**College Magazine Evaluation**

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

I used the standard conventional magazine layout with the masthead and tag line at the top, a puff and a pug, secondary images and cover lines. I think that I challenged the convention on my cover page because I used a combination of two images as my main cover image. From my research I copied the masthead design from a magazine called ‘Campus Life’. I liked the way that the insignificant part of the masthead text was smaller to leave more room for the more important part.

*How does your media product represent particular social groups?*

I was aiming to represent the student social group because it is a college magazine. I did this by using language that they would be the most familiar with, simple English and short sentences which are to the point. The pictures on the cover and contents page are enticing to the target market. I have used a recognisable logo on both pages. This is the Subway Voucher text. I put this in because students are interested in cheap food and franchise brands like Subway.

*What kind of media institution might distribute your media product and why?*

A publisher would distribute the media product because the magazine is meant to be printed and sold in shops around colleges and residential areas where students live. The publisher would want the target audience because there will always be students who want to buy them therefore it is a stable market. The shops would want more students because it is likely that they will buy other things such as snacks at the same time as buying the magazine.

*Who would be the audience for your media product?*

My media product is aimed at college students. These people should buy the magazine because it contains information that students would be interested in and find useful. It also appeals to students because there are competitions where you can win things that are important to the target audience. Such as Subway vouchers and free driving lessons.

*How did you attract/address your audience?*

I used bright colours and contrasting edges to make the magazine cover stand out from competition. The pictures on the cover and contents page are enticing to the target market because they are of thing that appeal to the audience such as exam success. The continuous colour scheme on the cover and contents which makes it look professional and stylish. I have used a recognisable logo on both pages. This is the Subway Voucher text. I put this in because students are interested in cheap food and franchise brands like Subway. I used language that they would be the most familiar with, simple English and short sentences which are to the point. I used personal pronouns to make the magazine seem to be personalised to the reader and to make them feel special.

*What have you learnt about technologies from the process of constructing this product?*

For the photoshoot I used my Canon 600D entry level DSLR. I used the manual setting and manual focus. I over exposed some of the photos but I was able to correct this in Adobe Photoshop as I shot in RAW. I was otherwise happy with the photos because they were in focus and framed how I wanted. My cover model did exactly as I asked and we got some good locations. One other thing that could be better was the weather. It was an overcast day with lighting which was not ideal. I therefore had to juggle reduced image sharpness with aperture settings to get more light onto the sensor.

When I got to Photoshop I was able to achieve the final design quite quickly because I am familiar with how to use it and the common tools and effects. I learnt new skills from the advanced Photoshop tutorial, such as different filters like Gaussian blur which I used for the puff.

*Looking back at your preliminary task, where do you feel you need to improve when you progress to the full product?*

I feel that I need to improve my refining skills on Photoshop. For example, when I enter text and put on a stroke (such as ‘vouchers’ on the contents page) the text looks squished together. I will have to solve this issue by learning how to adjust the letter spacing in the text tool before I start the full product. I need to improve my photoshoots, I need to take more pictures to give me more options and find the perfect picture for what I need. Finally, I need to start drafting so I can take on board feedback and improve the magazine with each draft to make it as good as possible.