

Magazine

Conventions

Its clear that when producing a magazine there are certain ways media presents the content to their audiences, when making my magazine i followed the stereotypical conventions a music magazine would follow. I kept my magazine more masculine magazine and in doing this i have kept the artists on the front male. I have always had the idea in my head to create a magazine along the lines of the Kerrang! magazines witch again is a masculine magazine mainly featuring male artists on the front cover as shown below.



As you look at the magazine the heading/title is not what draws your immediate attention, what draws your attention is the artist and the headline featured in big bold yellow writing and by using a famous icon (Billie Joe Armstrong) who people recognise especially for the viewers of this genre of magazine could notice the intention of this photo is to make it look like he is giving you eye contact, his outfit matches with the colour scheme of the magazine for example you can see the dark coloured clothing with the light yellow background emphasising the fact that he is there and he is the main focus point. When i was making my magazine i made sure that the band i photographed were all wearing near enough the same clothing this helped the colour scheme of my magazine due to the fact that i could make headlines and subtitles stand out with lots of colour against the dark clothing. When it came to writing the subtitles for my front cover i moved them to the left because whenever you read you would read left to right whereas if it were to be in the centre or to the right it may just cause confusion when reading.

One of the key factors to a good magazine is to show you are not just concentrated on a main character but you are including other artists and bands aswell, as you can see in the photo above multiple artists are shown with a small headline giving the reader a small explanation into what they will be reading, because not all readers will be a Billie Joe Armstrong fan they may be more of a Marilyn Manson admirer, this is why it is good to have variety in a magazine. The bar code is placed at the bottom right of the page but made relatively compared to many other things on the magazine, this makes it seem like its not a big issue but its worth the money. A key feature in magazines is usually to give away something free e.g a free poster, a promotional magazine, and many will include chances to win prizes etc.



NME is another magazine that follows the usual conventions of a music magazines but its difference itself from all other magazines when using its bright colour scheme and subversive. The bold title in red witch i have noticed a popular colour used in music magazines, as you can see the writing is featured on both sides of the magazine - one is in a box emphasising it, this suggests that this heading is meant to be more important and that they want you to read it first, the other is just in bold red writing with a small subheading under it giving some small detail about what you will be reading. As i explained earlier most magazines give away free things - you can see this if you look at the top of the NME magazine it states " Free Posters". A element that NME use to attract their audience's is the use of abstract and weird photo's on their front covers (as seen to the left), this attracts the reader and making the magazine stand out from others on the shelf. Different styles of font also promote the magazine making it look professional, as NME always use different fonts to create variety in their published products.



A double page spread is a must have in the production and success of a good magazine, this is a double page spread from a Kerrang! magazine. The colour scheme is simple but effective, by only using reds, whites and blacks it makes it easy to read and helps set a natural border around things. The interview is set out into many columns witch a main title at the top, with lots of pictures surrounding the text it meets the propper conventions of a rock magazine of witch are messy and packed with information on bands, new artists and more photo's from gig's and studio recordings. The picture at the top represents what kind of music Kerrang! promote for example just from looking at the picture on this double page spread you can already gather the fact that its a rock magazine and anyone who reads this magazine could relate to the genre of magazine produced.