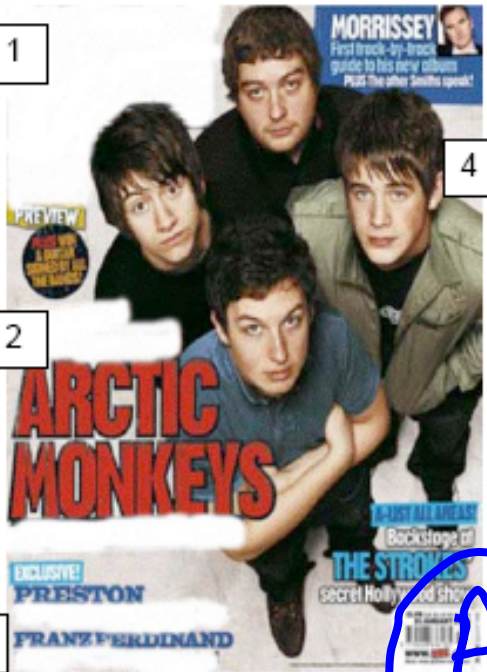


1

2

3



4

A

Study the front cover and think about the target audience.

1. Fill in the masthead
2. Look at the leader article what do you think the coverlines that go with it might say?
3. What coverlines about these artists would attract the target audience?
4. How are the Arctic Monkeys being represented on the front cover?

Study the front cover and think about the target audience and genre.

1. Fill in the masthead
2. What do you think the two missing coverlines might say?
3. What type of competition and free gift would appeal to the target audience of this magazine?
4. How are the various musicians being represented on this front cover?

B

3



1



3

2

Analysing Magazine Front Covers

Learning Intention:

To highlight the key conventions of magazine front covers.

To apply the technical terms to the analysis of magazine front covers.

Going into Detail

- When writing about magazine front covers you need to answer lots of questions.
- These are likely to begin with ‘what’ and ‘why’. There are some generic questions you will need to consider for any front cover which will help you to get started ... for example ...
 - What can I see? What can I denote?
 - Why have they included this?
 - What does this suggest/imply/connote?
 - Why would this appeal to the target audience?



'Red'

What can you see on this front cover?

List all of the things that you can see, using your previously learned key words to support your observations.

Colour scheme – red, green, cream and gold.

Direct address – Jools Oliver looks directly at the camera; almost making eye contact with the reader.

Layout – Formal and organised; straight lines ... could suggest an older target audience.

Large central image – mid-long shot. She has a faint smile and is wearing subtle and expensive looking jewellery. Cream dress sleeves are falling down, particularly on her left, so the dress is quite revealing.

Anchorage text – instruction to readers about 'what to wear'.

Sell lines – focus on beauty, budget and fashion

Masthead 'Red' in white on red background. Looks handwritten.

Strapline – reinforces the topics covered by the magazine; aimed at women.



There is a photograph of Juliette 'Jools' Oliver, wife of TV chef Jamie. It is a medium-long shot. She is looking at the camera, giving direct address. She has a faint smile and is wearing what looks like an expensive necklace and bracelet. She is wearing a cream dress and the sleeves are falling down, particularly on her left shoulder, so the dress is quite revealing.

The masthead for the magazine says the name 'Red' in white letters on a red background. The font is serif which means that it is quite fancy writing but it appears to have been handwritten. These letters and the colours will be the same every month.

Can you think of any more 'why' questions that would help this student to improve their response?

Sample Response

This response purely focus' on the image and the masthead, although there is far more the student could have commented on in this response.

The detail and length is insufficient; to have improved this, they could have commented in more detail on the 'why'.

- Why has Jules Oliver been chosen for the front cover?
- Why has the publisher used red and white for the masthead and for some of the sell lines?

There is a photograph of Juliette 'Jools' Oliver, wife of TV chef Jamie. It is a medium-long shot. She is looking at the camera, giving direct address. She has a faint smile and is wearing what looks like an expensive necklace and bracelet. She is wearing a cream dress and the sleeves are falling down, particularly on her left shoulder, so the dress is quite revealing.

The masthead for the magazine says the name 'Red' in white letters on a red background. The font is serif which means that it is quite fancy writing but it appears to have been handwritten. These letters and the colours will be the same every month.

By extending the analysis and answering the 'why' questions you would extend and secure this response! From this point on it is all about the detail of the analysis, not the quantity!

Why has Jules Oliver been chosen for the front cover?

Why is she looking at the camera and leaning towards the camera with a faint smile?

Why did the publisher choose to dress her in cream and gold?

Why has the sleeve of her dress been positioned this way? What message are they trying to give the audience?

Why has the publisher used red and white for the masthead and some of the sell lines?

How does the magazine front cover appeal to the target audience?

Using the information you have collated and the 'why' questions you have written, redraft and improve the students' response to analyse the how the front cover appeals to the target audience.

Use the 'what' comments that the student has noted, but extend the response with your opinions about 'why'.

CODES AND CONVENTIONS

Layout: Uses the *rule of thirds*. Model is placed straight down the centre third and gazes directly at the consumer. Her expression is serious but sultry; what the T-A aspires to.

The left third- the majority of the *coverlines* appear, to be seen on the *newstand* by buyers. Coverlines use persuasive language techniques, shown highlighted in red.

Visual centre- shows *model credit* identifies model in the image: "Get Giselle hair" and supports this with *page reference* to contents.

The *colour palette* is subtle- major colour is yellow. *Dateline* shows February issue- a bright colour is appealing after the winter months. The vibrant bright colour reflects the fashion world which the mag portrays. The background colours are greys- which provides a modern contrast to the bright yellow.

Typography- unusual -highlights certain words "naughty", "life" and "body peace". This and the *kicker* "Sex, Love and Style" reflect the *lifestyle habits* of T-A.

T-A must have disposable income as the magazine has a fairly high *price*.



TARGET AUDIENCE

Gender- female- *coverlines* "gets any woman there" and "he hasn't found you"

Age- 20's and 30's- model represents plus the repetition of the word "women" in explanatory text.

Demographic- ACORN type: A.C, D and H

Nationality- Australian "com.au"

Education- educated- the *button* highlights "life pilates- how to balance work, friends, family and love" Professional working mothers. "no guilt" "successful women"- without guilt about working.

Family- partners "sex" "erotic card games" and children- "family and love"

Lifestyle, hobbies and interests: Fashion- image quirky trend- high waisted shorts, & *coverlines* "style", "festival fashion", "flirty clothes".

Miseenscene includes an eagle on the T-shirt this has *connotations* of strength and power: what a modern woman aspires to have..

Health and body conscious "never diet again" *selline*- "free gym membership"

Fun and frivolity "erotic card games", and "flirty choices"- suggest a younger *readership*.

Music: *image* of guitar and coverline "music festival fashion"- although music appears as a side interest to fashion- the model is posing with the guitar holding it on her shoulders, not playing it and the coverline is concerned with how to dress at a music festival like celebrities.

200 words max!

Find a music magazine front cover with a large central image on it

1. Annotate the key conventions used (use your terminology dictionary to help you).
2. Consider and annotate the mise-en-scene of the front cover:
 - Settings & Props
 - Costume, Hair & Make Up
 - Facial Expressions & Body Language
 - Lighting & Colour
 - Positioning of characters/objects within the frame
3. What camera angles have been used? Why?
4. How is a particular social group represented to the audience?
5. Refer to your uses and gratifications: why would an audience read this?

MOHAMMED

I have used a white background for my magazine because ~~there~~ when the magazine goes on the shelf with the other magazines it will make it stand out and also it will make it look different from other magazines also the white background is clean nice etc. Dominant image have chosen the image of 2pac because he is famous singer. A01

The connotation of why I chose the image of 2pac because it will make the audience suggest that the magazine is Hip Hop and offers information. I have also chosen it because the image makes the audience feel like the magazine is exciting and a gangster type of magazine. The images that I have used of 2pac are one on the left side and one on the right side. It is blended these images and I have made it half light side and half dark side. I have done this because the images link with the black background and also it links with the image of 2pac that is in the middle. A01

It's a bar code and I put it at the bottom so it doesn't blend or link with the images. A01

V.I.P because it stands for very important person. I have chosen this title because in my magazine there are famous people. The reason for the title is that it gives the audience an idea of the magazine. Once they see the title they will know that it is a magazine of important people. A03

white background and black because the black stand out. The black makes the pictures stand out. Also the image of 2pac is looking straight at you and this engages the audience. He has also got an eye contact with the audience. A03

The image is dominant I have chosen it like this because it makes the audience feel like they are in a gangster. A02

On the image of 2pac I have used an anchor which is a grey or white color. I have chosen it like this because it links the image of 2pac with the colours of the anchor and it links with the image of 2pac that are on the right and left side of the anchor. A02

I have used another dominant image which is the black background. I have chosen this because the black color makes the images stand out. Also I have used it as black because it represents the images and the colours of my magazine. A02

I have written a website on my magazine so the audience can look at it and surf on the internet and so then they can know a bit more about my magazine. I have also put it on my magazine and he is black. I used the... A03

V.I.P

£2.50



www.V.I.Pzine.com

I have written about "win free iPod" because then the audience will want to buy the magazine so they can do the quiz and they will win an iPod. A01

I have also used a DSoo phone because then the audience will want to win the free phone. I was going to write about a free DSoo but I did not get anytime about. A01

I have written a website on my magazine so the audience can look at it and surf on the internet and so then they can know a bit more about my magazine. I have also put it on my magazine and he is black. I used the... A03