primary research.

Images taken by Niki, worked
up (front cover) + then tested
against T/A.

Reasons discussed. carefully considered

Timescale carefully considered
and discussed

Treatment: ✓

Pearson Edexcel Level 3 Advanced GCE in Media: Communication and Production

Unit 6: Professional Practice in the Media Industry

Candidate's name:	
Candidate's number:	
Centre name:	
Centre number:	

Candidate's declaration

I certify that the work submitted for Unit 6 is my own work.

Signature of candidate:	Date:	27/03/14

Teacher's declaration

I certify that, to the best of my knowledge, the work submitted by this candidate for Unit 6 is the candidate's own work.

Name of teacher:		Date:	20/3/16
Signature of teacher:			

Edexcel Advanced GCE in Media: Communication and Production (Single Award) (9771)

Unit assessment record

Unit 6: Professional Practice in the Media Industries

Candidate name		Candidate number	
Centre name		Centre number	
Date of assessment	22/4/14		

Assignments contributing to this unit

No.	Title
1	Constructs (i)
2	Constructs (ii)
3	Genre
4	Time Management
5	Evaluation

Additional comments:

A _Sophisticated_ + reflective evaluative unit. Media terminology is consistently used, examples are carefully chosen t all work is carefully considered when evaluating.

Internal standardiser's summary comments:

Sophisticated and thoughtful Portfolio.
Considered media thoughts.
Good sense of Audience

Internal standardiser's signature _____ Date: 1/5/14

Edexcel Advanced GCE in Media: Communication and Production (9771) Unit 6: Professional Practice in the Media Industries

Assessment criteria and evidence

Criteria	Mark range		Mark range		Mark range	Mark given
(a) AO1 Demonstrates limited knowledge of constraints on professional practices in media production.	0-6	Demonstrates a good knowledge of constraints on professional practices in media production.	7-9	Demonstrates a thorough and well-developed knowledge of constraints on professional practices in media production.	10-12	11

Comments/evidence locations/justification for mark awarded:
Well developed constant knowledge.

| **(b) AO1** Makes limited or unclear comments on how constraints have affected own work. | 0-4 | Comments in detail, and with illustrative examples, on how constraints have affected own work. | 5-6 | Makes full and well-supported comments, with analysis of well-chosen illustrations, on how constraints have affected own work. | 7-8 | 7 |

Comments/evidence locations/justification for mark awarded:
Examples used Was own work to illustrate in depth.

| **(c) AO4** Demonstrates limited understanding of how own work relates to past and current practice within the relevant medium and genre (or form) with reference to a limited range of examples. | 0-8 | Demonstrates a clear understanding of how own work relates to past and current practice within the relevant medium and genre (or form) through a good range of illustrative examples which have been chosen with care. | 9-12 | Demonstrates a sophisticated critical understanding of how own work relates to past and current practice within the relevant medium and genre (or form) through a fully supported analysis of a wide range of fully relevant examples. | 13-16 | 12 |

Comments/evidence locations/justification for mark awarded:
Genre knowledge is thorough, looking at past, current + own ideas.

| **(d) AO1** Makes limited evaluative comments upon own practice and management of the production process. | 0-6 | Provides a detailed and illustrated evaluation of own practice and management of the production process. | 7-9 | Provides a fully-supported critical evaluation, with analysis of well-chosen illustration, of own practice and management of the production process. | 10-12 | 10 |

Comments/evidence locations/justification for mark awarded:
Well supported practical + management evaluation.

| **(e) AO4** Makes relevant but limited judgements on own work using appropriate language and terminology, with limited reference to the opinions of others. | 0-6 | Makes evaluative judgements on own work in detail and with illustrative examples, using clear language and correct terminology, taking into account a range of opinions of others. | 7-9 | Critically evaluates own work, with full and well-supported comments and analysis of well-chosen illustration, communicating fluently and confidently, using accurate terminology and making positive critical use of a wide range of opinions of others. | 10-12 | 11 |

Comments/evidence locations/justification for mark awarded:
Reflective + honest account of your own work.

Total marks available for this unit: 60

Total mark for student for this unit (transcribe this mark on to OPTEMS): 51

Assessor's signature:

Date of unit assessment: 6/5

Moderation report: A2 Media Studies

Moderating Teacher:

Teacher being moderated:

Date: 6/8

Unit being moderated:

Unit 4:

Unit 5:

Unit 6: 6.8 601

Original mark given: 11 12	Agree 11/12
Moderated mark and comment: 7/8	Marks 7/8

Detailed analysis thought out.
Consistent application of the mark scheme.
Work is thorough and well developed.

Coursework Submission Document

Name :

Title of unit : 6.1

Deadline:

Date handed in: } 23/4/14

AOI (a) ; Band 3 = 11

Date returned:

AOI (1b) Band 3 7

= (18)/20

Teacher Comment

- AOI (a) : Thorough + well developed knowledge of constraints
- AOI (1b) : full + well supported comments on how constraints have affected own work.

Student Comment:

Teacher signature

Student Signature

Unit 6.1

When making a media product such as my magazine, there are many legal issues that need to be considered and laws that need to be followed to protect the public and the workers from any harm. These laws have been put into place in order to prevent the risk of harming the audience and if they are not followed, it can result in the magazine being discredited and even boycott.

Libel

Libel is concerned with information being distributed by or about something that can lead to a negative reputation of them. This could be done for example by talking about a company in my magazine in a negative light however I have not done this as I have only spoke positively about all of the companies used in the magazine. In addition to this, this information that I gained came directly from their official and approved sites which means that it is trustworthy and fact.

AO1 (a)

AO1 (b)

Many examples of Libel in the media can be found on social networking sites such as Twitter. Recently there was the case of Sally Bercow's tweeting about Lord McAlpine saying "Why is Lord McAlpine trending? *innocent face*." In this case, Bercow had implied McAlpine was guilty of a crime that he had not done and so she was taken to court for damaging his reputation and being defamatory.

AO1 (a)

Slander

Slander is very similar to Libel in the sense that it is the action or crime of making a false spoken statement damaging to a person's reputation. Many people have been sued over slander as it can be very damaging for the person and are also often personal and embarrassing. My magazine has not spoken about another person negatively and the only uses of third party responses in the magazine have been quoted and so are directly affiliated with that person. I have also ensured not to comment on what they say as this may lead to disagreements. Also, as I have created a magazine, this law would be hard to break unless it was clearly obvious or quoted statements written by the journalists.

AO1 (a)

Eg: AO1 L!

An example of slander in the media is when Victoria Beckham caused a scene attracting many of the public and some reporters saying that a small shop had forged David Beckham's signature, and as a result caused a massive drop in sales for the shop owners and negative attention. This case resulted in court and lost Victoria around £100,000.

AO1 (a)

Obscenity

Obscenity concerns showing inappropriate images or language that is potentially offensive or unaccepted by society. It is very rare that obscene images or language will be able to pass into the media unless it has been given specific guidelines. For example, pornographic magazines are allowed to show obscene images and use otherwise inappropriate language however there are certain conditions this magazine must go through so that they are not seen by the public. These magazines have clear age restrictions and also tend to be placed on higher shelves or in separate shops or rooms to be purchased as this ensures they aren't seen by anyone who is too young or would find this offensive. More recently, companies have even been using sealed magazine covers which are coloured so that people cannot actually see the product and obscene images so that they can be sold in supermarkets. Also, in music the obscene language is often blurred out or covered over until after watershed so that younger people are not exposed and also this makes the channel more family friendly.

AO1 (a)

good, range of egs.

Eg:

Eg. I have not used any obscenity in my magazine as it is aimed at young girls/teenagers who could be either too young or easily offended by this. AO1 (b)

Injunction

Injunctions are the method of taking out a restriction against someone physically or even against someone publishing about sensitive topics in the media. If injunctions are not obeyed, there are clear punishments given by the law that could ensue as a result. People take out injunctions for many reasons; however celebrities often do so for stalkers or people who repeatedly harass them. There are subdivisions of injunctions, which state that they can be taken out with a specific newspaper or journalist who they don't want to talk to about certain topics. Any attempt to do so or publish information about the injunction itself can lead to the publishing company being discredited. My magazine was not at risk of this as I ensured that all of the information used and imagery shown was given willingly and that all were informed that the information would be used in the media. AO1 (a) Eg

AO1(b)

Recently it has been released that injunctions and super injunctions have been issued far too often especially when concerning important issues that should be shared to the public. The new agreement stated "We have tried to achieve a procedural system which strikes a fair and proper balance between the principles of open justice and freedom of expression for the public and media and an individual's right to confidentiality and privacy." Although injunctions are important to protect people's private lives, the information is truthful so sometimes they can be seen as unnecessary. AO1(a)

An example of an injunction that caused controversy is one that occurred in 2012 and was taken out by a U.S. judge who found Apple liable for conspiring to fix e-book prices by combating those used on Amazon. The judge used the injunction to bar the iPad maker from further antitrust violations. The judge also said she would appoint an external monitor to review Apple's antitrust compliance policies, procedures and training for two years. AO1 (a)

up to date egs.

Official Secrets Act

The Official Secrets Act is a legal constraint in the media that states that it is an offence if private information is released when it was not allowed to be or could have severe and damaging effects on society. There is a listed guideline that this follows which states that if the information contains any of this information, then it would be in breach of the official secrets act and is therefore punishable. The list includes: Security and intelligence, defence, International relations, foreign confidences, Information which might lead to the commission of crime. My magazine doesn't disclose any of this information which means that I do not have to worry about these guidelines or the risk of legal action being taken against my magazine. AO1 (a)

Eg AO1 (b)

One case which was at risk of going against the official secrets act is that of a territorial army officer who had written a book which contained secret army operations in it which should not be released into the public's eye. However, in the attempt to stifle the book, there became a much greater knowledge of it. This was very controversial as it was a book that was about opinion and the livelihood of those around him yet could not be released as it could have given away confidential information. AO1 (a)

Public Order Act

In addition, the public order act is something which has been put in place to ensure and monitor that nothing damaging will be released as this would affect the entire magazine and also the public's response. This has been put in place by the Press Complaints Commission (PCC) which has put into place many laws and rules which allow the media to follow guidelines that keep them out of trouble whilst still releasing truthful articles. I have made sure that I follow these guidelines so that no one used in the magazine or no one that works for the magazine would go against these rules.

One of the issues that the PCC concerns itself with is confidentiality of the people involved in the magazine. I have many articles and information gathered in my magazine which looks specifically at products and celebrities and so I have to ensure that the journalist's personal information isn't given away as this could be potentially harmful to them. To ensure that this is the case, I have only used their name and age when listing who has been involved. This corresponds with the rules on privacy also. By editing out anyone who has not given consent to be photographed and shown in the magazine, it ensures that everyone is entitled to respect for their private and family life, home, health and correspondence, including digital communications and that their personal information isn't distributed unnecessarily.

An example of this is when a man complained to the Press Complaints Commission that an article published in The Bolton News in March 2013 was intrusive in breach of Clause 3 (Privacy) and had identified him in breach of Clause 14 (Confidential sources) of the Editors' Code of Practice. The man had suggested that although he understood that he needed to be identified by the journalist to know he was a trusted source, the option to share this in the newspaper was not agreed and so they had breached the terms and conditions of the PCC.

In order to ensure that my magazine didn't go against the guidelines of the PCC I fully informed and prepared my models and interviewees before using their information and only used their names if I thought it was necessary.

Moral restraints- These include actions that are taken by the magazine during the production process which could cause issues from the public's response.

Bias

Having bias opinions in a magazine, especially one that is informal like the one that I produced is very hard as it can often become opinionated. This needs to be controlled and the editor needs to ensure that there is equal delivery from both sides of the argument to ensure that the magazine is not oppressing or influencing anyone reading the magazine. The PCC concerns itself with this, having guidelines that states articles must be accurate and unbiased. They highlight that there is a distinction between opinion and fact which can easily be lost, and so all articles must be revised to make sure that this doesn't occur. In my magazine, I have used facts in a positive way which means that I am not going against any of the laws set up by the PCC as I am being truthful and not using opinion to suggestively sell products.

An example of this is that of Mr James Sanders who complained to the Press Complaints Commission that the newspaper had published on its website incorrect information in breach of Clause 1 (Accuracy) of the Editors' Code of Practice. The complainant said the newspaper has incorrectly reported that, following a conviction for insider dealing, he was obliged to pay back £1.5 million. He had in fact been ordered to pay £1.06 million. The complainant was further concerned that the

newspaper had published a photograph incorrectly purporting to be of his front door. (http://www.pcc.org.uk/news/index.html?article=ODg4MQ). In this case, they removed the photography that was biased and made sure that an accurate portrayal of the events was re published and shown to the public.

AO1 (a)

Photoshop

Another moral restraint is airbrushing and photo-shopping models' images. Airbrushing involves editing the photography to changes the model and their surroundings often to make them better and more enhanced. This can portray a negative and unrealistic image of girls which causes a lot of controversy. There are many programmes and ways to edit photographs and it is very rare that a magazine will release an unedited image, even if it is only filtered or altered slightly. This is done to make the model stand out more, to add a product for more value or to just make their appearance better.

AO1 (a)

Eg:

I have edited all of the images in my magazine using online programmes to enhance the models and make them stand out. Here is an example of one of the editing stages of my front cover image. I used many stages in between these however as you can see I have dramatically changed the image.

AO1 (b)

An example in the media of excessive photo editing is Britney Spears' reveal all photo shoot where she released the original and the edited images from the shoot. They showed a tucked in waste line, smoothed wrinkles, more defined legs and arms and also brighter skin. Below you can see the two images of before and after and how the company tried to promote a healthier sexier image of Britney that wasn't really her. From the image below, you can specifically see the muscle definition changed in her thighs and stomach. This is representing a negative view on women as it suggests that everyone should have perfect bodies which even the celebrities and models do not have.

AO1 (a)

Detailed analysis - linked to issues on airbrushing.

Representation

Representation focuses on the way that people are presented in the media such as how my models are shown in my magazine. This not only represents how people look at the magazine and the style but they also make assumptions on the model on how they look. When representing a person, media texts often focus on their: age, gender, race, financial status, job or nationality.

(http://www.mediaknowall.com/gcse/keyconceptsgcse/keycon.php?pageID=represent)

For instance, when constructing characters for a TV or movie scene the producers might give an old man white hair and a walking stick, or provide a wealthy lawyer with a three piece suit to wear and a briefcase to carry. Whilst not all old men need a walking stick and not all lawyers carry briefcases, these are easy and quick ways of signifying information about the character.' An issue with representation is that like the above examples, it often uses stereotyping however this can sometimes be seen as discrimination.

A way in which magazines show representation is by using a variety of different races or ages to accommodate for everyone. I have a target audience of 16-24 year old females which allowed me to use a range of races in the magazine to avoid discrimination against other races.

[Handwritten annotations: AO1 (a); AO1b; Eg; "Detailed exploration of the constraints on the industry, consistently illustrated with examples from the media + the candidate's own work."]

Moderation report: A2 Media Studies

Moderating Teacher:

Teacher being moderated:

Date: 6/5

Unit being moderated:

Unit 4:

Unit 5:

Unit 6: 6.2

Original mark given: 12/16	Agree Met
Moderated mark and comment:	12/16

Work demonstrate a clear understanding of how the work relates to aspect of the Genre output.

Coursework Submission Document

Name :

Title of unit : 6.2

Deadline:

Date handed in: } 23/4/14

Date returned:

AO4(1) Band 2 (12)/16

Teacher Comment

A clear understanding of how candidate's own work relates to past + current practice within the relevant genre. A good range of examples have been chosen

Student Comment:

Teacher signature

Student Signature

Unit 6.2

A successful magazine is one that appeals to your target audience and in this case fits the gap in the market which means that there will be a high demand for it. I needed to ensure that I followed the typical codes and conventions which would show people that my magazine was as successful as the rest; however I also needed to have a unique style that would make it stand out.

Codes are systems of signs, which create meaning. Technical codes are all the ways in which equipment is used to tell the story in a media text. Symbolic codes show what is beneath the surface of what we see. For example, a character's actions show you how the character is feeling. Some codes fit both categories – music for example, is both technical and symbolic. Conventions are the generally accepted ways of doing something. There are general conventions in any medium, such as the use of interviewee quotes in a print article, but conventions are also genre specific. (http://media-studies.tki.org.nz/Teaching-media-studies/Media-concepts/Codes-and-conventions)

The codes that I used in my magazine can be found on the PCC website as this lists what should be followed when creating a media product. I had accuracy of articles and information shown as I was using teenagers and so must make sure that they are protected. It states that 'The Press must take care not to publish inaccurate, misleading or distorted information, including pictures'. This ensures that my magazine can be trusted and the information can be taken and used as facts. (http://www.pcc.org.uk/cop/practice.html)

Another code is the use of teenagers which means that if they are under 18 or still in education, I may need to get consent. In doing so, this ensures that they are fully informed and are able to make the right decision as younger children may not. The PCC says 'Young people should be free to complete their time at school without unnecessary intrusion. A child under 16 must not be interviewed or photographed on issues involving their own or another child's welfare unless a custodial parent or similarly responsible adult consents'. (http://www.pcc.org.uk/cop/practice.html) The students that I have used in my magazine are all above 18 years of age and gave fully informed consent. There is also no involvement or distraction from their home or school life.

I also followed the code of clandestine devices and subterfuge which means that all of my information gained was given consent to be used and I didn't spy on the person to gain the information. It is explained by the PCC by saying 'The press must not seek to obtain or publish material acquired by using hidden cameras or clandestine listening devices; or by intercepting private or mobile telephone calls, messages or emails; or by the unauthorised removal of documents or photographs; or by accessing digitally-held private information without consent.' (http://www.pcc.org.uk/cop/practice.html) This shows that my articles can be trusted and shows that they are factual. By doing this, it creates much less risk for the magazine as I cannot be sued for using confidential and private information.

Detailed explanation of the ins + outs of how to make a magazine

Skin Deep

keep in style with the **top**

10 make-up crazes

Dieting tips and tricks for better skin

Young Skin

I have used the common conventions of a magazine on the front page especially as I felt that this created a very balanced and traditional feel to my magazine. I placed the masthead horizontally in the top and used a large bold font to make it stand out. I then used a light font which highlights that the magazine is for young females. I additionally placed teasers around a large main image of the models face which are used to entice the customers and give them a small pocket of information highlighting what articles are inside of the magazine. I also used a lot of direct speech and personal pronouns to entice the audience and relate to them in a more personal and friendly way. This also makes the magazine more eye-catching and distinct. I also placed a barcode in the bottom right corner of the front page as this is a typical convention of a magazine as it allows easy access to the barcode making it efficient when paying. Another typical convention that I have used on my magazine is the placement of the date and price in the top right of the magazine. These details are most commonly placed under the masthead as this doesn't take any attention away from it but still makes it easy to see and stand out. To counteract the typical conventions and make my magazine stand out more, I didn't position the image in the centre of the page as I felt that putting it to the right gave the magazine cover more dimension. In addition to this, I then added a long banner along the bottom which was used to balance the heavy masthead at the top of the page so the bottom didn't look empty. Another convention that I changed was I used a large variety of fonts, underlining, bold and italics to make each article stand out. Normally this is only done on the front cover however I carried this theme through as I felt it connected the house style so that it flowed throughout. I used many tags on the front cover on the magazine such as 'Exclusive!' in order to catch my target audience's attention. In addition to this, I also put the tag lines and cover signs on the right hand side of the model on the front as this follows the line of sight naturally and also highlights these pieces as the most important. Furthermore I stuck to the traditional convention of serif fonts for more eloquent details of the magazine however also used them for the articles to make the magazine more feminine but also more elegant.

I also used technical and symbolic codes as well as this set the style and mood of my magazine. The technical codes include things such as camera angles, shots, lighting effect etc. I edited all of my images to make them fit with the season and the topic of the article that they will be linked to. For example, I use close up shots of my face for the front cover images to make them more intense and in order for them to stand out more. I also ensured that I had bright lighting as this allows it to be easily manipulated later on when editing the images to become brighter or sultry to reflect the party theme. My images were brightened and the contrast was heightened to create brighter and more glowing looks as this connotes health and young fresh skin. As you can see with these images below, I used close up shots but experimented with different angles as this meant the focus was on the face of the model however there were a variety of emotions shown in each angle and also forms the shape and placement of the codes on the front cover and throughout.

[Handwritten annotations: Masthead, T/A, Unconventional, Model address, Images: Photoshopped]

These photos denote a close up shot of the model showcasing three different camera angles highlighting the effects that can be made. It also indicates the way that lighting can be manipulated to compliment the face when capturing the model at different angles.

Symbolic codes are the effect that the codes have on the person and the emotion that they feel. This is commonly demonstrated by the house style and colour scheme of the magazine. The symbolic codes represented in my magazine were that of health and beauty in a natural and earthy way. Each image used had bright lighting and rich colours which really brought out the warmth of the model and informal theme of the magazine. This image below is an example of one of the images that I had taken which showcases this idea of bright colours with rich orange undertones making them stand out and represent young beauty. In addition, the use of creams and whites compliments the colour scheme of the magazine as a whole and represents the idea of purity and freshness which my magazine is trying to portray.

By linking the season with the advert, this relates directly to this issue and personalises the advert to suit the occasion

Thorough analysis of use of house style recognisable to develop a style for the magazine + it's genre.

Mothers Day
have you got your gift yet?

This advertisement used in my magazine follows typical codes and conventions of a magazine add.

The subtle pink background not only links with the magazines house style but also connotes love.

I placed the image in a central position as this is the line of sight and also is the main feature of the advert.

For the heading I used a bold serif font that stands out and is very feminine. I then used a rhetorical question to speak directly to the target audience and is also more persuasive.

By listing the product information along the bottom, it doesn't distract away from the message however follows the typical codes of an advert.

This is a similar advert to mine which was featured in a fashio magazine. It has a similar layout and clear heading with subtext to explain more about it. There is also a banner along the bottom featuring the logo and product information. This highlights how my advert is similar to professional adverts and would meet its aim. They have also used pinks as this is very feminine and suggests romance or love.

T/Andece

Glamour magazine is a magazine that is based upon beauty and skincare for women between the ages of 18-49 and is most commonly known for using celebrities rather than models on their covers. It was first published in 1939 in the United States and is still sold today however, the target audience has been raised to 25-49 year olds as this age range are more suited and similar to eachother. It was a monthly subscription magazine and focused upon the latest hair and beauty trends. It has varied from A4 and A5 as they tried to create pocket sized magazines which people could read on the go. Over the years Glamour followed the other magazines, using more codes and convntions and proving to be a modern magazine which is similar to mine.

Similar to Miki's

This magazine is similar to mine as it has a clear feature of beauty and skincare however, it is more subtly. They also use celebrity endorsement to make the magazine look more professional and trusted and then those who use it can look up to the models on the front. Although the magazines are clearly different to each other as you can see, the age of the model fluctuates to accommodate the most common *Representatic* reader of the magazine so that she can relate to it. The masthead is carried throughout all three magazines in the top left corner and their faces are slightly angled and not completely centre of the screen. There is no clear colour scheme as the images vary from black and white, to sepia to normal blue tone colours. However, within each issue there is a house style and this changes just as trends and fads do also. The tasters that are around the main image increase over time which makes sense as it shows how more and more people are attracted by little snippets of articles and these help to attract more audience to gain higher readership levels.

All three magazines highlight the direct language and eye contact used by the model *mode of address* to make it more alluring and make young women want to buy it. The use of personal pronouns of 'you' and 'I' suggest that the magazine is aimed directly at the target audience and shows that they are trying to get the audiences full attention.

The fact that the magazine has moved the target audience range up from 18-25 highlights how teenagers and young adults have different skin to that of younger teenagers and so highlights that my magazine is suitable for my target audience. It is also very successful today with a high circulation and demand for the latest issues. This highlights that my product with be sustainable just like this one that has been around for 74 years.

Moderation report: A2 Media Studies

Moderating Teacher:

Teacher being moderated:

Date: 6/5/14

Unit being moderated:

Unit 4: 6. 3

Unit 5:

Unit 6:

Original mark given: 10/12   Agree Mark 10/12

Moderated mark and comment:

Range of illustrated example used critically to self reflect a success of own time management.

Coursework Submission Document

Name :

Title of unit : 6.3 (AO1 (d))

Deadline:

Date handed in: FINAL SUBMISSION (V.2)

Date returned: _____

Band 3 ⑩/12

Teacher Comment

AO1 (d). A range of illustrative examples have allowed Niki to be self-reflective + evaluative in terms of the management, own practice + the production process

Student Comment:

Teacher signature   Student Signature

AO1 (1)

Unit 6.3

Before the production of my magazine I needed to ensure that I was fully prepared and planned ready for the magazine production to run smoothly with enough time to complete it. To do this I needed to ensure that I had enough time and prepared equipment so that I would not miss out any content and would create a professional magazine that was worth the money that the investors put in for it. Not only would an unfinished or unpolished magazine have a negative effect on me but it would also affect the investors and workers such as the models by associating them with an unsuccessful product.

I began by putting together an action plan which allowed me to identify all of the tasks that needed to be done in order to stick to my deadlines and progress onto the next unit without mistakes.

Many to 5.1

Action plan

As you can see from my action plan attached, I sectioned each part of the magazine production process so that I could plan out everything that should happen. I used the titles 'How am I going to achieve this?', 'Props' and 'problems' and 'deadlines'.

As you can see from the action plan, every element and stage was added so that I could see exactly what was needed to be done. I then allocated them set deadline dates which ensured that I had a reasonable amount of time to complete each task and this enabled me to stick to the deadline. I then ticked through each item once it was completed so that I could keep on track of what I had finished. The action plan was very important as it allowed so time between stages and also enabled me to move on to the next task if I couldn't complete the one before without forgetting what I had completed. As I completed all of the work before the deadlines or on the deadlines, this proves to be an effective time keeping method and also kept me organised and efficient.
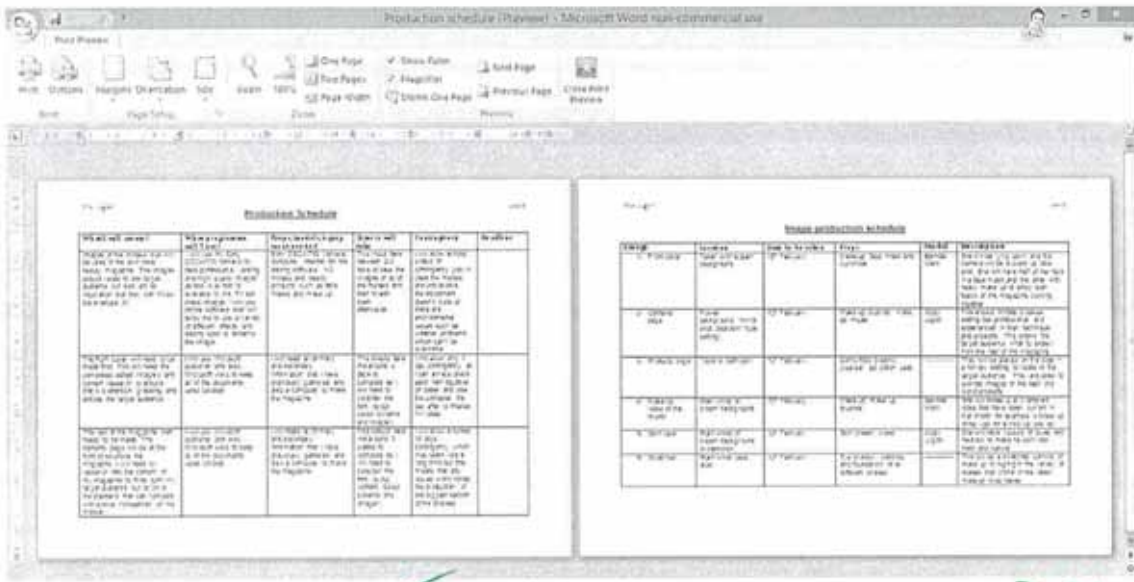
Important

The deadline in which I found hardest to keep up with was editing the images. I decided that I didn't want to edit the images until after I had begun production of the magazine as this allowed me to edit them to meet the house style and the design of

AO1(d)

each page. At first this meant that I was late for deadlines as I skipped over a few and went back to them, however if they were finished before the next deadline then I saw it as meeting my deadlines.

Prod. Schedule

After the action plan, I needed to create a production schedule as my magazine is based on beauty and skincare and so was predominantly images. I created a production schedule which listed all of the images that I needed to take for each page of the magazine. This is designed to speed up the photography process and also give the photographer an idea of what you are hoping to achieve from the image.

Detailed Planning

I made two production schedules. The first one on the left lists the stages of production as a brief overview including taking and editing the images, making the front cover and making the rest of the magazine.

On the second production schedule on the right I listed each image that I would be taking for the magazine. I commented on the planned location, date, prop, model and description. The production schedule was very helpful when taking my images as it gave me an initial structure to follow so that I knew what sort of images I was hoping to achieve. This planning also meant that the process was much shorter and could be easily prepared for and done when the models were ready. I wanted to take images which featured beauty related things but wanted the images to represent health and fresh young skin. This meant that I needed to plan for open spaces in locations with bright lighting or a camera with a bright flash. The locations were limited also as I wanted the magazine to be relatable and affordable so chose to take the images in a home setting which would be more like the target audiences. I wrote a small description of what I hoped to achieve for each image so that when I would look back at the list it would remind me and the models what images needed to be taken.

Contingency plans used.

I didn't completely stick to this in the end as the images that I had planned were not as good as I had hoped. I did try out a variety of different camera angles and images to try to stick to my original plans. This links with the sketches of my images that I designed in preparation for the photo shoot. In this process I roughly sketched my ideas onto paper to have a visual aid of what I was hoping to achieve. In the end I did not include the image of the young girl in front of the mirror as I didn't have a suitable location and the angles that we tried were not flattering and did not look good. I made

the decision to leave this out and replace the image for one of the other experimental ones I tried of a model's hair.

In order to prepare for the worst scenarios, I created a risk assessment for taking my images which acted as a guide that could be followed if anything went wrong so that I would be calm and prepared.
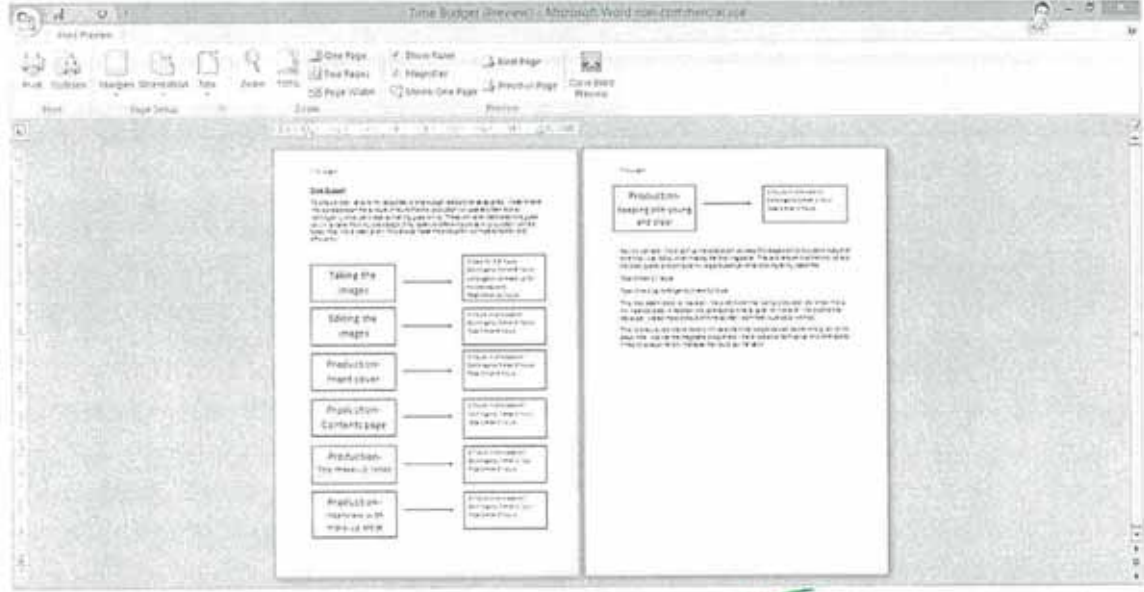
Risk assess- -ment

As you can see I looked at the risk, the level of risk, the likelihood, and solution, whether it is safe to continue and any additional comments which may help me later on. I didn't have to use this when it came to taking the images as I was prepared and made sure that the risks were lower than I first thought.

I then created a time budget for my magazine which I had made to keep on top of the many pages that I had decided to produce. *How? Why?*

My time budget wasn't very detailed and even with the contingency time I found that I still fell behind on some of the deadlines that I had originally created. This is because

Contingency time planned fr.

some pages were doubles and some were single which meant the content varied making some quicker and easier to make than others.

If making this again, I would need to really consider the pages that I had planned to make and take into account how much information I would need to include and how long this may take me. I had also not planned to make any double pages in the magazine as I hadn't thought of this feature. I also didn't plan any of the adverts that I included in the magazine. I added these because I felt they made the magazine more realistic and I also had spare time to create more pages and improve my current pages at the end of the unit.

Spare time = (consistent planning

With these steps in place, I found it quite easy to stick to my final deadline even though I did mix up some deadlines due to issues with image editing. I also didn't take into account the printing issues as I do not have access to a colour printer and so needed to use the one at school. The paper that I had bought wasn't compatible with this printer so I had to use normal paper rather than glossy paper. If I was planning this again, I would take paper and printing time and budget into account as I felt that this caused a lot of stress towards the end of the unit. Overall, I feel that I was successful in sticking to my designs and theme of the magazine throughout with little difficulty.

Problems

How did you manage this?

During lessons, I had planned to go through my action plan and stick to the deadlines that I had set at the beginning of the unit. I found this difficult from the beginning because I could not access the school network from home which slowed me down at first. After a few lessons, I found the programmes on the MAC computers very easy to use and good for editing and showing the step by step production process as I went along. This helped me to explain why I made changes to the original designs and also meant that I had all of the files in the same place at school. The lesson plans and times that I had originally planned were very useful, especially as it gave me one desktop that I knew all of my work was saved to. I felt that using the action plan from the beginning acted as a good guide because it ensured that I didn't miss out any steps and knew what I was working towards. I do think that as I moved on with making my product, it became harder to work during lesson times as I had difficulties with printing and also layout changes when changing my images and house style as I felt at times they became inconsistent. To overcome these issues, I had to change the order of the action plan and also allow more contingency time as I had underestimated how long each step was going to take me. Also, I needed to ensure to print work for lessons so that I had all of the necessary equipment and previous work to make a more successful final product.

Detailed planning

Tweaked plans

Whilst working, I often had more than one task open as I needed to move back and fourth between editing and production of the magazine. This was to ensure that I had a fluent style throughout whilst still following my initial ideas which were chosen by the target audience. This slowed me down and was a factor that I hadn't considered as I thought I would make the magazine in a more organised way. Although it took me longer, I still feel that it was the right decision as the final magazine incorporated not only what I found to be successful when looking at existing products but also what my target audience had asked for.

Multi-tasking

<u>Coursework Submission Document</u>

Name :

Title of unit : 6.3

Deadline:

Date handed in: } 23/4/14.

Date returned:

AO1 (d) <u>fad</u> 2 : 8/12.

Teacher Comment

AO1 (d).
A detailed account of time Management
+ Production.

<u>See</u> (T) = for improvement for a bad 3.

Student Comment:

Teacher signature   Student Signature

Unit 6.3

Before the production of my magazine I needed to ensure that I was fully prepared and planned ready for the magazine production to run smoothly with enough time to complete it. To do this I needed to ensure that I had enough time and prepared equipment so that I would not miss out any content and would create a professional magazine that was worth the money that the investors put in for it. Not only would an unfinished or unpolished magazine have a negative effect on me but it would also affect the investors and workers such as the models by associating them with an unsuccessful product.

I began by putting together an action plan which allowed me to identify all of the tasks that needed to be done in order to stick to my deadlines and progress onto the next unit without mistakes.

As you can see from my action plan attached, I sectioned each part of the magazine production process so that I could plan out everything that should happen. I used the titles 'How am I going to achieve this?', 'Props' and 'problems' and 'deadlines'.

Links to 5.1 - plain list

A01 (a).

Action
Plan.

As you can see from the action plan, every element and stage was added so that I could see exactly what was needed to be done. I then allocated them set deadline dates which ensured that I had a reasonable amount of time to complete each task 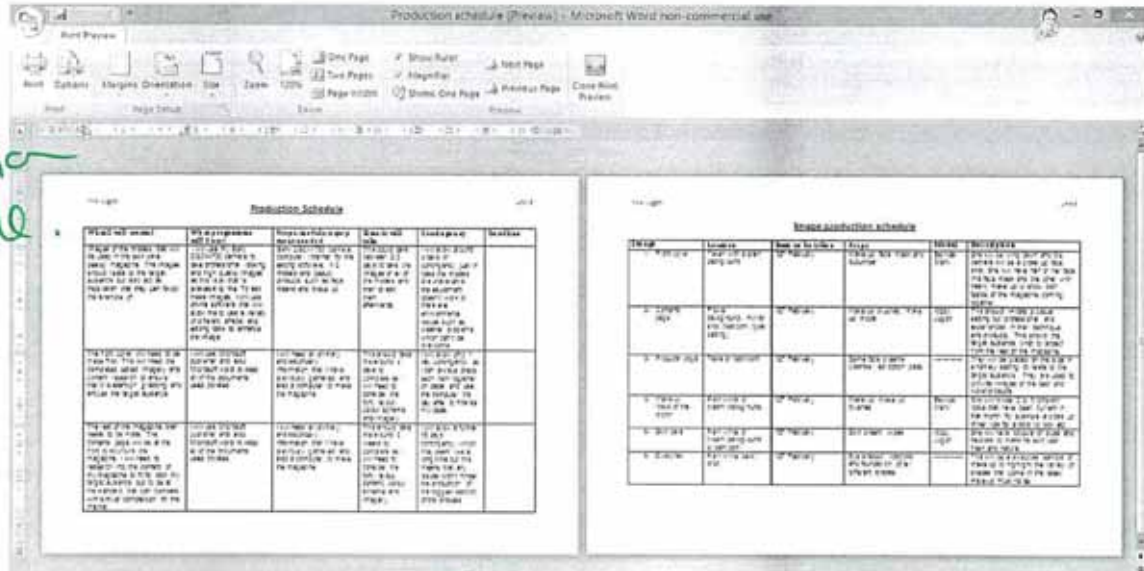and this enabled me to stick to the deadline. I then ticked through each item once it was completed so that I could keep on track of what I had finished. The action plan was very important as it allowed so time between stages and also enabled me to move on to the next task if I couldn't complete the one before without forgetting what I had completed. As I completed all of the work before the deadlines or on the deadlines, this proves to be an effective time keeping method and also kept me organised and efficient.

The deadline in which I found hardest to keep up with was editing the images. I decided that I didn't want to edit the images until after I had begun production of the magazine as this allowed me to edit them to meet the house style and the design of each page. At first this meant that I was late for deadlines as I skipped over a few and went back to them, however if they were finished before the next deadline then I saw it as meeting my deadlines. Evaluative comments.

After the action plan, I needed to create a production schedule as my magazine is based on beauty and skincare and so was predominantly images. I created a production schedule which listed all of the images that I needed to take for each page of the magazine. This is designed to speed up the photography process and also give the photographer an idea of what you are hoping to achieve from the image.

Production Schedule

I made two production schedules. The first one on the left lists the stages of production as a brief overview including taking and editing the images, making the front cover and making the rest of the magazine. *Detailed, thoughtful planning*

On the second production schedule on the right I listed each image that I would be taking for the magazine. I commented on the planned location, date, prop, model and description. The production schedule was very helpful when taking my images as it gave me an initial structure to follow so that I knew what sort of images I was hoping to achieve. This planning also meant that the process was much shorter and could be easily prepared for and done when the models were ready. I wanted to take images which featured beauty related things but wanted the images to represent health and fresh young skin. This meant that I needed to plan for open spaces in locations with bright lighting or a camera with a bright flash. The locations were limited also as I wanted the magazine to be relatable and affordable so chose to take the images in a home setting which would be more like the target audiences. I wrote a small description of what I hoped to achieve for each image so that when I would look back at the list it would remind me and the models what images needed to be taken.

I didn't completely stick to this in the end as the images that I had planned were not as good as I had hoped. I did try out a variety of different camera angles and images to try to stick to my original plans. This links with the sketches of my images that I designed in preparation for the photo shoot. In this process I roughly sketched my ideas onto paper to have a visual aid of what I was hoping to achieve. In the end I did not include the image of the young girl in front of the mirror as I didn't have a suitable location and the angles that we tried were not flattering and did not look good. I made the decision to leave this out and replace the image for one of the other experimental ones I tried of a model's hair.

In order to prepare for the worst scenarios, I created a risk assessment for taking my images which acted as a guide that could be followed if anything went wrong so that I would be calm and prepared.
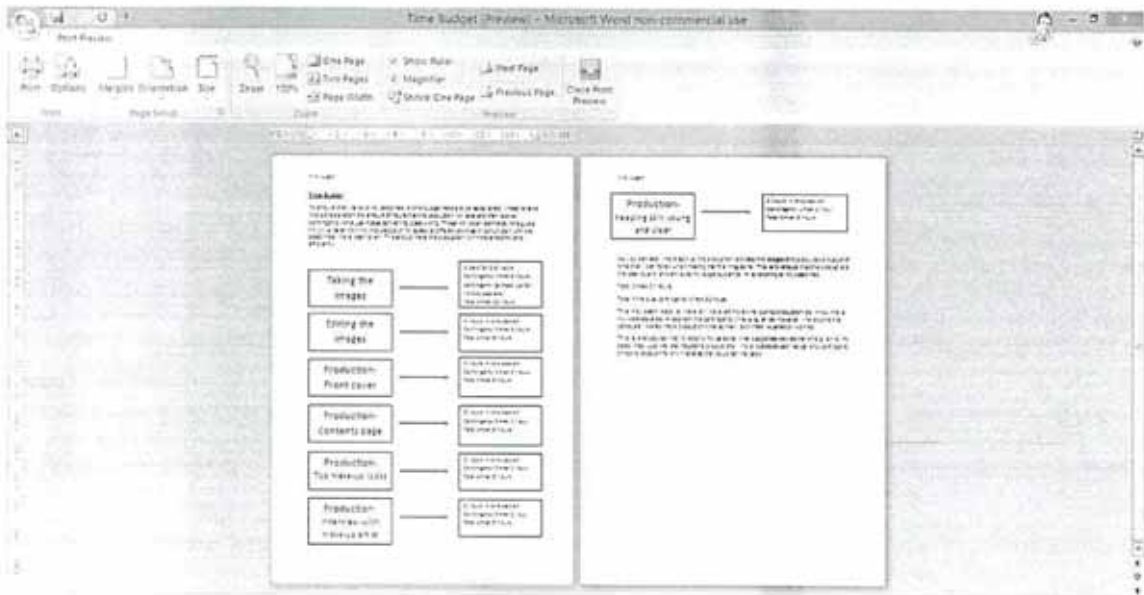
Each stage of the production process was carefully planned.

Risk assessment

Risk	Level of risk	Likelihood	Solutions	Should I continue	Comments
Camera flash may be too bright and may temporarily blind the models	High	Possible	I would then need to change the camera so that there was no flash or ensure that the models don't look directly in the camera flash.	Yes because it can be easily solved and the camera should not be too bright as it is the function.	I have allowed contingency time just in case this should happen
Product may irritate the models skin or eyes	Medium/high	Likely	I would need to ensure that the models are tested on the products beforehand and do not have any allergies	Yes because I can always find another model or even change the product or planned image to suit the model	To avoid this risk ensure that I have clean water available to wash off straight away and a pretest of products on each model
Models may fall and hurt themselves when trying out different locations	High	Likely	This would mean that I need a back up model who will be free on the date so that they can step in just incase	Yes because I am using more than one model so I could always use one model throughout the magazine	I need to inform all potential and actual models taking part so they are all fully informed and prepared for any circumstance that may arise
Camera may get wet in the rain or by the products shocking the photographer	High	Possible	In this case I would need to ensure that any outdoor images taken are out of the rain and that the camera is stored away from the water and products	Yes. I will book another camera just in case	I should check quality of the camera and ensure that it is safe for the photographer to use.

As you can see I looked at the risk, the level of risk, the likelihood, and solution, whether it is safe to continue and any additional comments which may help me later on. I didn't have to use this when it came to taking the images as I was prepared and made sure that the risks were lower than I first thought.

I then created a time budget for my magazine which I had made to keep on top of the many pages that I had decided to produce.

My time budget wasn't very detailed and even with the contingency time I found that I still fell behind on some of the deadlines that I had originally created. This is because some pages were doubles and some were single which meant the content varied making some quicker and easier to make than others.

Evaluate IVR comments

If making this again, I would need to really consider the pages that I had planned to make and take into account how much information I would need to include and how long this may take me. I had also not planned to make any double pages in the magazine as I hadn't thought of this feature. I also didn't plan any of the adverts that I

A2

Moderation report: ~~AS~~ Media Studies

Moderating Teacher:

Teacher being moderated:

Date: 6/5

Unit being moderated:

Unit 4

Unit 2:

Unit 3: 6.8

Original mark given: 11/12   Agree   11/12
MK   AM

Moderated mark and comment:

Illustrated critical and reflective
judgements based on own and
others' opinions

Coursework Submission Document

Name :

Title of unit : 6.4

Deadline:

Date handed in: } 23/4/14.

Date returned: AO4 (e) OWC (iii)

Pad 3(11)/12

Teacher Comment

- Critically evaluated work
- Illustrative points consistently used
- Communicated fluently.
- Consistent OWC (iii)

Student Comment:

Teacher signature   Student Signature

included in the magazine. I added these because I felt they made the magazine more realistic and I also had spare time to create more pages and improve my current pages at the end of the unit.

With these steps in place, I found it quite easy to stick to my final deadline even though I did mix up some deadlines due to issues with image editing. I also didn't take into account the printing issues as I do not have access to a colour printer and so needed to use the one at school. The paper that I had bought wasn't compatible with this printer so I had to use normal paper rather than glossy paper. If I was planning this again, I would take paper and printing time and budget into account as I felt that this caused a lot of stress towards the end of the unit. Overall I feel that I was successful in sticking to my designs and theme of the magazine throughout with little difficulty.

T= Comment on:

+ working sessions: were these successful? If not, why not?

a. Were things done in the right order?

b. The factors which affected how well you worked.

Unit 6.4 Act (e).

The reason that I chose to create a skincare and beauty magazine for young females is because I felt that there was a clear gap for education on the latest skin

care routines and affordable make up that teenagers would be interested in. I wanted to showcase healthy methods of caring for skin as the beauty industry has become much more popular. The main element of my product I would say is the photography and the experimental shots used for each image to make it stand out and show through as unique against any other beauty magazines. Also, I aimed the magazine specifically towards younger skin as I found this to be rarely seen and very important.

QWC.

To ensure that my images stood out and would catch the audience's attention I wanted to be unique so I chose to incorporate the skincare with the beauty to highlight exactly what the magazine is about. I used young models in the target audience range as these would relate directly to the target audience. I used mostly close up shots of the models as I felt this represented the beauty industry and was the best way to showcase the makeup of the model. I then went on to take high shots and low shots of the model by tilting the camera and shining lights on different points of the face to create dimension. I chose to use close up shots as this allowed for very clear, detailed images which can be studied and used by the target audience to learn from.

T/Audience

Range of shots

↑ Technical quality discussed

These are two examples of the shots that I used in the final images. They are very detailed and bright and used the light to hit the high points of the face for a more glowing look.

After taking these images using a high quality camera, I needed to edit them so that I could enhance them and take out the background and any shadows which make the image look less professional. The programmes that I used when editing were PicMonkey, BeFunky, TAAZ and Photoshop as these programmes were easily available and I have used them before so have knowledge on how to use them. The main edits that I applied to the images were brightening and tightening

QWC.

tools which erased wrinkles and dark lighting in the image as I wanted them to be bright and flawless. These technical improvements made the images look much more dramatic and eye-catching whilst still highlighting the natural beauty of them without making them too fake.

QWC

I also edited the objects to make them clearer and show the products in more detail.


Aesthetics

These images are very aesthetically pleasing and would definitely appeal to my niche market. They looked professional and clearly linked to the magazine the articles the accompanied. When editing the images I was following the AIDA criteria which make the images much more appealing to the target audience. I wanted them to be attention grabbing and make the target audience desire to have the products and use them to create the looks that are shown throughout my magazine. As a magazine based on looks, this was an important criteria for me to try to follow as I wanted my target audience to want to know and see more of the magazine.

Theory

To further increase the aesthetics of the magazine, I ensured that I had a clear house style with a linking theme of pastel colours and feminine fonts which would further please the target audience. I wanted to create an elegant magazine which is relatable but also something desirable for the readers to want to learn from and copy. The layout of my magazine was changed slightly to accommodate the new double page designs which I later decided to include as I thought it looked more professional and allowed me to include more content. I used the layout of other magazines that are already on the market to gain inspiration from products that are already successful on the market.

QWC.

These are the pages of my magazine:

Contents
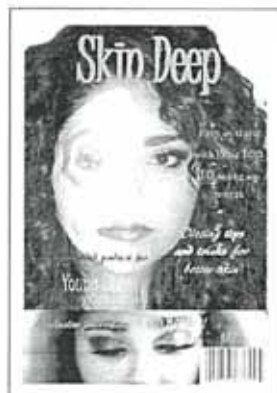
I gathered a small focus group and showed them the finished magazine. The focus group were all in the target audience range of 16-24 year old females. As I have *QWC*. stated before, the demographics of this target audience would be students or recently graduated females who don't have much money and so would look for a hobby or outlet at a low price. I asked five females who are students to take part. *Tested against T/Audience.*

A: female student aged 18
B: female worker aged 24
C: female student aged 20
D: female doing an apprenticeship aged 20
E: female student aged 17

Do you think that this magazine would appeal to you and would you buy it? Why?

Meets audience expectations

A: Yes definitely, I haven't ever seen a magazine that is about makeup which focuses on girls my age.

B: Yeah, I really love makeup but I don't really know what I'm doing so I think this would be very helpful

C: I love the idea because it's affordable and just what you want to carry around with you. I really like that it isn't all about celebrities but they are still included.

D: The magazine idea itself is creative and I think it is unique which is why I would definitely buy it. I love how you have mixed the two elements together without clashing.

E: Yes the magazine has a clear genre and has a lot of interesting information in that isn't repetitive or something I've heard before which is good.

Do you know of anyone else your age that would buy this magazine?

A: Well I know a lot of my friends would buy it because we can't afford to buy high end products so this magazine would be so helpful

B: I know a lot of people online that would like this, maybe if it had an online subscription

C: I'm not too sure, I think girls would like it if they liked makeup

D: Definitely, it is unique and aimed directly at us

E: I could name quite a few, yes

What do you like the most about the magazine?

Aesthetics

A: I think I mostly like the amount of images that you use throughout because there is so much guidance and you can see how talented the makeup artists are

B: I like how it is really pretty and girly. It makes me feel feminine and makes me want to try out al the looks straight away

C: My favourite page is the front page, it is so creative and really grabbed my attention

D: I liked the range of articles and how they were on two pages because it gave you more to read and look at

E: I like all of the fonts hat are repeatedly used because it made it easier to read and really sectioned the large bits of writing

Is there anything that you would change about the magazine?

A: I think that some of the pages look a little bit empty so I would maybe add little pictures or lines in the background or something like that.

B: The only thing I don't like is some of the pages are very informal and don't really fit with the rest of the magazine. Just the 'Dieting Tricks' as it might promote a bad self image. *hmm?*

C: I like the whole magazine, but if I was to change anything I think the boxes around the writing may be too squared which makes them look a little sharp

D: I wouldn't change anything, I really like it

E: I have no improvements as it is only the first issue and so you can try any style out

Does the magazine look professional? *Technical quality.*

A: Yes definitely

B: Yes

C: Yes, it is unique and eye catching

D: Yes
E: Yes

Do you think it could compete with other magazines on the market? What makes you say this? *Technical quality.*

A: Yes because there's nothing like it that I've seen
B: Definitely, the editing looks so professional, but the paper may make it less acceptable
C: Yes because other magazines are repetitive and they all say the same thing which makes this one stand out
D: I don't think it could compete because it is so different to other magazines so it would only appeal to the direct target audience
E: Yes because it is just as good a quality and also I haven't seen anything else that's like it

Do you like the colour scheme and use of colour backgrounds? *Aesthetics*

A: Yes it is pretty and matches the images
B: Yes and I like how they link through the magazine but slightly change to make it different and interesting
C: I think it suits this season but wouldn't be suitable if the fashion trends changed to darker colours
D: I like the colours but sometimes they are hard to see
E: I think the writing matches the background nicely

yes!

After conducting this focus group I can now conclude that my product has been successful and does appeal to my target audience. I think that it is clearly quite different to other magazines than they have seen before but they did voice concerns that the target population is small which would reduce sales as it is *good, theyrethful point* primarily for young females. The participants stated that there were a few adaptations that could be made to the magazine, however there was still a lot of positivity about the product and overall they would buy it. A large 80% of them also said that they do know multiple other people that they would recommend the magazine too and might buy the product. This highlights that there is a gap for this product and it could be popular for the target audience. It has fit it's aim to fill a gap and shows that it would be sustainable and a worthwhile long term project that my investors have put their money towards. This is good as it means that the product can have a positive boost onto the market with the more known brands. The participants did suggest a seasonal changing colour scheme and also monitoring some of the language used in articles so that it isn't too informal and gossipy.

Overall I feel that I have created a successful and sustainable product that does fill a gap in the market. I think that I would be able to pay back the investors and have created a product that is aimed at young females. I feel that as well as following and complying with the typical codes and conventions of the magazine, I have also made it unique and different to many others that are on the market today.

A clear hit with your T/Audience. Some very thoughtful comments have been made with regards to potential sales, target audience + their needs.

Edexcel Advanced GCE in Media: Communication and Production (Single Award) (9771)

Unit assessment record

Unit 5: Media Production Project

Candidate name	
	Candidate number
Centre name	
	Centre number
Date of assessment	22 / 4 / 14

Assignments contributing to this unit

No.	Title
1	Planning
2	Production

Additional comments:

A good unit of work which shows off the candidate's creativity, flair + ability to plan well for production.

Internal standardiser's summary comments:

Thank you, a real of of ideas will some flair + inspired Good amounts of work shown. Good use of the AV's

Internal standardiser's signature:

Date: 6/5

Edexcel Advanced GCE in Media: Communication and Production (9771)

Unit 5: Media Production Project

Assessment criteria and evidence	Mark range	Mark range	Mark given
(a) **AO3** Demonstrate thoroughness and efficiency in planning and project management, monitoring production activity with close reference to objectives and schedules, and meeting deadlines with consistent accuracy; utilise thorough paperwork and work with initiative and independence at all stages.	16-20		16
Demonstrate competence in planning and project management, monitoring production activity and keeping close to schedules; utilise well-prepared and organised paperwork and demonstrate ability to maintain clear self-direction.		11-15	
Demonstrate limited abilities in planning and project management, monitoring work occasionally and showing some abilities to keep to a schedule; utilise limited paperwork and show a limited ability to provide self-direction.	0-10		
Comments/evidence locations/justification for mark awarded: _Thorough + efficient planning which will allow a successful outcome for your product._			
(b) **AO3** Provide a finished media product that achieves, successfully the intentions set out in the treatment and which has a clear relevance and appeal to its proposed audience.	16-20		16
Provide a finished media product that achieves, for the most part, the intentions set out in the treatment and which is suitable for its proposed audience.		11-15	
Provide a finished media product that matches, to some extent, the intentions set out in the treatment and which has limited relevance to the proposed audience.	0-10		
Comments/evidence locations/justification for mark awarded: _A successful media product which is creative + fits the treatment._			
(c) **AO3** Provide a finished media product that shows creativity and flair in its realisation, with sophisticated and creative use of appropriate techniques and technology in production and post-production.	16-20		16
Provide a finished media product that shows thoughtfulness and some imagination in its realisation, with competent and thoughtful use of appropriate techniques and technology in production and post-production.		11-15	
Provide a finished media product that shows limited thought in its realisation, using some appropriate techniques and technology in production and post-production.	0-10		
Comments/evidence locations/justification for mark awarded: _A fully realised creative + technical product which has flair._			

Total marks available for this unit: 60

Total mark for student for this unit (transcribe this mark on to OPTEMS): 48

Assessor's signature:

Date of unit assessment: 6/5

Moderation report: A2 Media Studies

Moderating Teacher:

Teacher being moderated:

Date: 6/5

Unit being moderated:

Unit 4:

Unit 5: 5.1

Unit 6:

Original mark given: 16/20   Agree Mark 16/20

Moderated mark and comment:

Thorough and consistent with the Good use of Mark Scheme. Consistent application of Mark Scheme.

Coursework Submission Document

Name :

Title of unit : 51   (AO 3(a))

Deadline:

Date handed in:

Date returned: Band 3 (16).

Teacher Comment

Thorough + efficient planning which will
allow you to meet your deadlines
+ complete your production.

Student Comment:

Teacher signature   Student Signature

My Pitch

Daryl Ellis

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3 Initial Ideas

∘ **Student Survival Guidebook** *(Print)*

∘ **Top Male Model** *(TV)*

∘ **Teenage News Bulletin** *(Radio)*

Student Survival Guidebook

My initial print idea, was a student survival guidebook. I aimed to create something which would appeal and be necessary for every student.

My target audience of new students and second years both agreed this is something that they would like to have.

Teenage News Bulletin

My initial audio idea, was a 15 minute teenage news bulletin. I aimed to adjust something existent (the news) and persuade it to appeal to a younger audience.

My target audience of teenagers agreed this is something that they would like to have on their radio station.

Top Male Model

Based on the current series of 'The Face' I decided to create a modelling competition using male contestants.

There is no space in the market for another female modelling competition and therefore I asked my target audience whether they would prefer 'teenage' modelling or 'male' modelling. 100% voted for male.

This is original as it appeals to both men and women, and gives men a chance to kick-start their career in the modelling industry.

YES! It removes the stereotype of 'modelling is for females.' Although The competition is tough for women, the modelling industry is now 50-50 with female and male models.

8-9PM
→ 8pm-9pm on SKY Living
→ Repeated at 10pm on SKY Living +1

→ Most popular viewing time
→ Easy to catch up every week
→ 30% are watching at late PM so therefore a repeat will be shown
→ Appeals to a larger audience – convenient

Purpose
→ *Change stereotype of the industry*
→ *Entertain and appeal to new audience*
→ *Give males the chance to have an insight into the industry – promoting the dream*

Secondary Research

After analysing various other programmes – primarily based on modelling – I found the gap for this market was males.

The secondary research allowed me to decide how I was going to design my series, what worked well and what I wanted to change.

The gap was confirmed. So therefore I conducted primary research in order to decide whether or not this idea was viable.

Primary Research

In order to find out whether or not my target audience would want to see a programme based on male models, I handed out a questionnaire.

1) Gender
2) Age
3) Time of day to watch TV
4) Reality?
5) Male or Teenage?
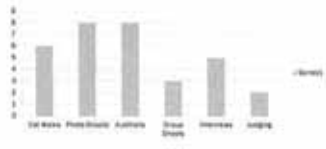6) Content
7) Length

Male or Teenage?

On asking the audience whether they would prefer to see teenage models or male models, 100% chose MALES. They also all voted to say they watched Reality TV and would be interested in this show.

Thoroughly searching this gap, I found that this was a fortunate outcome as there are many modelling shows based around females competing, however absolutely nothing based upon males.

The series will therefore consist of male models aged 18-23 who have the potential to prove that male models are just as needed in society as females.

Content

→ Cat-walks: 60%
→ Photo-shoots: 80%
→ Auditions: 80%
→ Group Shoots: 30%
→ Interviews: 50%
→ Judging: 20%

TOP MALE MODEL
TOP MALE MODEL
TOP MALE MODEL
TOP MALE MODEL
TOP MALE MODEL

Costing's

I used BBC TV Commissioning and
TonyLevelle.com to thoroughly research the
basis of costings and an average budget used
for creating a TV series. This primary research
helped me create an approximate idea of
spending for my programme and how much
budget I would earn.

How Viable is my Idea?

✓ After much research into the costing's, I
have confirmed that my final budget
(including 10% contingency fee) will be:
£72,050

✓ As I am asking SKY Living to purchase
my series for £80,000, I will therefore
have made a profit of **£7,950.**

Timescale

It will take approximately 10 weeks to produce this programme. Each part of the project
will require different professionals and skills.

Pilot Programme

Project Start

Week 1 → Director / Producer / Scriptwriter

Week 2 → Director creates storyboard / Production Schedule

Week 3 - 6 → Week 6 Filming takes place on average 20 minutes of footage is created for every
minute viewed (20 x 60 = 600 minutes = 20 Hours)

Week 7 - 9 → Post production editing takes place including voice over

Week 10 → Production complete including trailers and promotional materials.

Main Resources

Treatment

My chosen final product is a Reality based competition between male
models aged 16-23. The 10 participants for this questionnaire have
influenced my decision. 100% decided that although there is a gap for
both, the need is with the male model show, rather than the teenage. As
the original shows are popular, I aim to keep them fairly similar,
however the aspects of male models highlighted as there proves to be a
need in the niche market for this viewing. Lasting an hour long, viewers
want to see photo-shoots, auditions of the models and live cat walks.

The two purposes of this series, are;
○ primarily **entertain** its targeted audience.

○ Remove the **stereotype** that modelling is mainly for women, as the
industry is almost 50-50 male to female.

Niche Market

This series contains socially-lead content with plenty of drama and reality
scenes. This will appeal to women within the ABC1 class as this viewing
gives them a chance to escape their busy lives and focus on something
exciting which doesn't involve the pressures of their everyday lives. It may
relax them if they are able to see other individuals experiencing stress and
pressures.

Furthermore, teenagers with dreams or aspirations to become a model will
enjoy this show as they get the chance to see the career and lifestyle of
models which could prepare them for their potential future.

Males may be interested if they want a secret insight for male modelling
all they may share a similar interest or aspiration. Other audiences may
include individuals who follow the work of the famous judges. People will
be interested in watching if they are fashion conscious or socially
connected with the fashion world.

Magazine Pitch- Notes

SECONDARY RESEARCH

Secondary research was the most important step for me as it allowed me to look at all the current media in moving image, audio and print and find a successful gap in the market. I looked into a variety of different genres in order to gain a greater understanding of what is available in order to make my product unique and new. For moving image, I looked at sit coms, soaps, documentaries, films and TV adverts. For Audio I researched radio (for adults and kids), audio books, music sites and podcasts (both educational and comedic). Lastly, for print I looked at magazines (fashion for men,, women, teenagers), billboards, adverts, newspapers. I specifically focused on the target audience that they are aimed at, the styles of the product, specific qualities of each that made them either stand out or similar to other products (looking at their codes and conventions).

IDEA 1 – MOVING IMAGE

The first idea that I found a gap in the market for was a TV show for teenagers. The target audience is for both male and females aged 16-25 years old. The reason that I chose this age is because there is very little for teenagers due to the issue of clarifying what is and isn't ok for teenagers to experience. There is also the possibility of making the show to young or old however, by featuring a mixture of young adults and teenagers, it should lower the age limit.

IDEA 2 - AUDIO

The reason that I have chosen to focus upon the elderly for an audio piece is because there is a large population aged 60+ that listen to the early 5am shows on the radio. There is a clear gap and also need for a radio show like this as the retirement age is being raised and there are little opportunities for the elderly to occupy their time. This is why a radio show catered and specified for them would be successful and helpful.

4

IDEA 3 - PRINT

The magazine industry is widely covered and so it was hard to find an idea that is unique but would also be successful. I have combined to large markets in the magazine industry (skincare and beauty) and then adapted the usual niche of older women to fit teenagers.

5

PRIMARY RESEARCH- MOVING IMAGE

I conducted some primary research in the form of a questionnaire and handed them out to 10 participants, in order to help me gain further research from participants that fit into my niche market. I asked them about whether they would be going to university, if they had an idea of what career choice they would chose, whether they would take part in the show and also whether they would watch the show. The results were very positive showing the demand for this type of show as the results in purple show that not everyone knew what career they would go into so a show about university could really help them. In addition all of the participants felt that they would watch and take part in the show highlighting the gap for this.

6

PRIMARY RESEARCH- AUDIO

I also conducted a focus group for my audio idea including 4 participants, 3 of which fit into the target audience range. I firstly asked if they listened to the radio and 100% of them said they did, most commonly in the morning. I then asked if they feel that there is a gap for this idea and the participants that fit into my target audience gave very positive results for the idea, which showed me that the established target audience of above 50 is accurate. I then developed there positive comments and expanded on this by asking what topics they would want to know about and whether they could find out this information easily. They gave me a mixed response which suggested that I would need to do some further research into this if I took this idea forward. Lastly, only the 3 of 4 participants that fit into this age range liked the idea and all agreed on one segment a week in the morning slot.

7

PRIMARY RESEARCH- PRINT

For my print idea, I conducted primary research through the use of a questionnaire to 10 participants all of which fit into the target audience. I firstly asked whether they thought there was a gap in the market and 90% said that there is a gap. I then asked if they know about the best way to care for there skin and whether they would want to know. I received very positive results that people would find this beneficial and that they didn't know. I then followed this with more content related questions which received mixed responses suggesting that I need to look into this in more detail if chosen. I then asked about when the magazine should be released and what the cover price should be. As you can see by these graphs, the majority of the participants felt a monthly magazine would be the most suitable. The cover price results ranged between £2-£4 which gives me a nice starting ground to work with when deciding the price. Overall I found a great response to this idea, highlighting the potential of this as a unique and clear gap in the market.

8

PRIMARY RESEARCH- WHICH WILL BE MOST SUCCESSFUL?

From this research, you can see that the print idea of a magazine was the most successful when compared to the other mediums. This has shown me that there is a clear gap for this target audience. Even though these are 3 gaps in the market, it is clear that the magazine would be the most successful.

9

CHOSEN IDEA

The reason that I decided to go with my print gap of a magazine is because in recent years the beauty industry has expanded and become massive for teenagers as a main consumer. In addition, there are many products aimed at aged skin and older women, however very little acknowledgement of keeping skin young and fresh before reaching this age. I decided that a monthly release is more suitable to this age as weekly may be too frequent and yearly would be less successful as it wont be able to stay current and up to date. I specifically looked into teenage blogs online and conducted a small questionnaire asking where young adults/teens find out about skin care and beauty products that are aimed at them. The most common answer was blogs.

COSTING

o Firstly, I looked at three different magazines in order to find out a circulation and cover price that would be suitable for my magazine. The first magazine I looked at was a weekly magazine focused on fashion and beauty (Woman magazine), the second a monthly fashion (Marie Claire) and the last a monthly beauty magazine (Allure). I have looked at these as there are no skin care and beauty magazines that are aimed at young adults. I found out the average by adding all the circulation numbers and dividing this by three. I did the same for the cover price. I found (...) for the circulation and (...) for the cover price.

SALARIES

After this, I researched into the salaries for people that I would want to work for my magazine. I then looked at suitable figures for a new starting magazines and came up with these figures. I found (...)

INCOME

To find out the income, I first calculated the amount of money that would be made from sales by multiplying the circulation by the cover price and issues per year. I then added the advertisement rates of the two monthly magazines I looked at for the cover price and circulation and divided this amount by 2. This original number was £54,525 however, this amount of money to charge for advertising rates is much too high for a starting magazine such as my own even if it is the same genre as these magazines. For this reason I reduced the amount down to £30,000 for a full page advertisement in my magazine. I multiplied this by the number of advertisements and issues per year (as shown here on the slide). By adding these two figures together I I then came up with the gross income of (...)

EXPENSES

I then needed to calculate the expenses that I would be facing. To do this I found out the distribution cost by multiplying 50% cover price by the circulation and issues per year and got (...)

To find the printing cost I multiplied 25% of the cover price by double the circulation (they often print double what the magazine medium is) and then by issues per year and got (...)

I then took the staffing cost worked out previously and added all these figures together getting the overall expense of (...)

PROFIT

By subtracting my expenses from my gross income this gave the gross profit before tax number of (...)

For the contingency plan number, 10% of this amount is taken just in case the magazine has any issues such as printing mistakes. Leaving (...)

To get the profit after tax, 25% of the gross profit after the contingency money needed to be subtracted to give me (...)

I then decided to give the shareholder amount of 25% which leaves the final Net profit of (...)

This suggests that my business will be a sustainable and profitable magazine that would be worth investing in as I will need an investment of £25,585,624 which means that I will be able to pay them back within the first 2-3 years.

COMPETITION

The way that my magazine is different to these is it is a combination of beauty and skincare for younger females. Most beauty magazines have elements of fashion or topics such as oral care and your heart which are clearly aimed at older women. I feel that teenagers are more interested in beauty and need to know how and why they should care for their skin.

LAYOUT

For the layout, I designed three different magazine covers that were similar to the magazines I analysed when looking at competition (as seen in previous slide). I then conducted a focus group of 4 participants that fit into my target audience. I found that the last design which has more imagery but still small tasters would be the most successful for my target audience. I feel that the typical conventions of a magazine should be followed, however I should adapt them to suit my target audience of female young adults. As you can see, the majority chose the third design.

16

MASTHEAD

I selected 6 fonts through secondary research and related them to my magazine and then conducted some primary research in order to find out which fonts were most liked by my participants. I then looked into colours and decided that there are 2 colour groups that I could use (natural colours and pastel colours). I decided that the colours could change with season and also to fit the main image, which is commonly done to show the changing trends in fashion magazines.

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MASTHEAD

As you can see from the results, the fourth font called (Harrington) was chosen because of its femininity, elegance but also delicacy which are all connotations of beauty and skincare. It is clear that all of the asked participants said that this font was the best. The colours were also chosen and the pale less natural colours of pink and blue were chosen. This has given me a nice range to work with which could adapt and change to suit the time of the year that the magazine is released and also to fit with the main image. As you will see later in my mock up magazine, I decided to go with a light pink as similar to this as it worked well with the main image colours for this particular issue.

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IMAGES

o These are my own images, taken with my camera. I edited them on multiple programmes both online and offline to achieve pictures which relate to my magazine and the month that it is released (in this case I used cold colours of blue and grey to highlight the winter month).

o First image: red eye, adjusted lighting, straightened, toned down shine and camera glare, changed saturation, blurred the busy background, added glow around the face.

o Second image: Lowered contrast, added shadow, cropped, highlighted the face, added glow around the face, blurred hair to make it more voluminous

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MOCK MAGAZINE

This is a mock magazine that I made by putting together all of my research and coming up with the type of magazine that I am hoping to create. It has the layout design, imagery, colour scheme, topics and typical codes and conventions of a fashion magazine. I conducted a focus group (which the full interview can be found in topic 4.3) and the results were positive and suggests that this will be a successful magazine.

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RESOURCES

These are some of the resources that I will need for my magazine to run smoothly and effectively each month.

21

TIMESCALE

o During week 1, the articles will be researched and discussed and then written.

o In week 2, the images will be sketched up to get an idea of background, model, style and then will be taken.

o Then in week 3, all of these images will need to be edited and all of the articles will need to be checked to ensure they are ready to be put into the magazine

o Lastly, in week 4 all of the printing and distribution will take place.

22

TREATMENT

The format of my product is print, as chosen by my target audience. It will be a female skin care and beauty magazine for teenagers to young adults ranging from 16-24 years of age. It will be released at the beginning of the month because the issue will feature styles and articles which will relate to that month. The style of the magazine will be glossy as this is more professional and also is used by similar fashion magazines that I looked at during my secondary research.

23

As an investor, from you I am looking for the budget of my expenses (£25,585,624) as I will need this to begin my company. After the first year I will make a profit of £12,112,312.50 which means that within 2 to 3 years you will make you money back.

24

Your 5.1 work is thorough + efficient in terms of Planning + project management; it is focused on schedules + deadlines to ensure you meet your objective.

It is a bad 3 (16) - please make the tweaks below + re-submit as these will make a difference

↓

* Re-visit your Risk Assessment -
See my notes + ask if you're stuck

* Complete the deadline dates for your Production schedule - or otherwise what are you working towards?!...

Ask if you're unsure.

Unit 5.1

Demographics/ Psychographics of target audience

From my previous primary and secondary research I have decided to create a young adult female skin care and beauty magazine. This means that my target audience are young females who have an interest in skin care and beauty products that want something specifically aimed for young skin.

Demographics   QWC
(*the* statistical data relating to the population and particular groups within it)

The demographics of my target audience are young females aged between 16-24 as this is the age where teenagers have problem skin and also start to become more interested in wearing make-up and taking responsibility for themselves. My magazine is semi-formal, and will relate to working class females by looking at money saving techniques and drug store make up brands. The main competitors of my magazine are large beauty magazines such as Marie Claire which focuses on middle class women and so upper class women are not interested in the content that my magazine will provide. The magazine is specifically aimed at younger females as they don't have any skin care magazines for young skin, they are mostly aimed at aged skin looking younger rather than prevention of skin aging.

Psychographics
(the study and classification of people according to their attitudes, aspirations, and other psychological criteria, especially in market research)

QWC 'The main hobbies of my target audience will be the experimentation of current beauty trends. They are sophisticated but young and creative and also young so will be looking for guidance. The magazine will be elegant but informal and very relatable for young girls who don't necessarily have the best knowledge and availability of high end products and techniques for skin care and beauty. This is because the target audience is young females as young as 16 which may mean they don't have jobs or are still at school/university. Females this age tend to like pretty sophisticated looks that make them stand out and be unique. As a result, they will be interested in hearing the best techniques used by professional artists and also the products that celebrities and the public are buying and liking the most.

Interesting links between the definitions of Psych + Demographic + the student's product/target audience.

Brief

The final product that I am taking forward to productions is a skin care and beauty magazine aimed specifically at young females aged 16-24 as research showed that this market didn't have a magazine aimed at them. In addition, this is the age that most females become more concerned with the welfare of their skin and developing the skills to make their makeup stand out and unique. Most available skin care and beauty magazines that are available today are aimed at women who are older as they aim to reduce the appearance of aging. However, young females have no magazines that make them aware of how to keep the skin young and take the best care of it. By having the medium of a magazine, it means that the product can be largely distributed and is something that young females would buy.

QWC.

QWC.

The target audience of this magazine would want an informal mode of address with formal elegant themes and house style to show their maturity and sophistication however not seem too posh and hard to follow. They would want things that are short and easy to read to allow them to follow the advice and be able to read it leisurely in their free time.

QWC.

In order to ensure that the productions process runs smoothly and that I stick to my deadlines, I will undertake a series of planning procedures to prepare me for the final production. This will include: action plan, risk assessment, production schedules, content research, organization of the models and photographers, budgets, sketches and previous planning that can be applied to the final magazine.

Detailed use of QWC in proposal.

Action Plan

(handwritten annotation in top margin: "AO3 (a). Are these clear?")

Task	How am I going to achieve this?	Props/models/equipme nt needed	Problems	Deadlines	Completed
Production schedule	I am going to plan out each section of the production of the magazine to ensure that each task is completed on time	I need a computer to use word document and my diary to fill in accurate deadline	I might not be able to access a computer in this case it will have to be hand written and typed up later. The dates might not be completely accurate if deadlines are broken	10th January 2014	
Risk assessment	This will be a list of possible issues that might occur throughout my production and research stages. I will also include how to overcome any problems	Computer to use word document and this action plan to go through each process so that I can account for any major issues	I might not be able to overcome certain issues or may not consider all risks involved.	13th January 2014	
Primary and secondary research into demographic about chosen content	I will use my previous work into the demographic and psychographic audience of my magazine then test this against my target audience to ensure that it is accurate	I am going to need the internet to cross reference my findings and also a small sample size of 16-24 year old females in my area.	I might not get valid and reliable results as I'm using a small sample size however this I more time effective and will be cross referenced using secondary research	15th January	
Planning of photography- mock ups	I am going to sketch some initial ideas of what I want my models to look like, the camera angles and props background of these images	I am going to need paper, pens and secondary research from Unit 4 of similar magazines and photography	The images won't be very detailed and so may need to be changed and improved later on	17th January	
Organise meetings with models and photographers (document minutes)	I will need to email all possible models and photographers to discuss the images I am hoping to produce and see if they are willing to work with me.	I will need to document the minutes in note form and also need to book a free room with tables and chairs to hold the meeting. I also need to	The models might not all be available very soon or at the same time, meaning I will need to hold multiple meetings covering similar topics and note the	20th January	

(handwritten annotation in left margin: "(a)")

AO3(a).

QWC.

		email them and document the emails as proof.	minutes for each.		
Secondary research into content of the magazine	I am going to look at current beauty and skin care magazines in order to gain topic ideas of what content to be included. I will then need to research this information and put it into my own words to then be used in the magazine.	I am going to need magazines, internet and word document in order to keep the information organised and collated.	The information might not be accurate in which case I will need to cross reference the data.	23th January	
Secondary research into the colour scheme, fonts and layout of magazines and compare them to my own designs	I will compare my chosen colour scheme, font and layout with existing products to see whether my magazine will be different and unique but still suitable for the niche.	I will need to use magazines and a computer to compare the work. I will also need my unit 4 work to ensure that my work is clearly linked throughout development.	The computer might not be working or the internet may not be available. In this case I will need to find paper magazines that may be similar to my product.	27rd January	
Layout of pages	Using work from unit 4.3 I will need to design the layout for each page of the magazine	Internet, previous work	The work I am looking for may not be found, so I will need to use other work or memory to create an accurate representation of my product	29th January	
Sketches	I am going to need to sketch the images that I am hoping to take as this gives me something to work from when taking the final images	Paper, pencil	I could injure my writing hand and therefore I would need to use the computer to make stick people from images	12th February	
Equipment	By looking at what equipment is used by professionals and compare this to my own work, I will	Internet, equipment such as camera	I may be able to find the equipment that I had intended to use, in which case I would need to talk	20th February	

Through evidence of plan.

ADS (c).

	be able to have a clear idea of what to expect in terms of quality when taking my own images.		to someone that could help me use the school resources during the production of the magazine.	
Budgets- time and money	I need to consider creating a time and money budget to enable me to stay on track during production and use my time and money efficiently.	Computer, previous 4.2 work, action plan	The computers at school might not be working or I might lose my work so I would ensure I have a copy on my home computer	3rd March
Own images	Following the previous meetings with models, I will take the final photographs for the magazine. I need to make sure that I am experimental with the shots and ideas	Computer, internet, camera	A model might not be able to make the shoot, in which case I will need to ensure there is a back up model who doesn't mind stepping in if need be	25th March
Mock ups	After this, I will combine all of my information and prepared elements to make mock ups of my magazine. This allows me to experiment with it and ensure that my ideas will be consistent and applicable.	Computer	The work may not save and so I need to ensure that I keep saving the files to the computer and a separate memory stick just in case.	
Final	The final magazine with all necessary changes and adaptations to the previous preparations will be made.	Computer, publisher, word, windows photo gallery	The programmes might not be working or the work could be lost. This means I need to ensure that I have access to other computer networks and the work is saved to multiple hard drives.	

@WC (handwritten)

T = Needs dates for all
T2 = Complete respective column when gland .

Risk assessment

Risk	Level of risk	Likelihood	Solutions	Should I continue	Comments
Camera may break	High	Likely	I would then need to borrow a camera from the school or a peer and then show through production that I had to change the equipment	Yes because otherwise it will waste time and also create issues with arranging a new date that everyone is available for	I have allowed contingency time just in case this should happen
Internet going down *risk*	Medium/high	Likely	I would need to ensure that there are other places that I can use the internet such as home, cafes with Wi-Fi etc.	Yes because I can always write up work and type them up later.	To avoid this I will ensure that I have a list of available places to go for the internet
Models becoming unavailable on the day of the shoot	Medium	Likely	This would mean that I need a back up model who will be free on the date so that they can step in just incase	Yes because I am using more than one model so I could always use one model throughout the magazine	I need to inform all potential and actual models taking part so they are all fully informed and prepared for any circumstance that may arise.
Printer running out of ink/breaking	High	Likely	In this case I would need to map out all other available printers in my school, home and library so that I do have other places where I can print out the final work in colour.	Yes, there will be other printers that I could use and the work is still there	I should check the printers before printing and print things gradually as I go along

(handwritten annotations in margins):

AO3 (d).

T = risks are those things which put your Models/you or first. Ask if you're unsure an this and.

Production Schedule

What I will create?	What programme will I use?	Props/models/equipment needed	Time it will take	Contingency	Deadline
Images of the models that will be used in the skin care/ beauty magazine. The images should relate to the target audience but also act as inspiration that they can follow the example of.	I will use my Sony DSCW730 camera to take professional looking and high quality images as this is all that is available to me. To edit these images, I will use online software that will allow me to use a variety of different effects and editing tools to enhance the image.	Sony DSCW730 camera, computer, internet for the editing software, 1-2 models and beauty products such as face masks and make up.	This could take between 2-3 days to take the images of all of the models and then to edit them afterwards.	I will allow around 4 days of contingency just in case the models are unavailable, the equipment doesn't work or there are environmental issues such as weather problems which can't be overcome.	29/01 edited deadline 25/03
The front cover will need to be made first. This will need the completed edited imagery and content research to ensure that it is attention grabbing and entices the target audience.	I will use Microsoft publisher and also Microsoft word to keep all of the documents used collated.	I will need all primary and secondary information that I have previously gathered and also a computer to make the magazine.	This should take me around 4 days to complete as I will need to consider the font, layout, colour scheme and imagery.	I will allow only 1 day contingency as I can always piece each item together on paper and use the computer the day after to finalise my ideas.	01/02 edited deadline 25/03
The rest of the magazine then needs to be made. The contents page will be at the front to structure the magazine. I will need to research into the content of my magazine to fit for both my target audience but to be at the standard that can compete with similar competition on the market.	I will use Microsoft publisher and also Microsoft word to keep all of the documents used collated.	I will need all primary and secondary information that I have previously gathered and also a computer to make the magazine.	This should take me around 3 weeks to complete as I will need to consider the font, layout, content, colour scheme and imagery.	I will allow a further 15 days contingency which may seem like a long time but this means that any issues won't hinder the production of the biggest section of the process.	01/02 edited deadline 25/03

T= Needs finishing ✓

AO3 (a)

Image production schedule

Image	Location	Date to be taken	Props	Model	Description
1- Front cover	Taken with a plain background	12th February	Make-up, face mask and cucumber	Belinda Mahil	She will be lying down and the camera will be a close up face shot. She will have half of her face in a face mask and the other with heavy make up to show both topics of the magazine coming together
2- Contents page	Flower background, mirror shot (bedroom type setting)	12th February	Make up brushes, make up, model	Kizzy Jugon	This should imitate a casual setting but professional and experienced in their technique and products. This shows the target audience what to expect from the rest of the magazine.
3- Products page	Table or bathroom	12th February	Some face creams, cleanser, ad cotton pads	-----------	They will be placed on the side in a homely setting to relate to the target audience. They are used to provide images of the best and worst products
4- Make-up looks of the month	Plain white or cream background	12th February	Make up, make up brushes	Belinda Mahil	She will model 2 or 3 different looks that have been current in that month for example a close up of her lips for a bold lip look etc.
5- Skin care	Plain white of cream background or bathroom	12th February	Skin cream, wipes	Kizzy Jugon	She will have colours of blues and neutrals to make he skin look fresh and natural.
6- Swatches	Plain white back drop	12th February	Eye shadow, lipsticks and foundation of all different shades	-----------	This will be a swatches sample of make up to highlight the variety of shades that come in the latest make-up must haves.

Detailed, informed
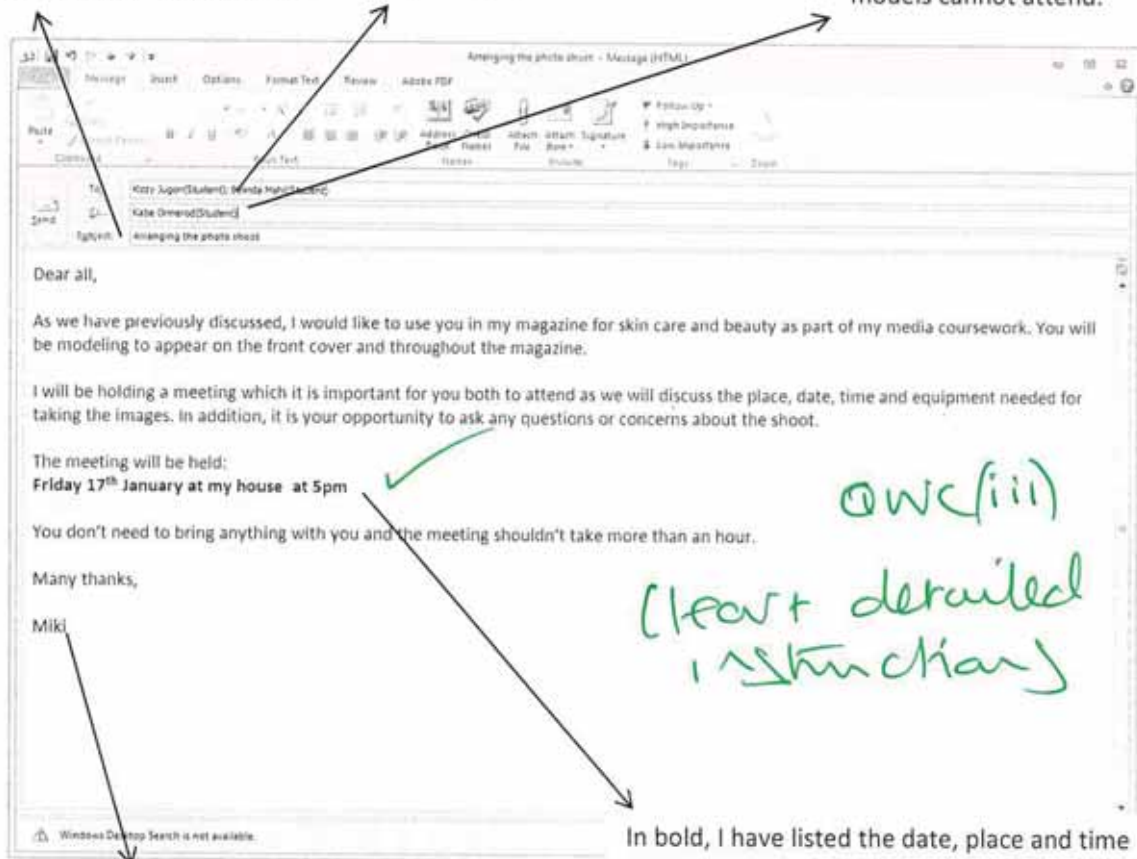Planning.

Arranging the photo shoot

In order to organize a meeting with all of the models, I have decided to send a group email that will address the issues of place, date and time. This will allow me to keep track of the events and ensures that everyone can make the same meeting.

The subject gives a clear indication about what the email is about and keeps everything more organized.

These are the recipients which include the two models that I will need. Normally, the photographer would also be emailed but in this case I am the photographer.

I have included a back up model who will attend the meetings but will only be needed if one of the other models cannot attend.

Dear all,

As we have previously discussed, I would like to use you in my magazine for skin care and beauty as part of my media coursework. You will be modeling to appear on the front cover and throughout the magazine.

I will be holding a meeting which it is important for you both to attend as we will discuss the place, date, time and equipment needed for taking the images. In addition, it is your opportunity to ask any questions or concerns about the shoot.

The meeting will be held:
Friday 17th January at my house at 5pm

You don't need to bring anything with you and the meeting shouldn't take more than an hour.

Many thanks,

Miki

OWC(iii)

(least detailed instruction)

I have answered informally as I know the models well and so they know who I am. If this was to models that I don't know personally then I would have addressed them more formally and left them with my details, such as my home address.

In bold, I have listed the date, place and time which is clearly the most important information that needs to be seen. This is because I need both models to attend the meeting. Also, it only gives them four days to reply which is due to my strict deadlines.

This email clearly states the information that my models will need to know when attending and before arriving at the meeting. It is quite informal as I know the models well, however this could be adapted to make it more professional if needed.
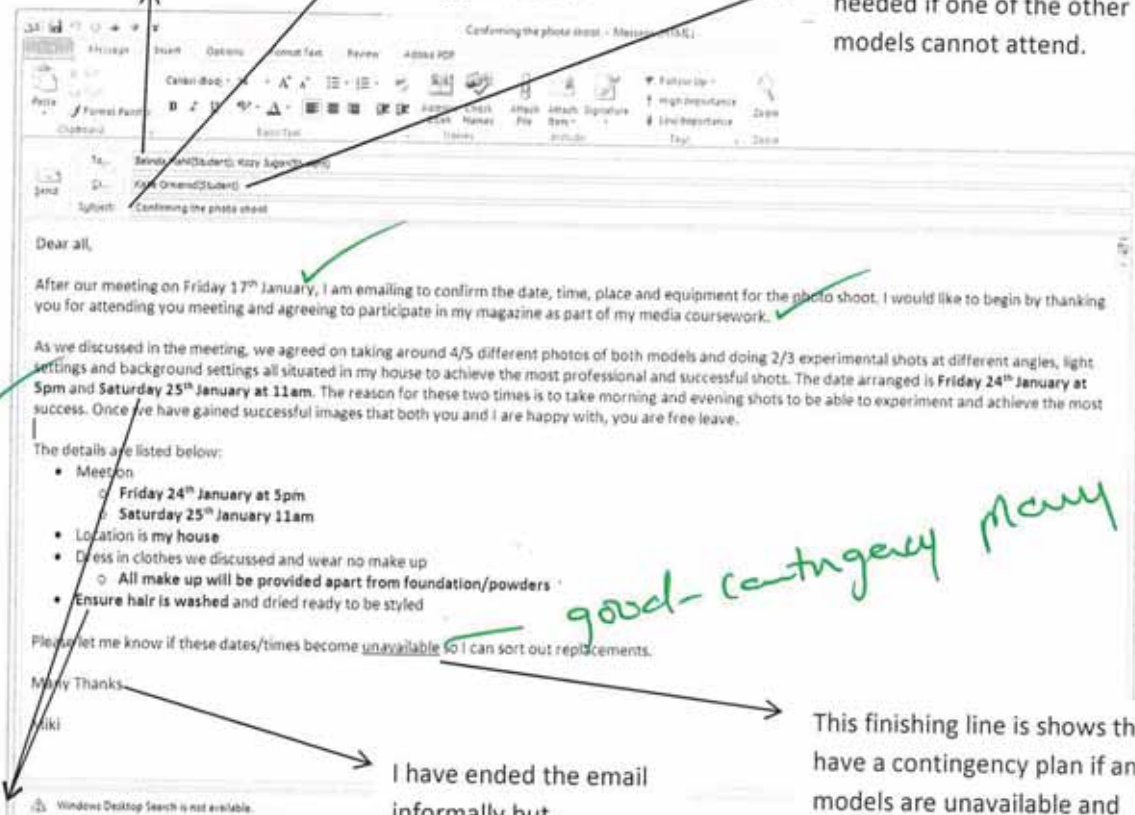
Confirming the photo shoot

After having the previous meeting, we have discussed the details of the photo shoot and what is expected of them which you can find in the minutes of the meeting. This email is to arrange the actual photo shoot and ensure that they are fully prepared ad ready for the shoot to increase efficiency.

This has allowed me to stay organized and prepared to keep on top of my deadlines and management of the production of the magazine.

Recipients are clearly listed and both fit into my target audience for the magazine.

The subject of the email is clearly shown and which organizes the email and indicates the topic being discussed.

I have included a back up model that will attend the meetings but will only be needed if one of the other models cannot attend.

Dear all,

After our meeting on Friday 17th January, I am emailing to confirm the date, time, place and equipment for the photo shoot. I would like to begin by thanking you for attending you meeting and agreeing to participate in my magazine as part of my media coursework.

As we discussed in the meeting, we agreed on taking around 4/5 different photos of both models and doing 2/3 experimental shots at different angles, light settings and background settings all situated in my house to achieve the most professional and successful shots. The date arranged is Friday 24th January at 5pm and Saturday 25th January at 11am. The reason for these two times is to take morning and evening shots to be able to experiment and achieve the most success. Once we have gained successful images that both you and I are happy with, you are free leave.

The details are listed below:
- Meet on
  - Friday 24th January at 5pm
  - Saturday 25th January 11am
- Location is my house
- Dress in clothes we discussed and wear no make up
  - All make up will be provided apart from foundation/powders
- Ensure hair is washed and dried ready to be styled

Please let me know if these dates/times become unavailable so I can sort out replacements.

Many Thanks,

Niki

good- contingency plan (handwritten)

Windows Desktop Search is not available.

The important information is repeated, listed and in bold to ensure that the information is received ad the email is clear.

I have ended the email informally but professionally as I know the models but want them to understand the importance of the email

This finishing line is shows that I have a contingency plan if any models are unavailable and shows them that it is important to keep me updated if anything wrong should happen.

Contingency Plan (handwritten)

I have still sent the email to the extra model however, we discussed in the meeting that she will not attend unless necessary and in this case I will send another email. This is a contingency just incase the models or date has to change.

These emails are efficient and well organized which has allowed me to meet my deadlines so far. This stage is important for my models and also to ensure that the shoot runs smoothly with no problems and we are all aware of what we are trying to achieve. As a result, my magazine will be made more successfully to meet the needs of the market and the target audience.

Content planning of the product

To understand what images need to be taken in order to suit the content of the magazine, I will need to conduct some primary research using some volunteers that fit into my target audience. These content ideas that I have chosen are based upon previous secondary research into existing products.

Focus Group:

This focus group consists of 6 participants all female aged 16-24.

- Female at Campion school (aged 17)
- Female at Campion school (aged 18)
- Female at university (aged 20)
- Female doing an apprenticeship (aged 20)
- Female at college (aged 17)
- Female at Campion school (aged 17)

From this list of content that could be included in a beauty and skin care magazine for young females aged 16-24, pick three that you would find the most interesting/appealing.

Participant	The top make up crazes of the month	The skin care routine of a current celebrity	The most recommended products for your skin type	Monthly tips from the public	Article from a make up/skin care professional	Tips to make your diet better for your skin	Make up tutorial on a chosen look of the month
1	✓		✓			✓	
2	✓	✓			✓		
3	✓		✓				✓
4	✓		✓		✓		
5	✓			✓	✓		
6	✓		✓			✓	

From this table you can see the results of the focus group. I collected their answers with a simple yes or no and presented it in a table using ticks to represent their chosen choice. After this I asked them these following questions regarding the results of this table.

From your chosen three topics, which is your favourite and why?

1) I like the top make up crazes of the month because this is the main reason why I would read the magazine. I like to see what is in fashion and how others have made the look work for them
2) I also like the first one because make-up is very individual so having a base to work with and make your own is really fun.
3) I think that the recommended products for young skin is the best because you only ever hear about what helps your skin look younger rather than what helps your skin stay young.
4) My favourite was the article from a professional because I would never get the opportunity to ask these questions me so I'd find that very interesting.

Additional T/A research to inform many

5) I think that the top make up crazes would be the most beneficial for me because I am not very good at keeping up to date. I think using celebrity examples as well as your own would be very interesting.

6) I liked the diet idea the most because I don't consider this when my skin gets bad.

From these results it is clear that the top make up crazes of the month would be the most successful as this was liked by 100% of the participants. 2/3 of the participants liked the ~~OWC~~. recommended products for you skin type, which is a very positive response as this was one of the main reasons that I chose to make a make up and skin care magazine. ½ of the participants also liked the article from a professional because it is not available information that they could just search on the internet. These are the three chosen content topics that I will be incorporating into my magazine.

Summary:

From the above research I have now chosen the pages that I am going to be creating based on the wants and likes of my target audience.

Page 1: Front cover
Page 2: Contents page
Page 3: Top make-up crazes of the month
Page 4: interview
Page 5: Recommended products for your skin type
Page 6: Dieting tips and tricks for better skin

Plan for the product -

A03 (a).

Minutes of the meeting

Types of meeting: Informal discussion
Name of organisation: Skin care and beauty magazine
Date: Friday 17th January
Time: 5:30 pm
Location: My house (address was given)
Meeting Leader: Miki Jugon
Expected time: 60 minutes

People attending the interview

-
-
-
-

Time (pm)	Topic to be discussed	Action Required	Comments
5:30	Take a register to ensure everyone is present.	Introductory speech listing the topics of discussion for the meeting.	This introduces the meeting and gives a clear structure and agenda to the meeting
5:35	Go through content planning and discuss each page idea topic	I will give a brief overview of each page so that we can discuss the possible images that need to be taken	By planning a variety of image ideas, we can begin to think about angles, locations and outfit ideas
5:45	Discuss the camera angles and effects that I am hoping to achieve and as for their input	Give them secondary research of beauty images and as them which ones they think would be best and what we should try	This lets the photographer and models know what angles are expected and give them an idea of what we're hoping to achieve.
6:00	Locations need to be discussed so that we can work out how to incorporate the camera angles	We need to discuss what is available and show them the areas that I had in mind	For the models, this gives them a sense of familiarity so they are more confident when taking the images. The photographer can then prepare the camera equipment needed to shoot in these locations
6:10	Outfits then need to be discussed as they will need to come wearing the desired clothes	I will list the sort of clothing styles and colours that I need them to wear and see if they can comply to this	This gives the models time to prepare what clothes they need or allows them to discuss any other outfit ideas that they might want
6:20	Discuss the camera angles and effects that I am hoping to achieve and as for their input	Give them secondary research of beauty images and as them which ones they think would be best and	This lets the photographer and models know what angles are expected and give them an idea of what we're hoping to achieve.

			what we should try	
6:30	Ending the meeting by thanking them for attending and informing them of an email confirmation of the final photo shoot	I will need to compose another email listing the discussion of this meeting and informing them of date, place and time of the photo shoot	This ends the meeting ensuring that the models will check their inbox so that they can all prepare for the photo shoot

Decision from the meeting

Camera angles:

After the discussion of the meeting, the final camera angle that we chose to do was majority **OWC** of close up shots. We will experiment with the different angles as we go along but we need to ensure that the quality of the images will clear and HD to focus on the details of the face. We decided that medium shots will be occasionally used to show the outfit and background for day and night looks. *Are all happy for these shots to happen?*

Dress codes:

The dress code is their responsibility but I did inform them that they will need a casual day outfit which doesn't feature a lot of bright colours. They will also need to bring an evening outfit which consists of smart dark colours. The clothes should also be quite simple as to not take too much attention away from the makeup.

Locations:

The locations are very limited as we need a place that we can take both inside and outside photos. For this reason, we have decided to take the images at my house so that we have both indoors and outdoors available to us. In addition, there are no specific backgrounds needed to fit the magazine as our chosen camera angles were close up shots.

Conclusion:

The meeting was very successful as we cleared up many issues and questions which may have potentially been time consuming. The meeting lasted around one hour long which is what I had expected and everyone that attended felt happy and prepared for the final photo shoot. I have left them with my personal details and informed them of the email so that they have plenty of time to let me know if they become unavailable for the shoot.

All know what's expected + understand what will happen; through Amy + working with others.

Front cover design layouts

The front cover is what most people will judge the quality and worth of the magazine on. This means that the front cover is the most important page of the magazine as its purpose is to attract and entice the target audience.

During unit 4.3, I have already looked at the layout designs of existing fashion and beauty magazines in order to gain relevant and successful products already available. These have helped me design my own layout that would be best suited for my specific target audience.

Unit 4.3 work — Experimentation + Mang/Mock up work - to inform 5.1.

Current Magazines: I have chosen to focus specifically on fashion magazines for females as these will have common elements that could be included into my design. I want to look at the front and also the inside of magazines so that I can note the structure and layout, also looking at the amount of adverts.
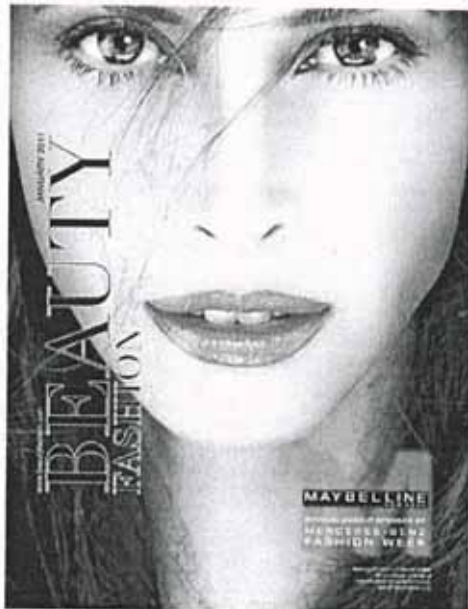
QWC The masthead on the right example of this magazine is very conventional at the top right corner of the front page, and is not covered by any of the model. However, on the beauty edition the masthead is changed, as beauty alone in a magazine is not common so they are highlighting this by having an unconventional portrait masthead. However, it clearly states the topic of the magazine by the masthead 'beauty and fashion'. The font is bold and fully in capital letters in the colour black as these will all provoke a strong response and also connotes cutting edge fashion and styles.

The main image features a striking model that is wearing high end fashion labels and is dressed in black. This colour suggests professionalism and also represents striking fashion QWC and the harshness of the design. This immediately gives the target audience an idea of what content they should expect to find in the magazine. On the beauty edition the model has QWC clear skin and prominent yet simple make up. This accentuates her features and suggests that the magazine will help women to look like this. The model also looks age appropriate in

her late 20's-30 as this is aimed directly at their target audience. The readers will aspire to look like these women from the edited imagery.

There are very little tasters on this magazine because it is trying to look professional and speak mostly through imagery as this is what beauty and fashion magazines are about. They need little gossip as this does not appeal or interest an older niche who is focused more upon the fashion itself, rather than deals, offers or gossip. The tasters that are on the front cover use names that are highly respected in the fashion industry and so will only be understood by those you are more passionate about fashion. This suggests that there is a high standard niche and also highlights this magazine to be quite formal.

In addition, the barcode is not present on the front of these magazines which suggests that the magazine is high end and not something light for females to read. This is quite unconventional however; the date and price are situated conventionally in the top right hand corner just under the masthead.

What I have found out: When looking at the above magazines, it is clear that beauty magazines additionally follow the typical conventions of fashion magazines. For example, the main image on a beauty magazine is a close up of the face and often features a celebrity or model who specifically relates to their target audience. The font tends to be bold and striking for the masthead; however it depends on whether the magazine is formal or informal for the amount of tasters and teasers to be placed on the front cover.

links btw. 4.3 + 5.1 choices + navs.

QWC

After looking at magazines that are more formal and aimed at an older target audience, I wanted to compare these with a magazine more suited to a younger target audience such as my own.

This is a hair and beauty magazine that is aimed towards young adults in their mid 20's which is similar to my target audience.

The masthead also follows the typical convention of a magazine horizontally spread across the top quarter of the front cover. It is all in capitals which is bold and makes a statement however is contrasted by the more nude/pale colour used. It is placed behind the model, suggesting that the focus should be upon the imagery.

There are very little tasters or teasers used as it is very dramatic and professional and highlights the content of the magazine through the image. As a February issue, it clearly links to the theme of romance and valentine's day, highlighting how it relates to the target audience and is aiming to suit the interest of their readers.

QWC

QWC

The mode of address is very formal, using more structured and complete sentences rather than short snippets which is unconventional but highlights the formal tone of the magazine.

This would suggest although the target audience is young, they are clearly serious about fashion and beauty and interested in the industry.

The model is young and has large bold features of big lips and big eyes which are further enlarged by the elongating effect of her body position. She is looking directly at the camera, giving it a more dramatic effect and is trying to connect with the readers.

What I have found out: I have found that most beauty magazines follow the common conventions of a fashion magazine and I can adapt these more formal examples in order to make mine more suited to a younger target audience.

This research has allowed me to develop some possible layout designs for my magazine.

QWC

Layout: Magazines have technical and conventional layouts which will include the masthead, tasters' main image etc. However, as this is a beauty and skin care magazine I am hoping to have the main focus upon the front image rather than much information and taster. I will now experiment with a few different layout designs and then test these against a small focus group to decide which one would be the most effective.

Masthead
Date Price

The masthead will be conventionally placed at the top of the front cover and going from left to right. The name will be directly linked to the theme of skin care and beauty.

The date, price and barcode will all be conventionally placed also as this will look professional and they will not take up too much room.

Taster
Taster

The magazine will be a traditional A4, vertical magazine as this is the most common and popular size for a monthly magazine.

Taster
Taster

Although the tasters/teasers will not be very bulky, they will be featured mostly down the left side of the magazine in a similar structure to 'Reinventing Beauty'.

Image	Barcode

As a magazine focused on beauty and skin care, the main image will be a close up of a females face who fits onto the target audience. It will be the background of the magazine to attract the readers and represent want they aspire to look like.

QWC.

This layout design is similar to Beauty Fashion magazine and follows a slightly unconventional layout design. However, when tested against my target audience it was clear that they didn't like this layout which may have been because the magazines have very different target audiences. After testing ¾ designs against a small focus group, I made a final layout design.

Final Layout Design

This layout was decided upon in unit 4.3 based on research conducted against the target audience who chose this layout over the other 3 layouts that were all my own adaptations of existing products.

Masthead Date & Price	The date and price will be unconventionally placed in the top right corner out of the way. This is more common on weekly magazines, however will show my magazine to be more informal.
Main Image	The masthead will be in the conventional place from left to right in the top quarter of the page. I have chosen not to overlap the image for this one as my magazine will be new and so I want the masthead to be clear nad bold.
Taster Taster	There are more tasters/teasers as this is informal and appeals to a younger audience. They will be situated around the main image so that they don't take up too much attention but will encourage the reader to buy the magazine.
Taster Taster	The main image will be centred as this will draw the most attention and will balance out the top and bottom sections, giving the front cover a structured yet simple design
Image Image Barcode	There will be a banner across the bottom with other images relating to the magazines content and then the barcode placed conventionally in the bottom right corner.

Initial 4.3 Mock up designs - these track many + progress of development of the product.

MASTHEAD

AO3(a)

Date

Price

Teaser - interview

QWC

Teaser – Top make-up crazes of the month

Teaser – *QWC*
Recommended products for your skin type

Teaser – Dieting tips and tricks for better skin

QWC
Banner- Image with tag line

Consistent QWC.

Barcode

Title	AO3(a).

Image
(relevant to the page)

Introduction explaining what the magazine is about

Image
(relevant to the page)

Contents list-

- Top make-up
- Interview
- Recommended products for your skin type
- Dieting tips and tricks

Caption   QWC(iii)

Title

AO3(a).

Image	
Image	Content about current trends
Image	*owc (ii)* Product information

Title

AO3 (a).

Name of interviewee

Information

Information

Image

Information

Information – an?

Title

AO5 (a).

| Listed products in order of popularity | Product information |

Information

Image

Shct type?

Title

Image

Dieting tips and tricks

Dieting tips and tricks

Image

Equipment needed for production

Below is the equipment that is available for me to use during the process of production. It is important to point out that professional photographers will have much more tailored products that have been made specifically for taking images of models. In order to meet its aim and please the target audience, I will need to have a clear and structured pplan and must understand how my equipment differs to theirs.

— Knowledge of T/A.

This is the Sony DSCW730 16MP 8x Zoom Compact Digital Camera.

Product specification:

16 megapixels.
8x optical zoom.
32x digital zoom.
Wide angle lens.
2.7in LCD screen.
Continuous shooting up to 1 frames per second.
Image stabilisation.
Red eye reduction.

Features:

As you can see by the specifications, my camera has a shorter zoom length however is great for taking images of people close up as it has red eye reduction and self timers.

720p high definition video capture and playback with sound.
Maximum ISO 80-3200.
Intelligent scene mode.
Blink detection.
Self timer.
Built-in flash.
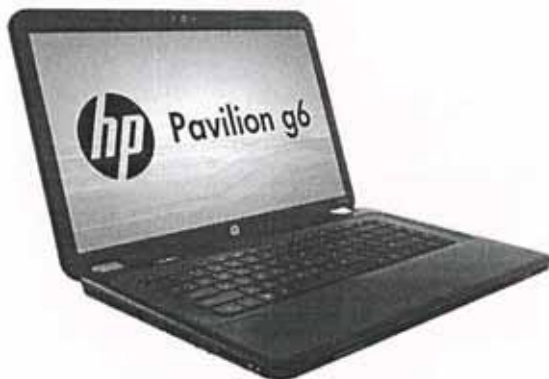
HP PAVILION G6 AMD VISION E2
15.6" WINDOWS 8 LAPTOP – RED
AMD E2-1800
Processor
Windows 8
Memory: 6 GB
Hard drive: 750 GB
This laptop is very user friendly and has word, publisher, paint, windows live gallery and internet access which are all of the software I will be using during production.

This laptop is light weight so I can keep it with me to continue editing the images wherever I go. There are a variety of tools on this laptop and as it is fully updated with the latest software, it will work efficiently and give me a lot of tools to work with.

I am going to be using a HP LaserJet Pro colour printer to print all of my work and the final magazine. It is a very professional product and although takes slightly longer, the ink is very rich in colour which would work really well for my magazine. This printer allows printing in both colour and grayscale It also has a wireless function meaning I can print from anywhere in the house.
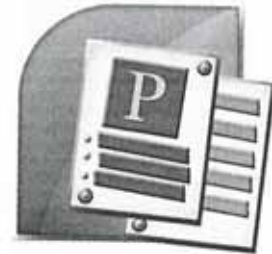
Here are the four main pieces of software that I will be using when producing my final magazine. The first two: Befunky and TAAZ are both editing websites which will enable me to enhance my natural beauty. These will help me to show the different changes that will be made to the image during editing. Google chrome is the web browser that I most often use and so this is the one I have chosen. Lastly, the actual magazine will be made on this software.

QWC (iii) AO3(a).

Impact of equipment on
Product + T/A.

Sketches of Images

Image 1

QWC.

close up shot of face

plain, barely visible background

Hair is fanned as if model is lying down

Half of her face is covered in a face mask. Shows the skin care element of the magazine

Direct eye contact with audience
↳ mode of address

cucumber over eye

Full made-up face to highlight the idea of beauty.

no visible clothing. Natural and pure

Image 2

medium shot showing top half of the models body QWC.

Floral, girly wallpaper background.

mirror → reflection of model doing make-up can be seen

Hair and outfit shows evening wear.

Home setting relates to the audience

Holding make-up brush from featured brands in the magazine.
↳ clear link throughout

A03(a).

Image 3

→ Natural setting
– bathroom counter

plain background
so the attention
is focused on the
products

→ Beauty products of
the month

→ clear brands –
HD shot

Run water
with bubbles
in the sink

→ medium shot

Image 4

→ Close up shot of
mouths ⊙WC.

repeated four
times with different
effects

→ Lips are in bold
colours

→ Background in black
and white to emphasise
mouths

Links to pop art
style
↓
unique from any
other beauty
magazines

→ Content of current
trends as chosen by
target audience

Many for images ✓.

Image 5

AO3(a)

Hair neatly pinned away from face

plain backdrop that takes up no attention

bright light to suggest purity and beauty

no eye contact but closed eyes to suggest relaxation

Close up, cut off shot of model

product endorsement as prop

no noticeable clothes to suggest a natural look

Image 6

plain white background to give an honest representation of the make up

make up swatches

Links directly to the content

different makes, products and shades

Mock up sketches for 5.2 product images. QWC·(iii) = consistently used.

Image Editing

The images that I will be using for unit 5.1 will be taken by myself and then I will edit these images. In previous units I have experimented with the editing software of 3 different programmes- Befunky, TAAZ and paint.

Photography: For my magazine I will need to take my own images for the front covers and the inside of the magazine. I would normally use a model as this would allow me to experiment with different angles and light settings more efficiently. As no models of my target audience were available, I had to use my camera with a stand and then prepare the image before putting on a self timer and taking the picture. This was very time consuming so will ensure that I have a model available for my final images. These are just examples to show the skills of my editing programmes.

Taken from unit 4.3...

This first image is the unedited version. As you can see The background is busy and there is a logo on the shirt which could not be used on the cover of a magazine. There is also some lighting issues and red eye that needs to be reduced.

I reduced the red eye and adjusted the lighting to give the face more of a healthy glow. In addition, I used a straightening tool so the image is no longer slanted and the background is cut out. Also, a lot of the shine on the face from the flash glare has been toned down, looking more professional.

This is the end result of the editing. I changed the saturation to make it warmer with colour. I then blurred out the top and the background to give it a flawless and less distraction away from the face. I also added a glow around the face to emphasise it further.

This is my second original image. The focus for this is the eye makeup. You can see that it is wonky and the background lighting isn't very good.

I lowered the contrast and made the back have more shadow. I feel this is dramatic and focuses a lot more on the face. I cropped the image down and the brightened up the corner highlighting the feminine pose.

Alternatively, even though the above image would be ok for a front cover, I decided to crop the image down further to bring the focus on the eyes. I added a highlight directly to the gold glitter to make it seem more vibrant and feel that this was effective.

Lastly, the image was slightly unbalanced and looked dull. I brightened the small sections of background that can be seen which really accentuated the lighter wash in the skin. I then blurred the edges of the hair, which widened the face and gives the impression of larger facial features.

The images are very important when making a skincare and beauty magazine because it is focused upon images and aesthetics so use the images as a basis of the type of quality and content to expect from the magazine.

What have I learnt?

These images have been taken from the previous unit (unit 4.3) and they highlight the step by step process that I had to go through in order to edit the images taken myself. I did this in order to experiment with the programmes that I have chosen to edit my images on (befunky, TAAZ and paint) and looked at the different tools that are available to use. This has helped me plan my time and equipment that will be needed during the production of the final magazine. This keeps me more organised for the production process and gives me a clear idea of what outcome to expect.

In conclusion, I feel that I am now well prepared and organised for the final process of taking the images and editing them afterwards time effectively.

A variety of tools technical have been used to develop the product.

Time Budget

To ensure that I stick to my deadlines, a time budget needs to be established. I need to take into consideration the amount of hours that the production will take and then look at contingency time just incase something goes wrong. These will be an estimated time guide which is taken from my knowledge of my speed at different abilities in conjunction with the deadlines I have been given. This should make the production run more smoothly and efficiently.

Taking the images	→	2 days for 2-3 hours Contingency time= 6 hours contingency to make up for he two sessions Total time= 12 hours
Editing the images	→	4 hours in one session Contingency time= 2 hours Total time= 6 hours
Production- Front cover	→	3 hours in one session Contingency time= 2 hours Total time= 5 hours
Production- Contents page	→	2 hours in one session Contingency time= 1 hour —is this enough? Total time= 3 hours
Production- Top make-up looks	✓ →	2 hours in one session Contingency time= 1 hour Total time= 3 hours
Production- Interview with make-up artist	→	2 hours in one session Contingency time= 1 hour —have you built enough in? Total time= 3 hours

Production- Keeping skin young and clear	→	2 hours in one session Contingency time= 1 hour Total time= 3 hours

As you can see, I have split up the production process into stages and produced a budget of time that I can follow when making the final magazine. This is to ensure that the product is to the best quality and still suits my target audience whilst sticking to my deadlines.

Total time= 21 hours

Total time plus contingency time= 32 hours

This may seem like a lot, however I have left more time during production as I know this is my weakest area. In addition, the contingency time is quite low however I have done this because I waned more production time so that I didn't feel r4ushed or worried.

This is a structured way to keep to my personal time budget as well as the time given by my deadlines. Just like real magazine productions, I have looked at both actual and contingency times to account for any mistakes that could set me back.

AO3 (a).

Your time budget is detailed — you will need to stick to it re: contingency time bearing in mind your deadlines; I am sure you will slarye manage it thoroughly + independently.

Financial Budgets

As my magazine is a starting up, small scale magazine to begin with, there are limited funds. This means that the high standard and quality of existing competitor magazines will be different to mine, but this will not affect or hinder my magazine in any way.

There are certain costs that I will not need to pay which I would normally have to if this was a large scale magazine. For example, the models are volunteers which means that they won't get paid, the paper is standard printing paper as I don't have magazine paper available to me and lastly I am only needing to make one magazine rather than thousands.

Taken from unit 4.2, below I have listed the estimated costing breakdown:

- Income = **£47,118,624 per annum**
- Distribution: £12,759,312
- Expenses: £25,585,624
- Profit (after tax): £16,149,750
- Shareholders: 25% of the company = £4,037,437.50
- Net profit: **£12,112,312.50**
- Budget: £25,585,624

After the first year I will make a profit of £12,112,312.50 which means that within 2 to 3 years my investors will make their money back. As the magazine becomes more successful, the budget will rise and it will be as high a quality as its competing magazines.

Costings budget cross referenced from 4.2.

Risk assessment

Risk	Level of risk	Likelihood	Solutions	Should I continue	Comments
Camera flash may be too bright and may temporarily blind the models	High	Possible	I would then need to change the camera so that there was no flash or ensure that the models don't look directly in the camera flash.	Yes because it can be easily solved and the camera should not be too bright as it is the function	I have allowed contingency time just in case this should happen
Product may irritate the models skin or eyes	Medium/high	Likely	I would need to ensure that the models are tested on the products beforehand and do not have any allergies	Yes because I can always find another model or even change the product or planned image to suit the model	To avoid this I will ensure that I have clean water available to wash off straight away and a pretest of products on each model
Models may fall and hurt themselves when trying out different locations	High	Likely	This would mean that I need a back up model who will be free on the date so that they can step in just incase	Yes because I am using more than one model so I could always use one model throughout the magazine	I need to inform all potential and actual models taking part so they are all fully informed and prepared for any circumstance that may arise.
Camera may get wet in the rain or by the products shocking the photographer	High	Possible	In this case I would need to ensure that any outdoor images taken are out of the rain and that the camera is stored away from the water and products	Yes, I will book another camera just in case	I should check quality of the camera and ensure that it is safe for the photographer to use.

Action Plan

Task	How am I going to achieve this?	Props/models/equipment needed	Problems	Deadlines	Completed
Production schedule	I am going to plan out each section of the production of the magazine to ensure that each task is completed on time	I need a computer to use word document and my diary to fill in accurate deadline	I might not be able to access a computer in this case it will have to be hand written and typed up later. The dates might not be completely accurate if deadlines are broken	10th January 2014	✓
Risk assessment	This will be a list of possible issues that might occur throughout my production and research stages. I will also include how to overcome any problems	Computer to use word document and this action plan to go through each process so that I can account for any major issues	I might not be able to overcome certain issues or may not consider all risks involved.	13th January 2014	✓
Primary and secondary research into demographic about chosen content	I will use my previous work into the demographic and psychographic audience of my magazine then test this against my target audience to ensure that it is accurate	I am going to need the internet to cross reference my findings and also a small sample size of 16-24 year old females in my area.	I might not get valid and reliable results as I'm using a small sample size however this I more time effective and will be cross referenced using secondary research	15th January	✓
Planning of photography- mock ups	I am going to sketch some initial ideas of what I want my models to look like, the camera angles and props background of these images	I am going to need paper, pens and secondary research from Unit 4 of similar magazines and photography	The images won't be very detailed and so may need to be changed and improved later on	17th January	✓
Organise meetings with models and photographers (document minutes)	I will need to email all possible models and photographers to discuss the images I am hoping to produce and see if they are willing to work with me.	I will need to document the minutes in note form and also need to book a free room with tables and chairs to hold the meeting. I also need to	The models might not all be available very soon or at the same time, meaning I will need to hold multiple meetings covering similar topics and note the	20th January	✓

Task	Description	Resources	minutes for each.	Date	
		email them and document the emails as proof.			
Secondary research into content of the magazine	I am going to look at current beauty and skin care magazines in order to gain topic ideas of what content to be included. I will then need to research this information and put it into my own words to then be used in the magazine.	I am going to need magazines, internet and word document in order to keep the information organised and collated.	The information might not be accurate in which case I will need to cross reference the data.	23th January	✓
Secondary research into the colour scheme, fonts and layout of magazines and compare them to my own designs	I will compare my chosen colour scheme, font and layout with existing products to see whether my magazine will be different and unique but still suitable for the niche.	I will need to use magazines and a computer to compare the work. I will also need my unit 4 work to ensure that my work is clearly linked throughout development.	The computer might not be working or the internet may not be available. In this case I will need to find paper magazines that may be similar to my product.	27rd January	✓
Layout of pages	Using work from unit 4.3 I will need to design the layout for each page of the magazine	Internet, previous work	The work I am looking for may not be found, so I will need to use other work or memory to create an accurate representation of my product	29th January	✓
Sketches	I am going to need to sketch the images that I am hoping to take as this gives me something to work from when taking the final images	Paper, pencil	I could injure my writing hand and therefore I would need to use the computer to make stick people from images	12th February	✓
Equipment	By looking at what equipment is used by professionals and compare this to my own work, I will	Internet, equipment such as camera	I may be able to find the equipment that I had intended to use, in which case I would need to talk	20th February	✓

	be able to have a clear idea of what to expect in terms of quality when taking my own images.		to someone that could help me use the school resources during the production of the magazine.	
Budgets- time and money	I need to consider creating a time and money budget to enable me to stay on track during production and use my time and money efficiently.	Computer, previous 4.2 work, action plan	The computers at school might not be working or I might lose my work so I would ensure I have a copy on my home computer	3rd March ✓
Own images	Following the previous meetings with models, I will take the final photographs for the magazine. I need to make sure that I am experimental with the shots and ideas	Computer, internet, camera	A model might not be able to make the shoot, in which case I will need to ensure there is a back up model who doesn't mind stepping in if need be	25th March ✓
Mock ups	After this, I will combine all of my information and prepared elements to make mock ups of my magazine. This allows me to experiment with it and ensure that my ideas will be consistent and applicable.	Computer	The work may not save and so I need to ensure that I keep saving the files to the computer and a separate memory stick just in case.	10th March ✓
Final	The final magazine with all necessary changes and adaptations to the previous preparations will be made.	Computer, publisher, word, windows photo gallery	The programmes might not be working or the work could be lost. This means I need to ensure that I have access to other computer networks and the work is saved to multiple hard drives.	26th March ✓

Production Schedule

What I will create?	What programme will I use?	Props/models/equip ment needed	Time it will take	Contingency	Deadline
Images of the models that will be used in the skin care/ beauty magazine. The images should relate to the target audience but also act as inspiration that they can follow the example of.	I will use my Sony DSCW730 camera to take professional looking and high quality images as this is all that is available to me. To edit these images, I will use online software that will allow me to use a variety of different effects and editing tools to enhance the image.	Sony DSCW730 camera, computer, internet for the editing software, 1-2 models and beauty products such as face masks and make up.	This could take between 2-3 days to take the images of all of the models and then to edit them afterwards.	I will allow around 4 days of contingency just in case the models are unavailable, the equipment doesn't work or there are environmental issues such as weather problems which can't be overcome.	20/03
The front cover will need to be made first. This will need the completed edited imagery and content research to ensure that it is attention grabbing and entices the target audience.	I will use Microsoft publisher and also Microsoft word to keep all of the documents used collated.	I will need all primary and secondary information that I have previously gathered and also a computer to make the magazine.	This should take me around 4 days to complete as I will need to consider the font, layout, colour scheme and imagery.	I will allow only 1 day contingency as I can always piece each item together on paper and use the computer the day after to finalise my ideas.	24/03
The rest of the magazine then needs to be made. The contents page will be at the front to structure the magazine. I will need to research into the content of my magazine to fit for both my target audience but to be at the standard that can compete with similar competition on the market.	I will use Microsoft publisher and also Microsoft word to keep all of the documents used collated.	I will need all primary and secondary information that I have previously gathered and also a computer to make the magazine.	This should take me around 3 weeks to complete as I will need to consider the font, layout, content, colour scheme and imagery.	I will allow a further 15 days contingency which may seem like a long time but this means that any issues won't hinder the production of the biggest section of the process.	26/03

A23 (a).

Image production schedule

Image	Location	Date to be taken	Props	Model	Description
1- Front cover	Taken with a plain background	12th February	Make-up, face mask and cucumber	Belinda Mahil	She will be lying down and the camera will be a close up face shot. She will have half of her face in a face mask and the other with heavy make up to show both topics of the magazine coming together
2- Contents page	Flower background, mirror shot (bedroom type setting)	12th February	Make up brushes, make up, model	Kizzy Jugon	This should imitate a casual setting but professional and experienced in their technique and products. This shows the target audience what to expect from the rest of the magazine.
3- Products page	Table or bathroom	12th February	Some face creams, cleanser, ad cotton pads	-----------	They will be placed on the side in a homely setting to relate to the target audience. They are used to provide images of the best and worst products
4- Make-up looks of the month	Plain white or cream background	12th February	Make up, make up brushes	Belinda Mahil	She will model 2 or 3 different looks that have been current in that month for example a close up of her lips for a bold lip look etc.
5- Skin care	Plain white of cream background or bathroom	12th February	Skin cream, wipes	Kizzy Jugon	She will have colours of blues and neutrals to make he skin look fresh and natural.
6- Swatches	Plain white back drop	12th February	Eye shadow, lipsticks and foundation of all different shades	-----------	This will be a swatches sample of make up to highlight the variety of shades that come in the latest male-up must haves.

Detailed Production
Schedule - useful for
planning

Moderation report: A2 Media Studies

Moderating Teacher:

Teacher being moderated:

Date: 06/05/2013 .

Unit being moderated:

Unit 4:

Unit 5: — 5.2/5.3 — (16)/20

Unit 6: (16)/20

Original mark given: 16 + 16 .

Moderated mark and comment: Agreed Mark.
Your edit log clearly shows
how you developed your product.
Your product is creative +
fit for purpose, + will fit the
needs of your T/A perfectly.

Coursework Submission Document

Name :

Title of unit : S.2 / S.3

Deadline:

Date handed in:

Date returned:

Teacher Comment

Finished media product successfully achieves its
intentions but some decisions are unexplained rather than
explicitly set out. Clear appeal to TA   B 3   (16/20)   AO3S

Finished product shows technical flair in its realisation
with some sophisticated use of appropriate technique.
      B 3   (16/20)   AO1   AO3c

Student Comment:

Teacher signature   Student Signature

Unit 5.2/5.3
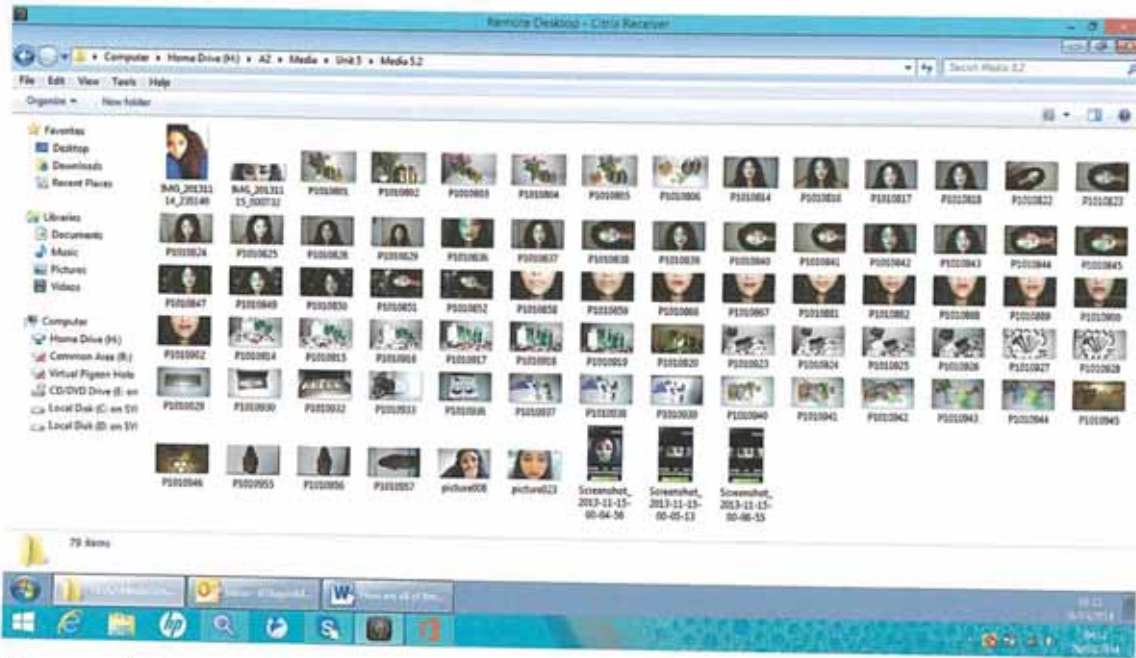
Here are all of the images I took using my camera.

The images that I used on my final magazine are:

A03C
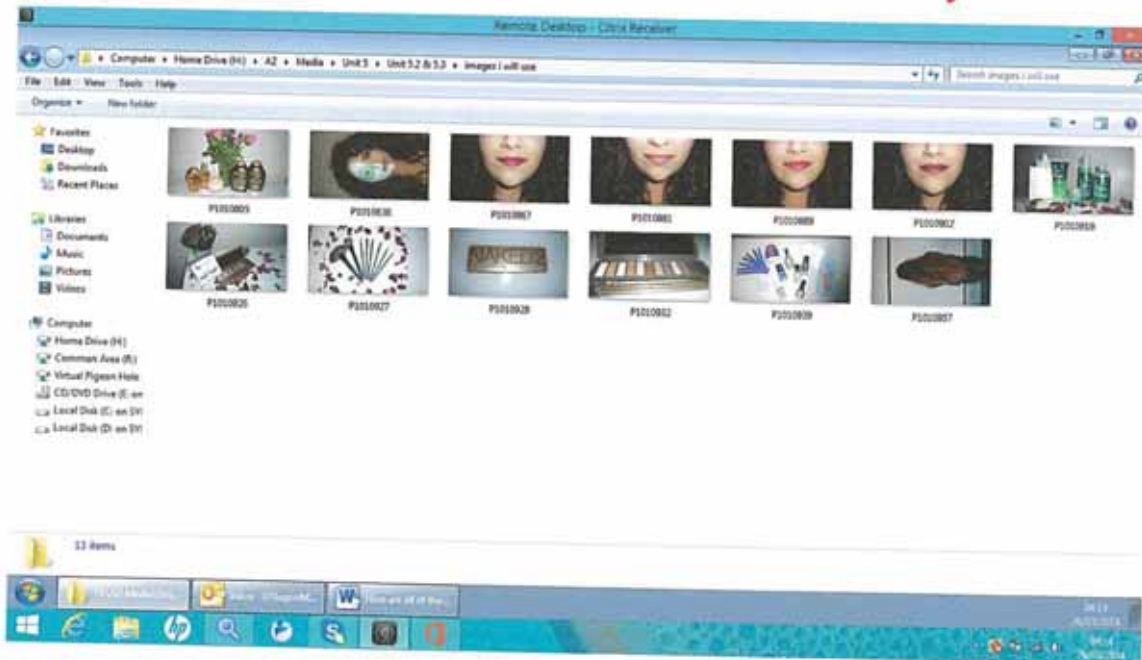
Content for magazine information

All information included in my magazine about Oriflame has been taken directly from the Oriflame website.

http://gb.oriflame.com/news/index.jhtml

The interview images and information about Mylah Morales in the exclusive interview has all been taken from her profile on the Beauty Blitz website. This is trusted information and lists the sources used on the website to gather the information, whether it was directly or indirectly.

http://beautyblitz.com/mylah-morales

http://www.shakeyourbeauty.com/2012/04/23/10-questions-with-mylah-morales-riris-makeup-maven/

http://www.rihannaoverdose.com/2013/07/rihanna-rolling-stone-cover-shoot-make.html

http://www.marieclaire.com/hair-beauty/how-to/insider-skin-secrets-makeup-artist

Dieting tricks

http://www.care2.com/greenliving/5-foods-for-clear-skin.html

Celeb makeup looks

http://www.redbookmag.com/beauty-fashion/iconic-looks/celebrity-makeup-looks#slide-3

Print screens of final magazine production

During the production process, this will act as a document of all of the steps that I take in order to create the final magazine. I will show each step as I progress and also be able to highlight if and why I make any changes to the original magazine design such as font, layout, colour scheme and house style.

During the production process, I added all of the imagery at the end as I wanted to edit the images according to the style of the page they would be in.

Front cover
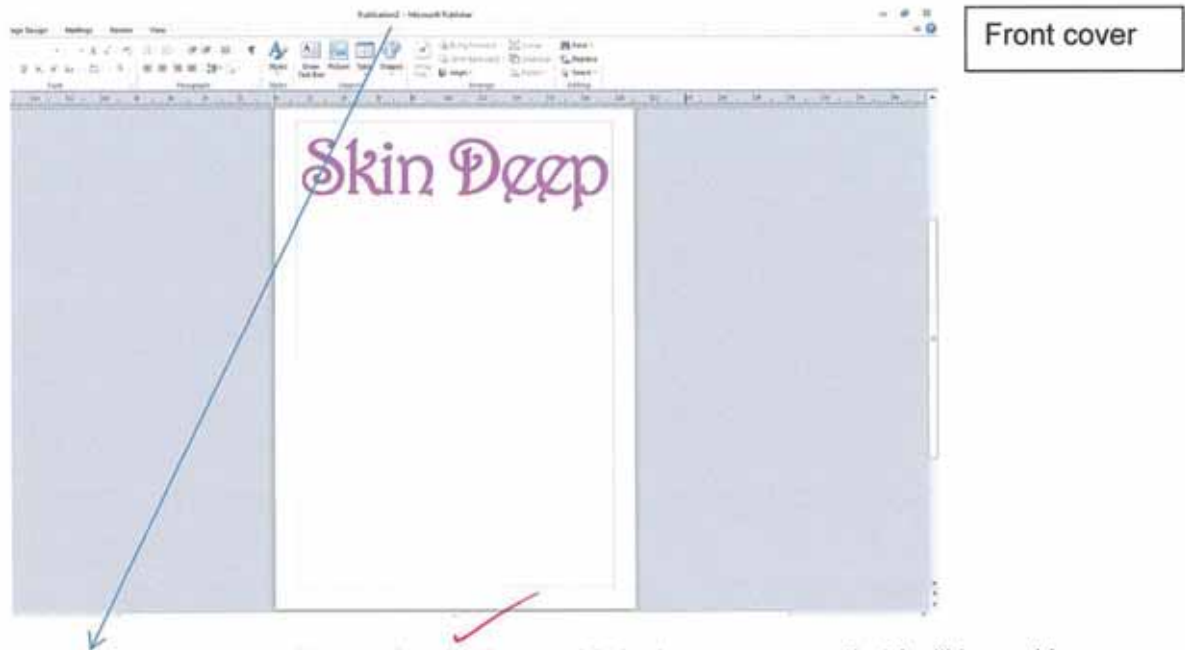
I began by opening up Microsoft publisher as this is the programme that I will be making my magazine on. I will be using my previous units to help the production. This masthead was taken from unit 4.3.

I have put the date, price and barcode on the front cover as these are common conventions of magazines and this placement will remain consistent on every issue of the magazine. For the masthead font I used Harrington font and then for the date and price I used a simpler font calibri as this is easy to read and is plain.
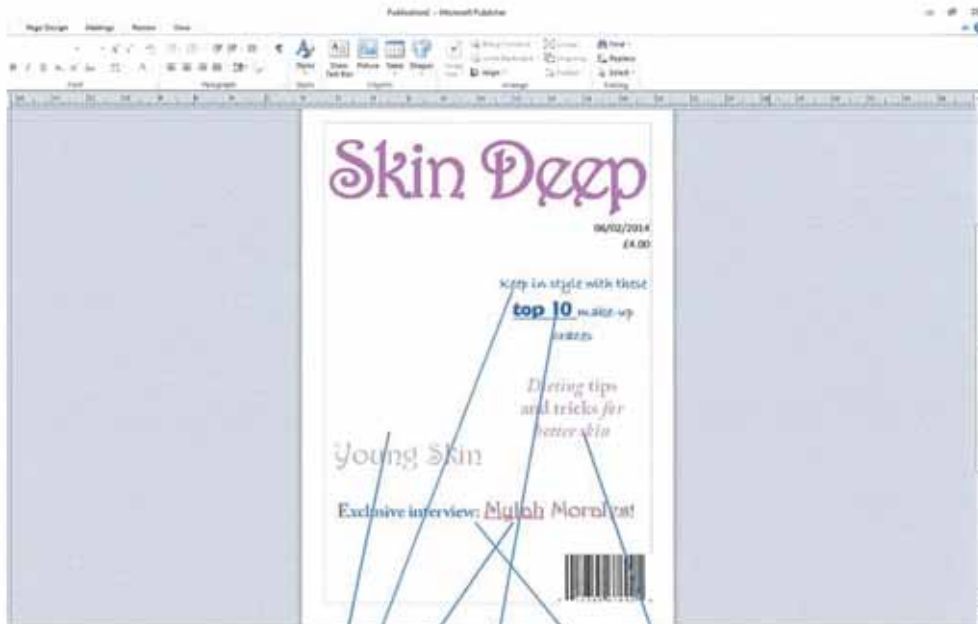
Here is a screenshot of the progress of the front cover so far. Just as I had previously prepared in my mock magazine, the placement and fonts of the tasters was already decided. The content has just been changed to fit the chosen articles from the target audience. I used a pastel colour scheme and changed the font colours to purple, blue, pink and beige. The fonts used are Bradley Hand ITC, Adamsky FH and Adobe Carlson Pro.
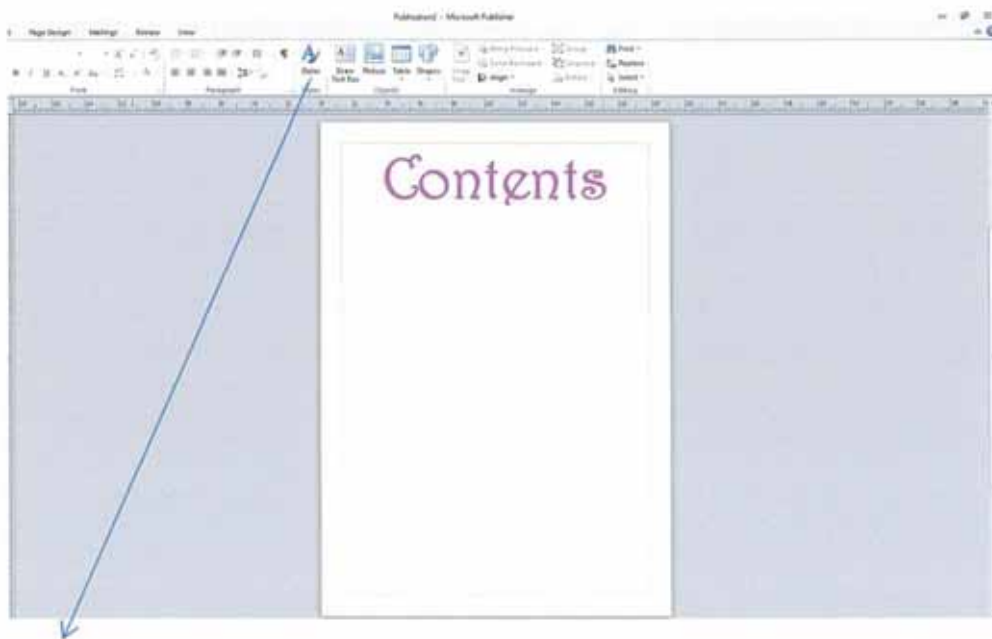
Contents

Here is the second page of the magazine. Again, I began by putting the title in the top middle and used the same font and colour as before to ensure a consistent house style.
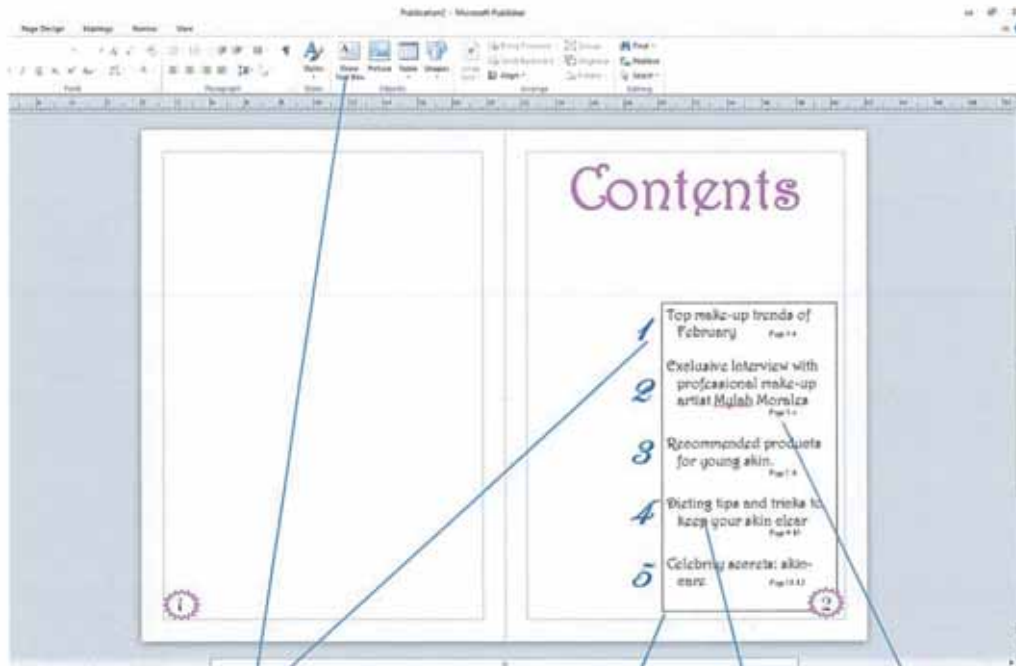
I then placed a text box and listed all of the pages and numbered these according to chronological order in the magazine. I have numbered each page so that it follows the common conventions of a magazine. The left page that is blank will feature an advertisement that I have made myself. I used the same fonts as before (Harrington and Adobe Carlson Pro) and then gave the textbox a heavy black border so that it stands out. I also coloured the background a pale blue colour so it looks less simple and plain.
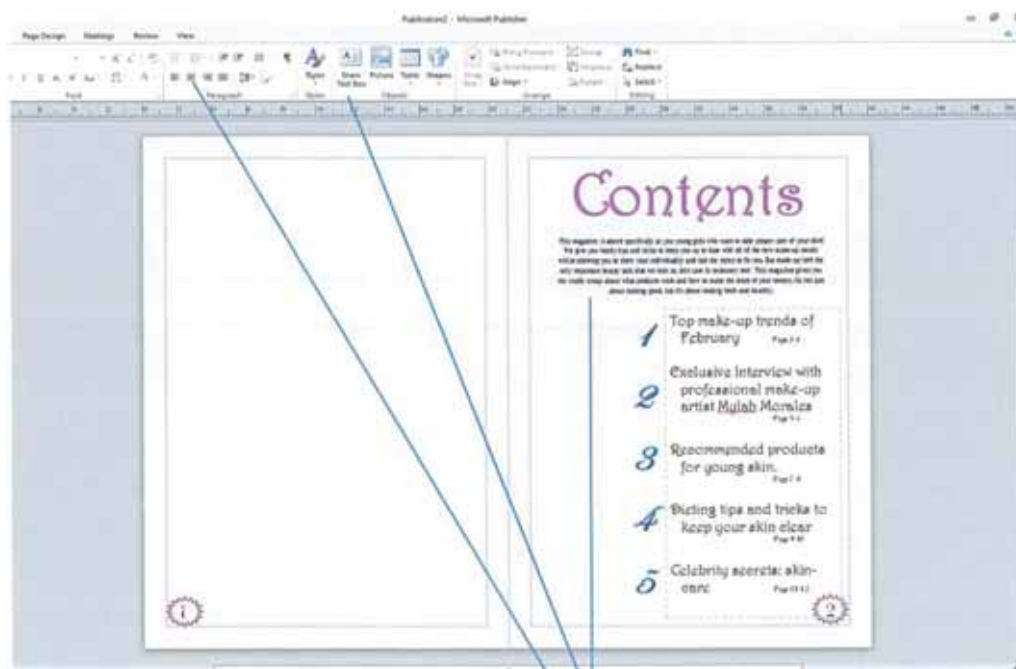
To introduce the magazine, I then wrote a small paragraph speaking directly to the reader informing them of what the magazine is about and anything specific to this issue. I used the font Blue Ridge SF as the font and then made it central so that the page balanced out.

AO3c

Here is the finished advert that I created on BeFunky, Pic Monkey and Paint. See the production page specifically on the advert to view the full production process.

Top makeup trends page
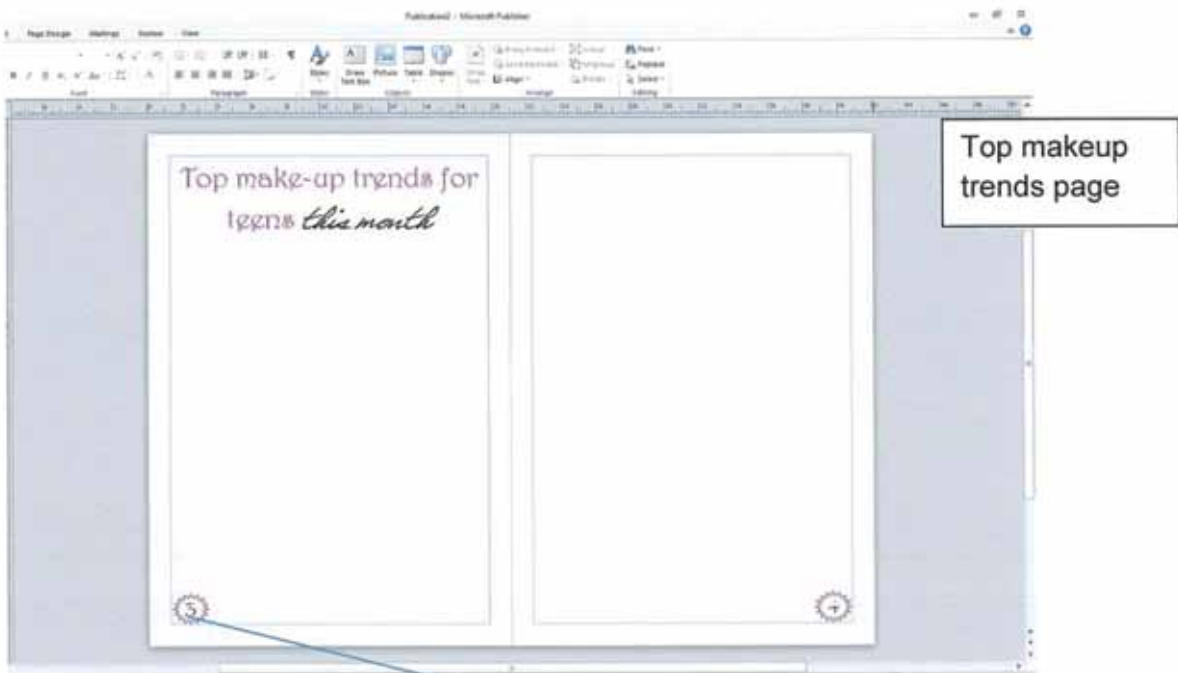
Here is the first feature page in my magazine. The heading is on the left page and is a double page spread. The fonts used were chosen in previous units by my target audience and ensures that the house style is consistent throughout the magazine. I have also used small 12 point text boxes for the page numbers to go in and outlined them in the purple colour as this links the heading with the page colour scheme.
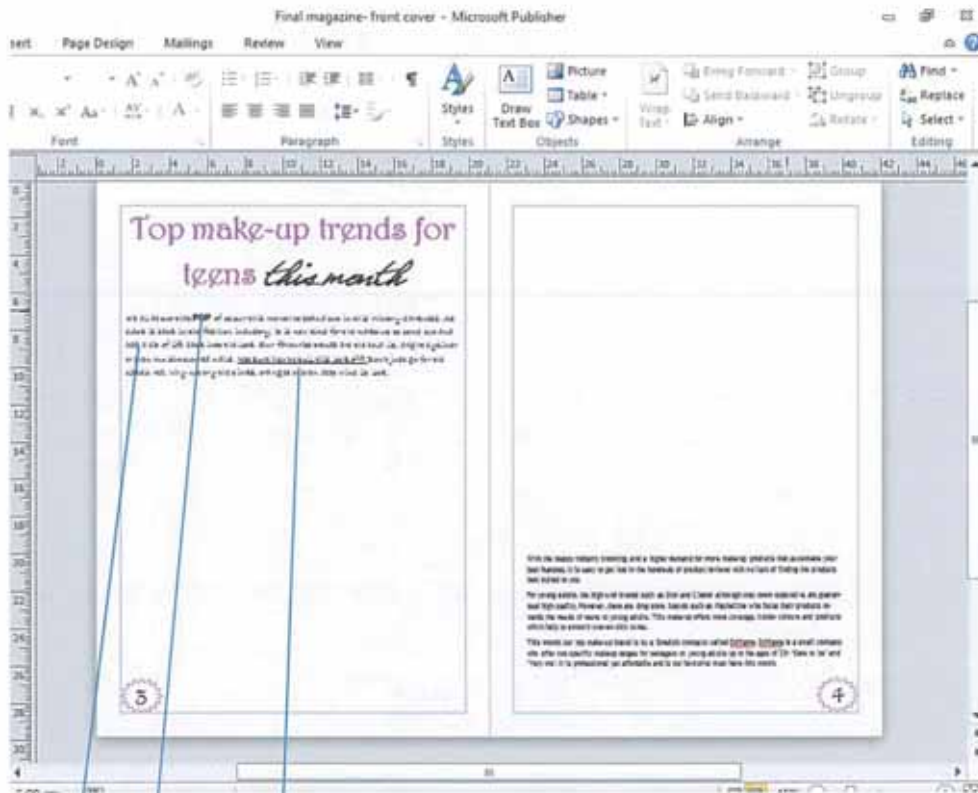
I sectioned the two largest paragraphs of writing to balance the page. I used writing in normal, bold and underlined in order to make certain elements of the articles emphasised. I again used a range of fonts: Bradley Hand ITC, Adamsky FH, Adobe Carlson Pro and Blue Ridge SF as this creates a less formal and more teenager friendly design. The same fonts are used throughout to keep the style the same.
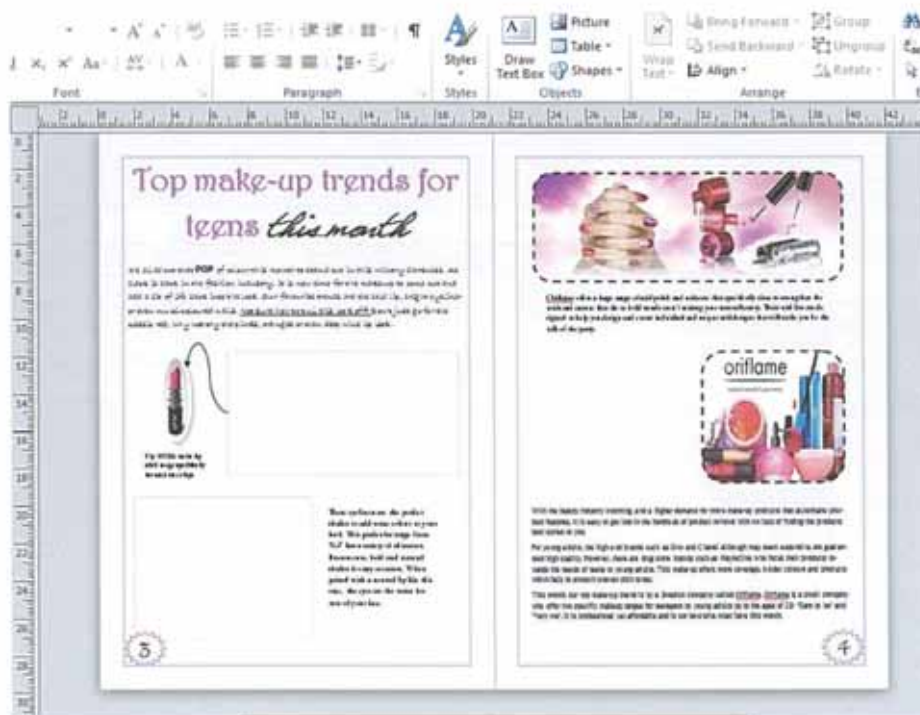
I then used my edited secondary images all taken from the sources to accompany the articles. I used dotted lines around the larger images to make them stand out. Rather than using straight lined arrows, I used the curved one as this looks more feminine and also fit the soft and friendly theme of the magazine compared to high end fashion magazines. I also bordered the images in dotted lines to show that they were taken from a secondary source. I used smaller fonts and text boxes to caption the images and left blank boxes where my original photography will be added later.

analyss

Exclusive interview page

I moved on to the next page so that I could complete the images later. This page is the exclusive interview. I used the same fonts as before with this issues colour scheme of purple and black with a pale blue background. I changed the name of the interviewee into a Galeforce BTN font in order to make it stand out.
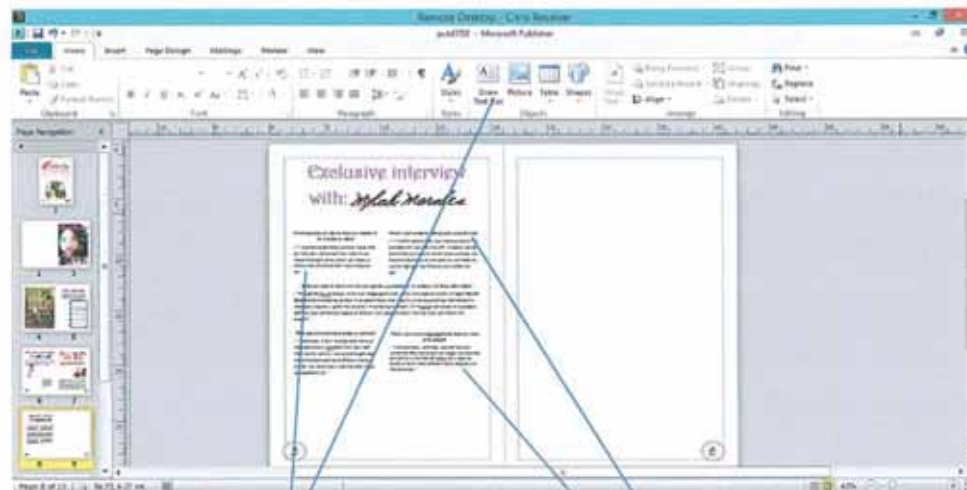
I then used five text boxes for the question and answer section. I arranged them in a structured five tier layout and made the questions central in the text box to highlight the different people talking. These sections are short and not boxed as I feel this shows a link of topics and also uses the space effectively.
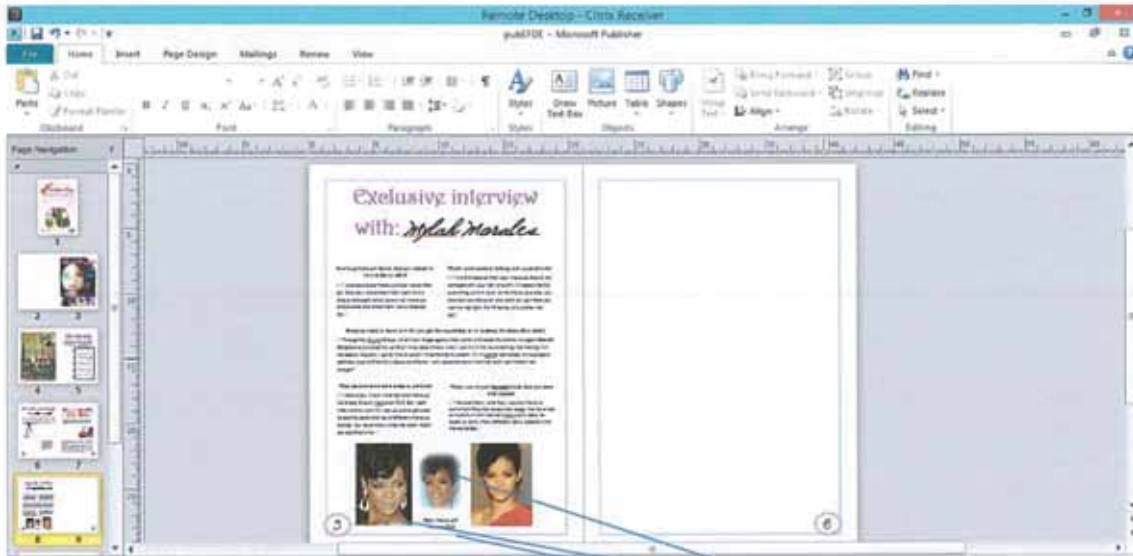
I then added the secondary imagery along the bottom and made the two outer images larger than the middle. I used another small caption box with the font calibri in size 8 to show that this information is less important.

A3 C
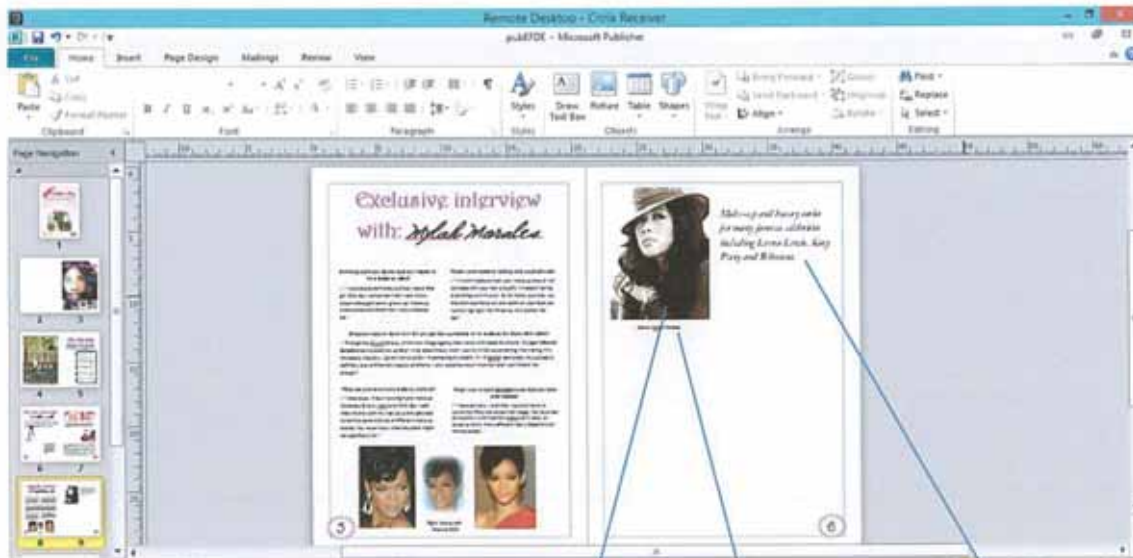
I then added a large simple image of the interviewee and captioned that to highlight who the article is about. I then added a short introduction and used Adobe Carlson Pro in italics as this information needed to stand out. It is also quite elegant next to the sepia image
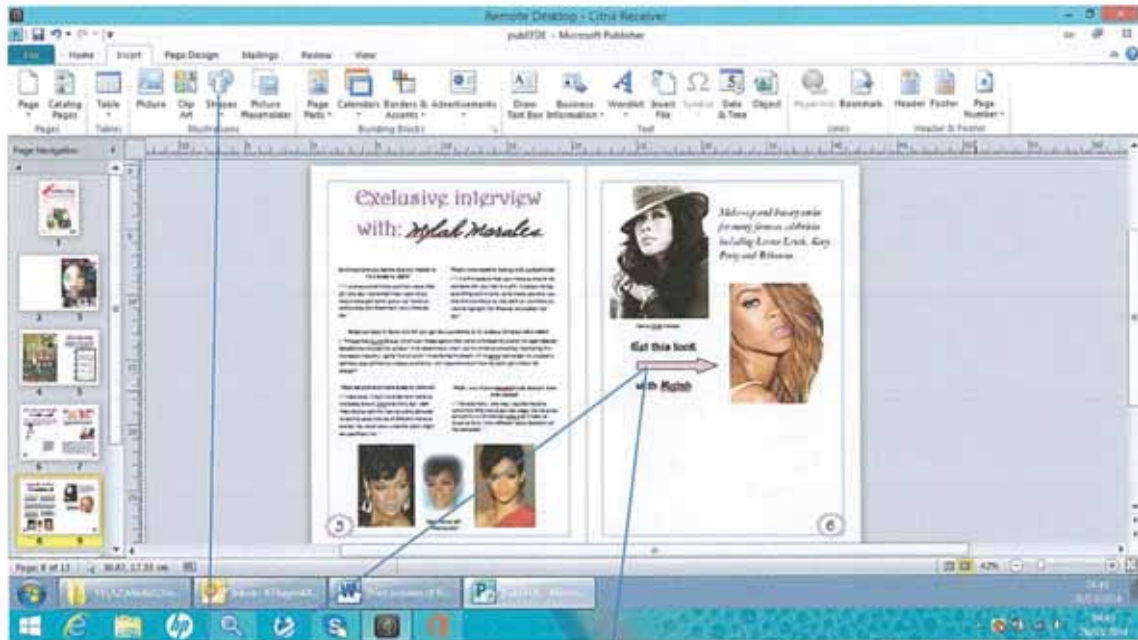
.I then used the shapes tool to create this large pink arrow with the bold Harrington font to introduce the last section of the magazine. This is aimed directly at the audience so I used a striking pink colour that still fit into the target audience.
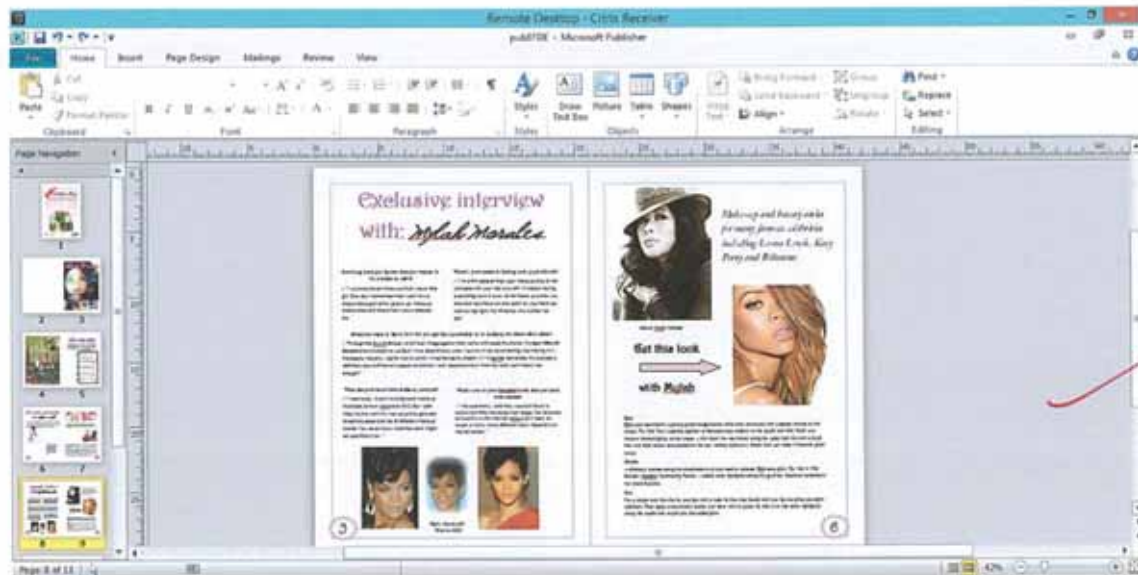
Lastly, I added the last bit of text in the font Blue Ridge SF and sectioned it into small paragraphs with one word sub headings. This makes the separation of topics clear to the target audience whilst reducing the clutter on the page.

Recommended products page
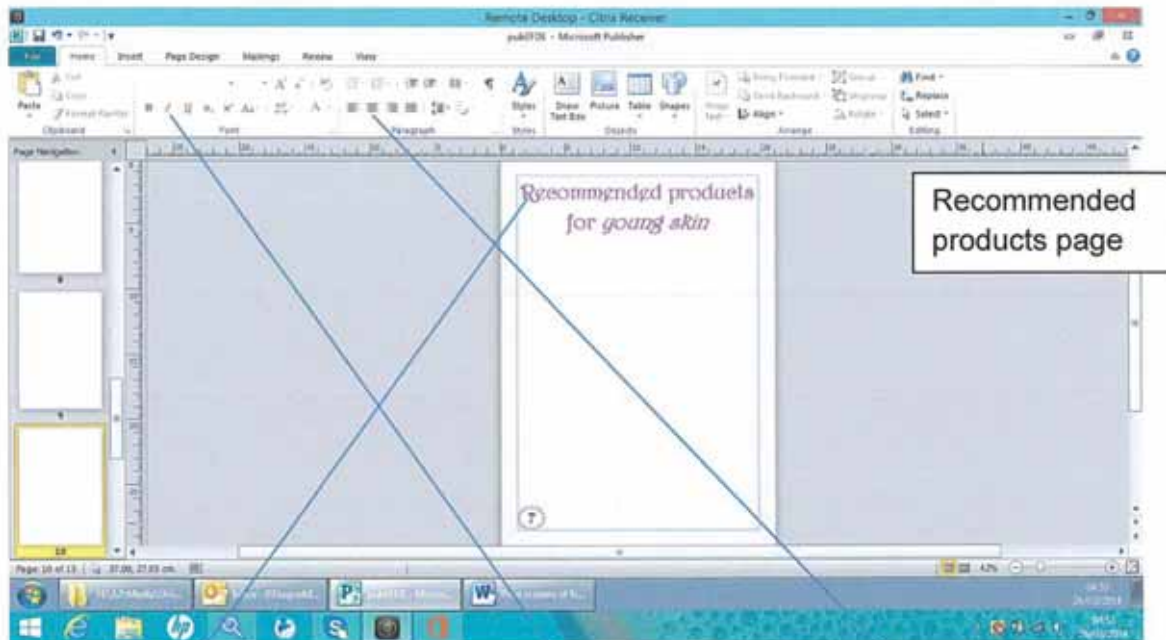
For this next page, I began once again by placing the heading in the top centre of the page in Harrington purple font. This time I used only italics to emphasise the main element of the page 'young skin'.
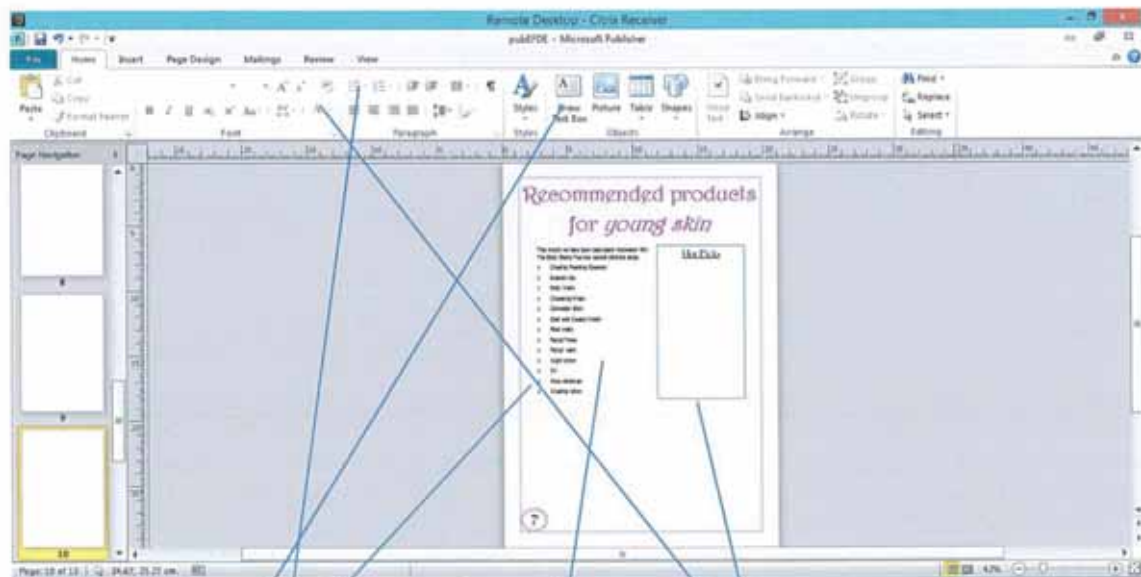
I then added two text boxes. One had a clear background and simply listed products using small plain black circles. The second text box has a white background and blue border. This highlights that this section is more important as it stands out.
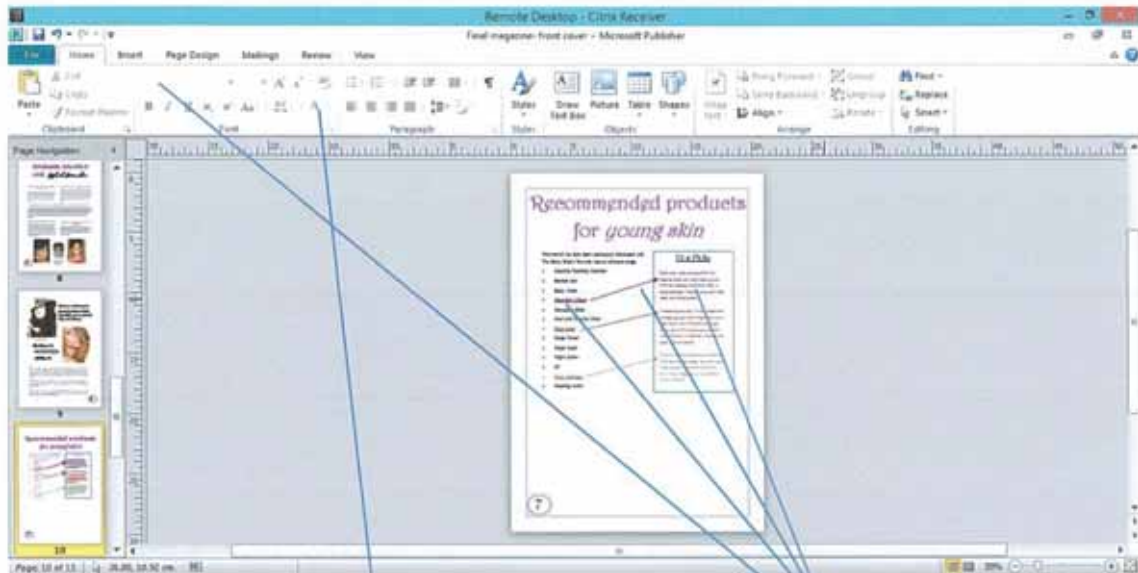
I then added straight arrows to link the topics of the page. Each arrow is colour coordinated to the house style and links a coloured word to a coloured paragraph. This shows continuity of the topics of the page and also highlights the main topics in the big section of writing. I used Blue Ridge SF for the simple list as this font is busier, then used simple calibri for the small paragraphs as this font is simple and makes the paragraphs easier to read.

Dieting tricks page
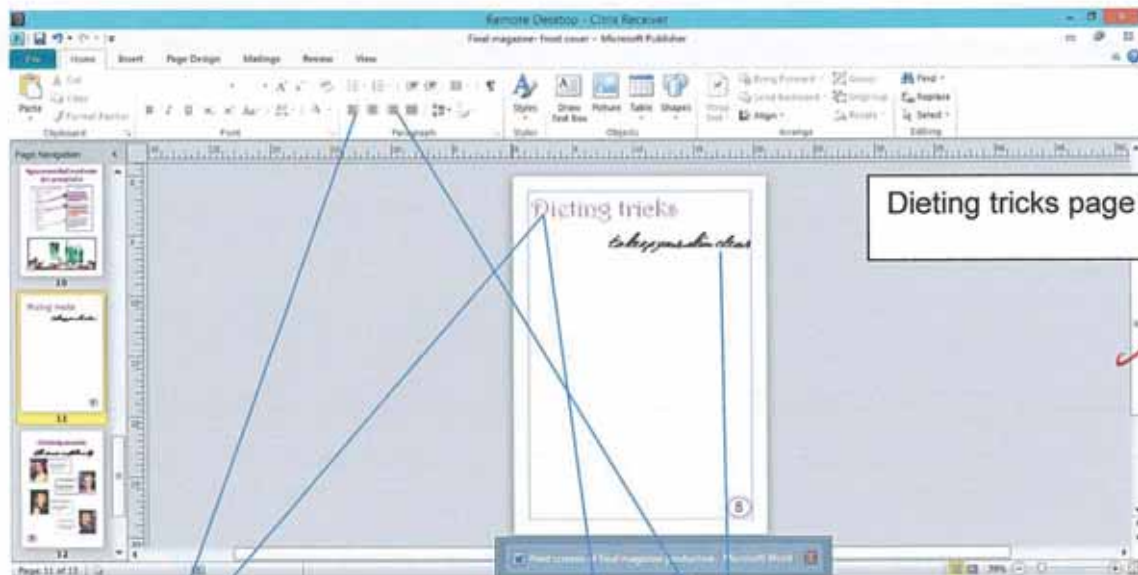
Once again, I added the heading in the purple Harrington font. However, this time I made the top line go from left to right and the bottom line from right to left. This created a nice balance between the heavy top line and the smaller, more intricate bottom line.
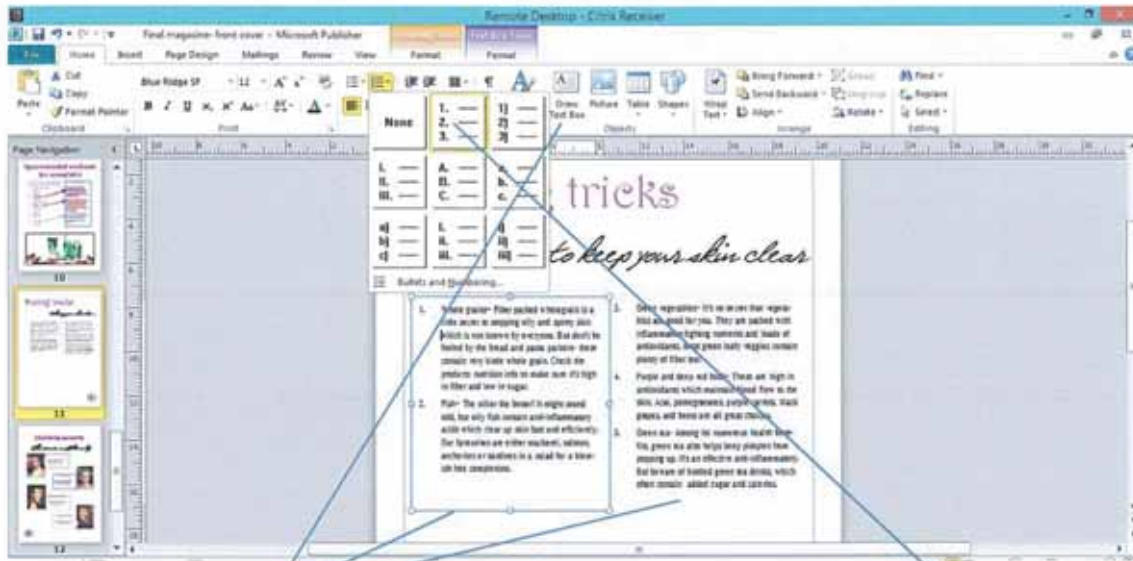
After this, I added two text boxes and sectioned the paragraphs using simple numbering. The text boxes are in to vertical columns similar to articles in magazines as I felt this page should have a more traditional layout.
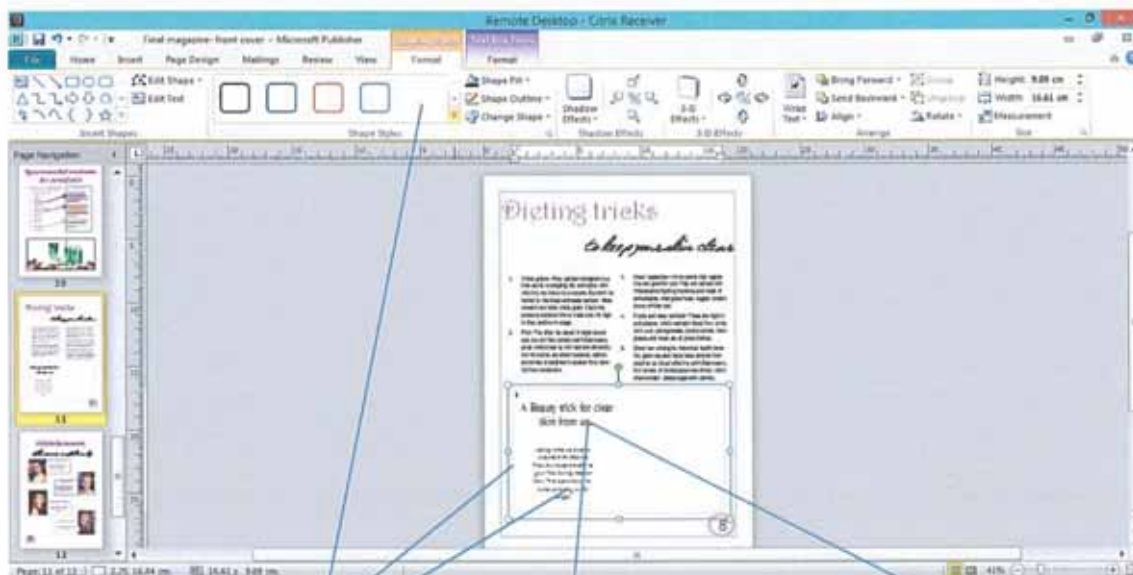
I then added a large white background box with a baby pink outline to make this section stand out. I layered on top two text boxes, one with a larger font heading in the font Blue Ridge Light SF. I then added a smaller central paragraph below this in the font Bradley Hand ITC in italics. This will be accompanied by an image later on.

Celebrity secrets page
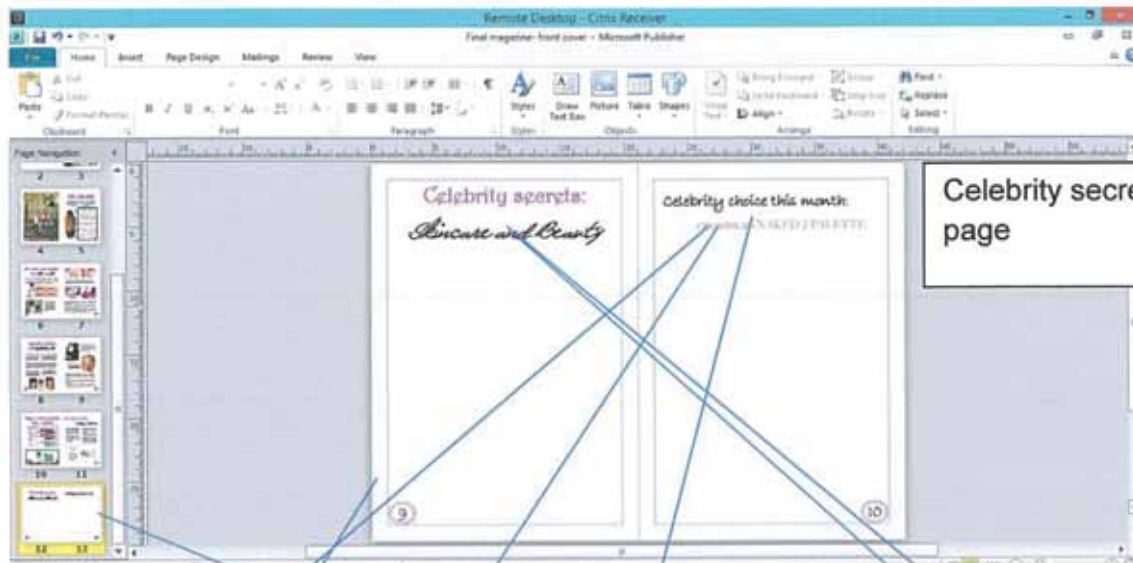
This is the last double page in my magazine. For this I used two headings, a main and then a sub heading to separate the topics down further. The main heading uses the same purple and black fonts and the sub heading uses black, pink and purple fonts and both lower case and upper case lettering for emphasis. I used Bradley Hand ITC and Adobe Carlson Pro on the second page so the audience don't confuse it with a different article in the magazine.

AO3 c
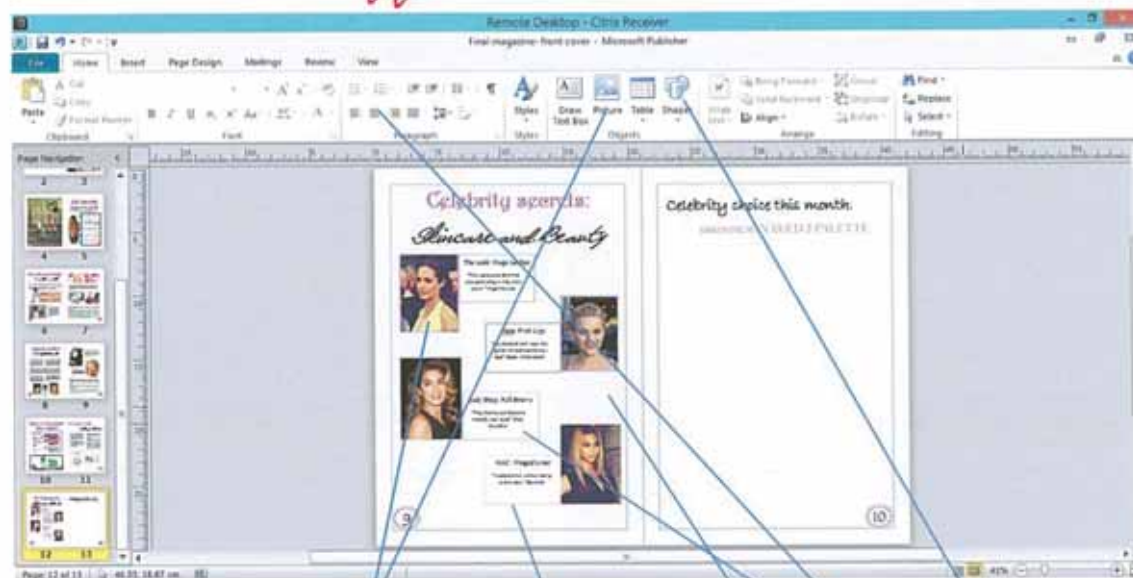
I began by placing my secondary images (edited) in a stacked formation by using the margin rulers to ensure they are straight and in line, even if they are slightly different sizes. I then used a simple white background box to add text and made the writing central in the boxes. To link the images with the writing, I used four different coloured borders around both image and text box to show the link.
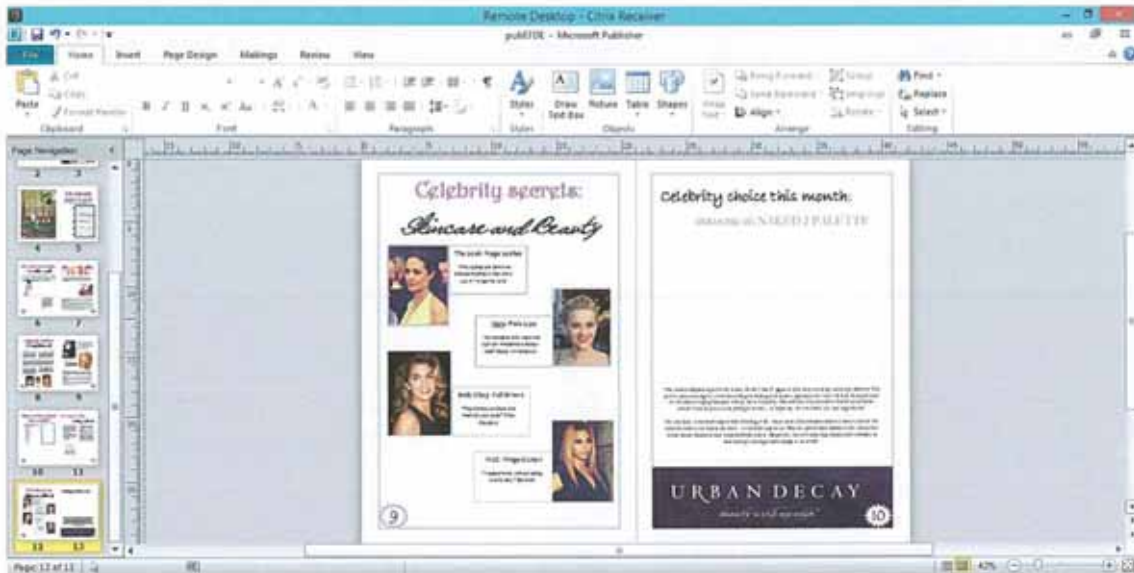
For the second page, I made it all central to the middle of the page and added a banner along the bottom to accompany the large section of paragraphed writing. I left the centre of the page blank in preparation for the primary images to be added later.

The very last page of the magazine (back cover) is another advert which I created on BeFunky. See production of that for the production process.

AO3 C

Some links Suck & Treatment evident

Image editing of secondary images

This is the original image taken from:
http://lipstickonyourpillow.blogspot.com/2011/02/nyx-lipsticks-and-z-palettes-from-love.html

I began by using the online photo editing programme BeFunky.

I used the tool beautify to create this bold pink outline and create a more pigmented colour. I then blurred the edges so that it would blend into the page and look more subtle.

why?

AO3c

This is the original image taken from: http://funwithoriflame.blogspot.com/2012/08/oriflame-pure-colour-nail-polish-review.html

I began by changing the colours as I felt this was a little cold. I used three tools to do this: I increased the saturation, hue and temperature to create more peachy and orangey tones.

As the image was already rounded at the edges, I felt this image was complete.

AO3c

This is the original image taken from:
http://corallista.com/2011/07/16/avon-and-oriflame-products-in-mumbai-current-catalogue-offers/

I began by decreasing the brightness and increasing the contrast.

After this, I slightly increased the sharpness just to add slight definition to the products in the images as they aren't very clear.

This is the original image taken from:
http://www.rihannaoverdose.com/2013/07/rihanna-rolling-stone-cover-shoot-make.html

Firstly, I took away the red eye from the camera flash and then brightened the green in her eyes.

After that I smoothed her face out to create a more even skin tone and to give less appearance of wrinkles.

This is the original image taken from:

http://www.rihannaoverdose.com/2013/07/ri
hanna-rolling-stone-cover-shoot-make.html

I began by smoothing the image out as it was very pixelated and clearly taken from a low quality camera which does not fit the theme of my magazine.

I then brightened the teeth to give her a flawless finish.

Lastly, I removed the background by blurring the edges to ensure no logos were shown due to copyright.

AO3C

This is the original image taken from: http://www.rihannaoverdose.com/2013/07/rihanna-rolling-stone-cover-shoot-make.html
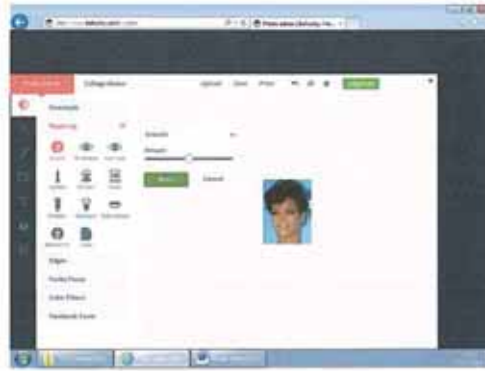
Firstly I reduced the flash spot so that her face looked less shiny and more matte as this is a much more appealing makeup choice. Although this effect isn't too noticeable, it makes the images look more professionally taken rather then paparazzi shots.

I then moved on to accentuating her cheeks to highlight the bronze colour. Rather than changing the whole images saturation, I used the websites focus tool in black and white and applied the focus on the face. This lowered the saturation of the background and lower half of her body and added a nice glow to her face.

Lastly I increased the lightness and softness of her face to really make her stand out.

A03C

This is the original image taken from: http://www.palacinka.com/2010/01/exclusive-interview-with-rihannas.html
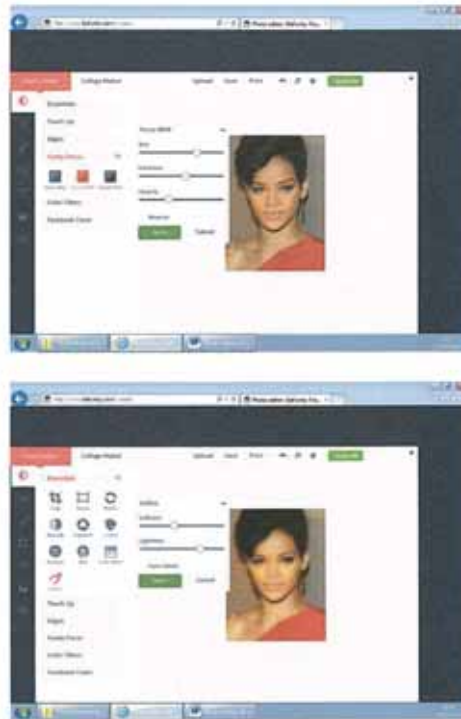
This image has already been edited so I have decided to leave it as its original image.

This is the original image taken from:
http://trend-junky.com/2259/rihanna-and-drake-are-dating-for-real/

Firstly, I enhanced the green once again in her eyes to make them piercing and bold.

Lastly, I slightly increased the brightness for more definition.

This is the original image taken from:
http://www.stars-arena.com/angelina-jolie-photography/
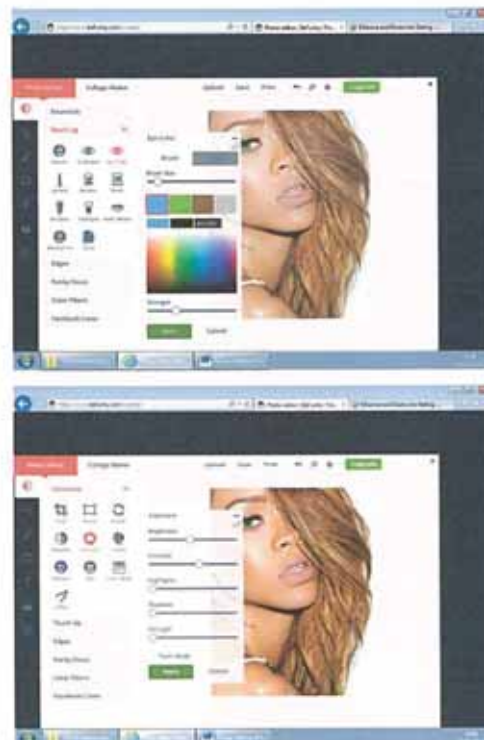
I used a very simple tool called 'instant' which adds its own effect to the image.
This made the colours cooler and added more definition to her cheeks.

This is the original image taken from:
http://hdwallpapersuk.com/reese-witherspoon-wallpapers/

To begin, I whitened her teeth to ensure that the pink lipstick was emphasised and highlighted.

I then chose a brighter pink for the lips and exaggerated their size.

Lastly, I brightened her eye colour to really compliment the pink lips, reduced her wrinkles and used a blemish stick to hide any imperfections.

This is the original image taken from:
http://jeweell.com/ct/people/1166897-cindy-crawford.html

The first tool I used was the wrinkle tool as this dulls down the harsh lines and also lighting so that her face looks more smooth and even. I feel that the rest of the image looks fine.

AO3 C

This is the original image taken from:
http://nypost.com/2014/01/30/rutgers-university-offers-class-on-beyonce/
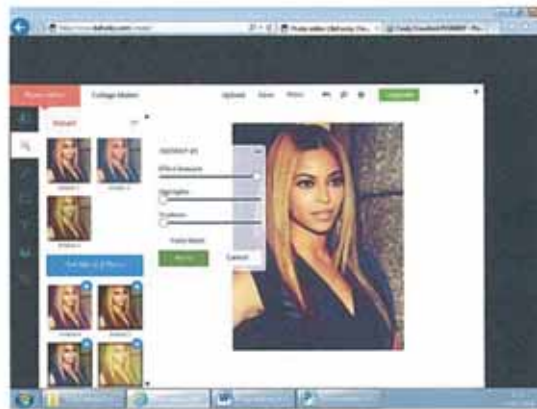
The main element of this image is the eyes and eyebrows so I chose the vintage effect from the website to darken the eyes and emphasise her large features. This is the only editing that needs to be done

It would be helpful to know why you made some of these decisions

Advert production process

The programme I used to create these adverts is called Pic Monkey.

Firstly, I selected the size 8x11 canvas as I know this is the right size to fit my A4 magazine

I used the image from this link:
http://www.teignbridge.gov.uk/article/9899/Teignbridges-Trees
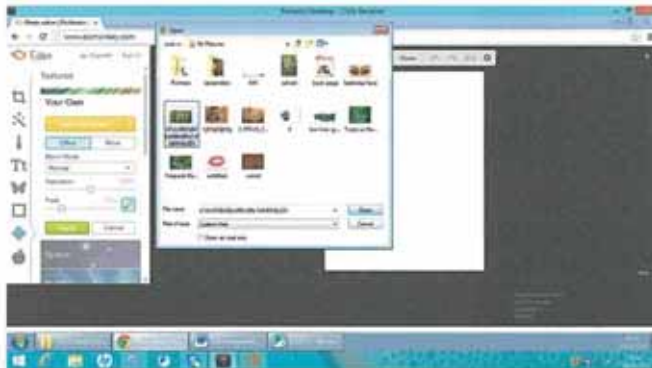
I then selected textures for background, my own image from computer and selected this image of the rainforest.

Secondly, I used the image from this link:
http://www.thebodyshop.com/content/country-list/index.aspx?member=11

By choosing the overlays section, I selected the image from my desktop and used the effect darken to removes the edges.
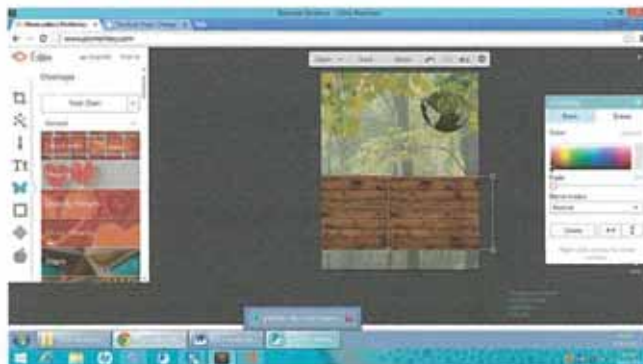
I then selected the websites earthy range and used the dark wooden planks as another overlay. I had to use two and place them side by side so that they would fit as I couldn't stretch them without making the image blurry.

AO3c

For the next image, I used the same link as before link:
http://www.thebodyshop.com/content/country-list/index.aspx?member=11

I used the tool darken again and then had to go back over some of the image to add the white in again.

Lastly, OI used the frightful fonts range in maroon and lemon yellow in order to add text onto the advert. I kept it short and clear as the background is very busy.
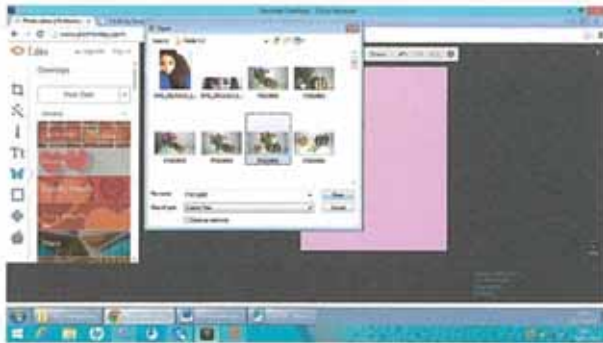

AO3C

This is the final advert which will be placed opposite the contents page in the magazine.
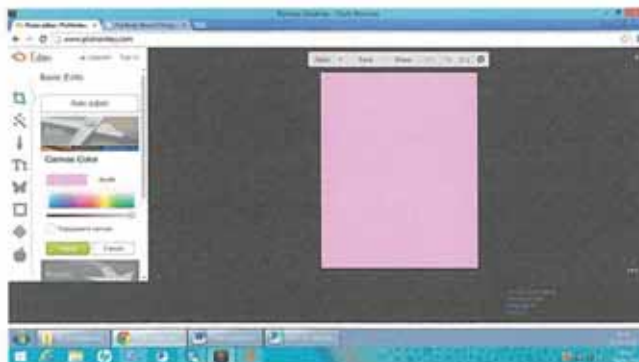
For the second advert I began by using a plain pink base colour for the canvas.

I then added my own image of the shampoo and conditioner and placed it central bottom of the page. I used a blurred edge tool to soften the edges and make the image more round.

After that, I used the image from this link: http://www.macadamiahair.com/products/detail/rejuvenating_shampoo

By choosing the overlays section, I selected the image from my desktop and used the stretching tool to make it fit along the bottom as a banner.
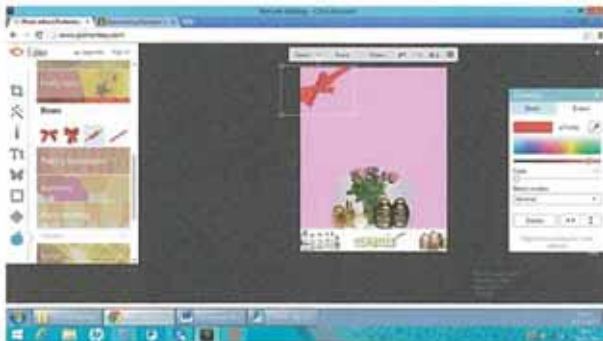
To add extra detail, I selected the party theme pack and chose one of the bow ribbons. I placed this in the top corner to highlight the gift element of the advert. I resized and placed it in the top left corner

I chose to use the font Mancelle Script as this is bold and striking so would add texture to the plain background. I also used Bradley hand for the smaller pieces of writing and placed this down the right side of the page.

Lastly, I added some small heart overlays from the valentines section to link the red and pink colours together and balance out the heavy writing element of the advert.

This is the final advert which will be placed on the back cover of the magazine

A03f

— an effective production

Some reference back to original Treatment would help to justify some of the decisions you have made

Image editing of primary images

All editing will be done using the online editing programme BeFunky

This is the original of the main feature image on my front cover.

Firstly, I rotated the image so that it was vertical.

I then moved onto the colours as I wanted it to be much brighter than what my camera flash produced. I lowered the contrast and increased the brightness and highlights. This darkened the hair creating a nice border and accentuated the face.

After this, I wanted to delete the background so that the face would be the only thing seen on the magazine front cover. I used Photoshop to do this and the magic wand to select and delete the greyish back drop.

Lastly, I finally put the image onto my finished front cover template and cropped it using the crop tool. This is the finished front cover image.
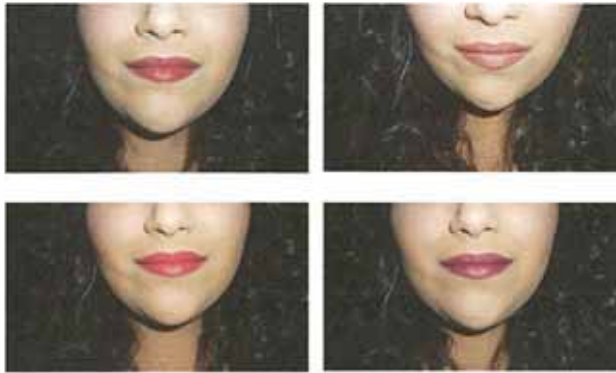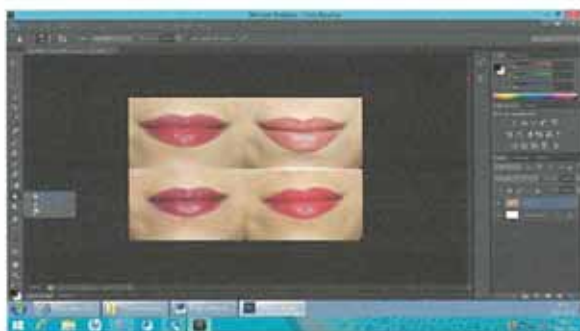
These are the four original images of lips that I want to combine.

To begin, I cropped the images down on word and placed them side by side so that they were all the same size.

I then grouped the four separate images to make them one image.

By opening the image in Photoshop, it allowed me to blur out the skin and morph the image into one.

Lastly, I edited the image's colours on BeFunky and made the image brighter and more focused on the lips.

This is the original of the contents page image. I have taken this for the long, healthy hombre hair which is in fashion and also natural.

Firstly, I rotated the image to make it vertical

I then used the tool beautify which made the dyed light brown of the hair a strong reddish/orange colour.

After that, I increased the brightness, contrast and highlights to make the background a clear white colour which compliments the bold hair colours.

Lastly, I used Photoshop to remove the background and make the image look more professional.

This is the image of eye makeup that I feel doesn't need much editing as it is busy and has a complimentary angle and flash.

The only editing I did for this image is I used the tool beautify to add warmer colours so that the image wasn't as dull.

This is the original image of nail products.

I used BeFunky to apply the effect Chromatic which heightens the contrast, blurs the edges and brightens the centre.

Lastly, I evened out the edges by making them all dark and shadowy, further emphasising the products.

This is the original image of Body Shop's tea tree range.

To begin, I brightened the lighting and used the select tool to bring out the dark green on the labels.

This is the original image of the makeup brushes used on page 8

I firstly straightened the image so that the brushes weren't wonky and to also ensure that you could only see white in the background.

Then, I used the darkening tool on the brush handles which really contrast well against the plain background and deep red petals.

Lastly, I added reddish flecks into each of the petals and the brushes to make them fuller and also stand out.

These are two separate images that I have taken but will edit them both to decide whether or not they will both be useful.

I used the tool beautify and then increased the saturation to make the colours more prominent and realistic

For the mirror, I darkened the colours so that the reflection is less easily seen using the blackout tool.

Lastly, I used the toning tool which balances out the bronze colours to give it a smoother look with a less harsh light trail.

Evidence should be provided to show why you made these decisions.

Skin Deep

014

Keep in style with these **top** **10** make-up crazes

Dieting **tips** **and tricks** *for* *better skin*

Recommended products for

Young Skin

0 123456 67890 5

an unusual and effective
front cover.
Effective

effectively produced

address

Contents

This magazine is aimed specifically at you young girls who want to take proper care of your skin! We give you handy tips and tricks to keep you up to date with all of the new make-up trends whilst allowing you to show your individuality and suit the styles to fit you. But make-up isn't the only important beauty task that we look at, skin care is necessary too! This magazine gives you the inside scoop about what products work and how to make the most of your money. Its not just about looking good, but it's about looking fresh and healthy.

Top make-up trends for teens *this month*

It's all about that **POP** of colour this month to stand out in this Wintry darkness. As black is back in the fashion industry, it is now time for the make-up to come out and add a bit of life back into the look. Our favourite trends are the bold lip, bright eyeliner or even multi-coloured nails. Not sure how to pull this look off? Don't just go for the classic red, why not try the pinks, oranges or even deep wine lip look.

Try NYX's matte lipstick range specifically for statement lips.
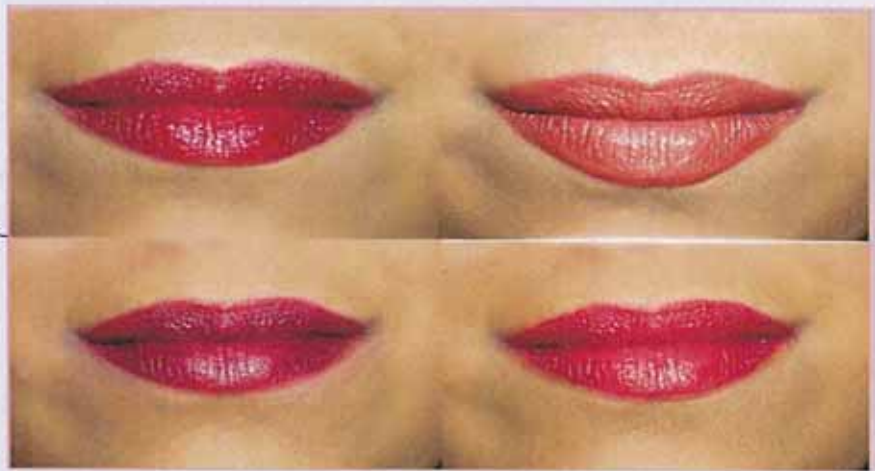
These eye products are the perfect shades to add some colour to your look. This particular range from urban decay has a variety of shimmer, fluorescents, bold and natural shades for any occasion. When paired with a neutral lip, the eyes are the main feature of your face.

3

the change in fonts here is
a bit jarring — did you want to
create this effect?

Oriflame offers a large range of nail polish and nail care that specifically aims to strengthen the nails and ensure that the se bold trends aren't ruining your natural beauty. Their nail kits are designed to help you design and create individual and unique nail designs that will make you be the talk of the party.

Above and Right– these are all products of Oriflame's nail range

With the beauty industry booming, and a higher demand for more make-up products that accentuate your best features, it is easy to get lost in the hundreds of product reviews with no luck of finding the products best suited to you.

For young adults, the high end brands such as Dior and Chanel although may seem expensive, are guaranteed high quality. However, there are drug store brands such as Maybelline who focus their products towards the needs of teens to young adults. This make-up offers more coverage, bolder colours and products which help to smooth uneven skin tones.

This month, our top make-up brand is by a Swedish company called Oriflame. Oriflame is a small company who offer two specific makeup ranges for teenagers to young adults up to the ages of 25- "Dare to be" and "Very me". It is professional yet affordable and is our favourite must have this month.

2 different fonts + font sizes = did you intend to do this?

Exclusive interview with: *Mylah Morales*

How long have you known that you wanted to be a make up artist?

- "I've always loved make up since I was a little girl. One day I remember that I went into a shop and bought some 'grown up' make up and brushes and since then I was unstoppable."

What is your secret to having such popular looks?

- "I'm a firm believer that your make up should not compete with your hair or outfit. It's about having everything work in sync. As for make up alone, you should always focus on one point on your face you want to highlight. For Rihanna, this is often her lips!"

Everyone wants to know, how did you get the opportunity to do make-up for these A-list celebs?

- "Through the B.Lynn Group, which is an image agency that works with celebrity clients. My agent **Brandi Simpkins** has hooked me up! But I'm so determined, when I put my mind to something like making it in the beauty industry, I go for it and luckily I'm achieving my dream. If I'm gonna' be honest, my success is definitely due to Rihanna's beauty and fame. I only became known from her and I can't thank her enough!"

What are your must have make up products?

- "I hate to say it but I love high end make up like Bobby Brown, Nars and MAC. But I definitely had to work my way up just to get used to techniques and styles of different make up brands. You never know what the client might ask specifically for. "

What's one of your favourite looks that you have ever created?

- "I have so many... and they would all have to come from Rihanna's black hair stage. We have had so much fun with that hair colour as it really allowed us to try many different looks. Especially on the red carpet, "

Right, Above, Left:
Rihanna 2010

5

simple but effective design.

Make-up and beauty artist for many famous celebrities including Leona Lewis, Katy Perry and Rihanna.

Above: Mylah Morales

Get this look

with Mylah

Eyes

Riri's eyes sparkled in a glittery golden beige/creamy white color contoured with a deeper bronze on the crease. Try MAC Your Ladyship pigment or Retrospect eye shadow on the eyelid and MAC Mulch eye shadow blended lightly on the crease. A thin black line was drawn along the upper lash line with a liquid liner and false lashes were applied on the top. Adding lashes to a simple look can make it instantly glamorous.

Cheeks

A shimmery bronzer along the cheekbones is all you need to recreate Riri's sexy glow. Try Wet 'n Wild Bronzer MegaGlo Illuminating Powder . I added some highlighter along the top of her cheeks to compliment her sharp features.

Lips

For a simple look like this, lie your lips with a nude lip liner that blends with you lips but gives you slight definition. Then apply a mauve-pink lipstick and leave with no gloss. My trick is to dab some highlighter along the cupids bow to give you that added glow.

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Recommended products for *young skin*

This month we have been particularly impressed with The Body Shop's Tea tree natural skincare range.

◊ Clearing Foaming Cleanser

◊ Blemish Gel

◊ Body Wash

◊ Cleansing Wipes

◊ Concealer Stick

◊ Cool and Creamy Wash

◊ Face mask

◊ Facial Toner

◊ Facial wash

◊ Night lotion

◊ Oil

◊ Pore minimizer

◊ Clearing lotion

Hot Picks

Cleansing wipes are essential for keeping clear skin and making sure that no makeup is left over after a long hard day. If you're in a rush, they really are time savers!

Pampering yourself is very important to keeping your skin stress line free. A face mask from the tea tree range ensure all of the excess oils and dirt from the skin is removed, leaving you clean and refreshed

This primer minimises your pores so that less makeup clogs your skin and helps prevent break outs and oily skin. It also helps your foundation stay on all day!

Dieting tricks

to keep your skin clear

1. Whole grains– Fibre packed wholegrain is a little secret to stopping oily and spotty skin which is not known by everyone. But don't be fooled by the bread and pasta packers- these contain very little whole grain. Check the products nutrition info to make sure it's high in fibre and low in sugar.

2. Fish– The oilier the better! It might sound odd, but oily fish contain anti-inflammatory acids which clear up skin fast and efficiently. Our favourites are either mackerel, salmon, anchovies or sardines in a salad for a blemish free complexion.

3. Green vegetables– It's no secret that vegetables are good for you. They are packed with inflammation-fighting nutrients and loads of antioxidants, most green leafy veggies contain plenty of fibre too!

4. Purple and deep red food– These are high in antioxidants which maintain blood flow to the skin. Acai, pomegranates, purple carrots, black grapes, and beets are all great choices.

5. Green tea- Among its numerous health benefits, green tea also helps keep pimples from popping up. It's an effective anti-inflammatory. But beware of bottled green tea drinks, which often contain added sugar and calories.

A Beauty trick for clear skin from us...

Using make up brushes ensures that little oils from the hands transfer to your face during application. This also enables the make up to stay on for longer!

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Celebrity secrets:

Skincare and Beauty

The Look: Mega Lashes

"Flirty lashes are feminine and captivating—they draw you in." Angelina Jolie

Nars: Pink Lips

"Any shade of pink taps into a girlish innocence and coyness" Reese Witherspoon

Body Shop: Full Brows

"They frame your face and intensify your eyes" Cindy Crawford

MAC: Winged Liner

"It adds drama without being overtly sexy" Beyoncé

Celebrity choice this month:

URBAN DECAY's NAKED 2 PALETTE

"The most anticipated sequel of the decade. Naked 2 has 12 pigment-rich, taupe and beige neutral eye shadows. This palette proves once again, neutral is anything but boring, (and is downright sexy when worn Naked). Feast your eyes on our shades ranging from pale to deep, matte to sparkly. This collection lets you achieve lots of neutral looks, smoky dramatic eyes, and everything in between. Let's just say there's a whole new way to get Naked!

The case has an art-school inspired look with hinged lid – taupe metal with embossed chocolate brown artwork. It's smooth, modern and cool to the touch – a real tactile experience. Plus, our palette also a double-ended, cruelty-free Good Karma Shadow/Crease Brush (available only in this palette). Any self-respecting makeup lover will have to have both palettes to get their complete neutral fix!"

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Mothers Day

have you got your gift yet?

With Mother's day around the corner, we've found this new nourishing range of hair products that are enriched with Amozonian oils perfect for keeping hair strong and healthy.

Look out for these hydrating oils for your Mum around Boots and Superdrug as they have an exclusive 'SkinDeep' offer of 3 for 2 if you present them with this voucher.

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