Evaluation for James

In what way does your media product use, develop or challenge forms and convections of real life media products?

His layout is basic and open. This gives the magazine a refreshing feel. It reminds me of magazines such as Time. Overall the magazine uses a conventional layout. However, a lot of magazines look cluttered as they are trying to display as much information as possible. This is not the case with James’s magazine. The layout is similar on the contents page.

How does your media product represent particular social groups?

His Magazine uses modern colour schemes and direct language to represent the product’s social group.

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

A magazine publisher would distribute his magazine to colleges and shops near them.

Who would be the audience for your media product?

His magazine targets college students as the title suggests.

How did you attract/address your audience?

He has used a bright colour scheme which carries into the contents page This makes the magazine vibrant and therefore makes it prominent compared to the other magazines for sale. He addressed his audience using rhetorical questions, personal pronouns and language that makes the reader feel more involved with the magazine. He also included social media links which is important because social media is a big part of the target market’s lifestyle.

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

James used his phone for the photoshoot. It took pictures that were more than good enough for the task. He designed his magazine on Adobe Photoshop. It wat the first time he had used Photoshop without any instructions telling him what to do. I think that he used it well and he seems happy with what he has created. To begin with he was unsure on how to use basic tools, however by the end he seemed to be familiar with the essential features that the program provides.

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

In my opinion, James could improve his work by practicing to use Photoshop so he can get used to the tools and make sure that he can create exactly what he wants and not be held back by limited knowledge of the software.