Evaluation

In what ways does the media product use, develop or challenge forms and conventions of real media products?

The layout is very standard and what to be expected from a magazine. It has the masthead placed in the top. However it uses more than one photo as the cover image which has been used very effectively.

Which social groups are represented in the magazine?

The magazine appears to target a student audience. It contains interesting information that students would like to read about such as technology. The font is simple and easy to read.

What kind of media institution might distribute the magazine and why?

The publisher would distribute the magazine to shops and colleges for students.

Who would be the audience for the media product?

The audience would be students because the magazine is well suited for them and that is who it appears to be aimed at.

How do you think this magazine attracts/addresses its audience?

The magazine would attract the audience of students because it stands out with coverlines that would appear to them. It contains subway vouchers which are useful for students and technology.

How well has technology been used in the creation of this magazine?

Technology looks like it has been used well as the magazine looks professional and looks tidy. It appears that Photoshop has been used well.

Looking back at the preliminary task, where do you feel they need to improve when they progress to the final product?

They could improve by using a range of colours that would entice boys and girls. As the colours used would aim more towards boys than girls.