

<b>Qualification</b>	Pearson BTEC Level 3 National Extended Certificate in Creative Digital Media Production
<b>Unit number and title</b>	<b>Unit 14: Digital Magazine Production</b>
<b>Learning aim(s) (For NQF only)</b>	<b>LA A:</b> Understand the considerations, codes and conventions of a specific genre of magazine for print and digital platforms
<b>Assignment title</b>	Codes and Conventions of Digital Magazines
<b>Assessor</b>	Mr Warwick
<b>Hand out date</b>	02/02/2026
<b>Hand in deadline</b>	02/03/2026

<b>Vocational Scenario or Context</b>	<p>As part of your commission from Creative Grow, you have been asked to contribute to a research project from Kent County Council, on the codes and conventions of different magazine genres and platforms.</p> <p>Each person working on the commission has been asked to select a specific genre of magazine and produce an illustrated report on the codes and conventions of that genre, the relationship between a magazine's purpose and its target audience, and the different considerations for magazines using print and digital platforms.</p> <p>All of the reports will then be compiled together to form a comprehensive evaluation of digital magazine codes and conventions across different genres and platforms.</p> <p>The reports are aimed at Sixth Form students in the local community who are interesting in potential careers in the digital publishing sector and the purpose of the final report is to develop students' appreciation of digital magazine production across a range of genres and platforms.</p> <p>Creative Grow intend to make the final report available digitally in print format and also through their website.</p>
---------------------------------------	---

<b>Task 1</b>	<p>You must produce an evaluation of the considerations and codes and conventions of a specific magazine genre of your choice. The genre you select must have magazines available through both print and digital platforms.</p> <p>Select a range of different magazines from your chosen genre, which adopt both pre-digital and digital production techniques, and use detailed examples from these magazines to illustrate your report and support your ideas.</p> <p>When you have selected your examples, you will need to compare the purpose, target audience, codes and conventions of design and layout and the differing technical considerations</p>
---------------	---

	<p>of magazine production for print and digital distribution channels.</p> <p>You must include an evaluation of the following in your report:</p> <ul style="list-style-type: none"> <li>the relationship between the purpose and content of the magazines and their target audiences</li> <li>how effectively the codes and conventions of the magazine covers and page layouts support the content</li> </ul> <p>a comparison of how print and digital platforms affect production.</p>
<b>Checklist of evidence required</b>	<p>A report in any of the following formats:</p> <ul style="list-style-type: none"> <li>a blog</li> <li>e-book</li> <li>presentation</li> <li>video</li> <li>e-portfolio.</li> </ul>
<b>Criteria covered by this task:</b>	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
<b>Unit 14/A.D1</b>	<b>Evaluate</b> the effectiveness of codes and conventions used within magazines for a specific genre in appealing to the target audience and fulfilling the magazine's purpose across print and digital platforms.
<b>Unit 14/A.M1</b>	<b>Analyse</b> how codes and conventions of design and layout are used to appeal to the target audience for a specific genre of magazine.
<b>Unit 14/A.M2</b>	<b>Analyse</b> the opportunities and limitations of print and digital magazine production platforms in addressing audiences.
<b>Unit 14/A.P1</b>	<b>Explain</b> the purpose, target audience, codes and conventions of design and layout for a specific genre of magazine.
<b>Unit 14/A.P2</b>	<b>Explain</b> the technical considerations of magazine production for print and digital distribution channels.
<b>Sources of information to support you with this Assignment</b>	<p><b>Books</b></p> <ul style="list-style-type: none"> <li>Anton KK and Cruise J – Adobe InDesign CC Classroom in a Book (Adobe, 2015) ISBN 9780134310008</li> <li>Crowley D – Magazine Covers (Mitchell Beazley, 2006) ISBN 9781845332396</li> <li>Samara T – Making and Breaking the Grid (Rockport Publishers Inc., 2005) ISBN 9781592531257</li> </ul> <p><b>Magazines</b></p> <ul style="list-style-type: none"> <li>Computer Arts (CreativeBloq) – This is an industry-leading magazine for graphic designers full of useful articles, tips and professional examples.</li> </ul>

	<p><b>Websites</b></p> <ul style="list-style-type: none"> <li>• <a href="http://www.digitalartsonline.co.uk/tutorials/">http://www.digitalartsonline.co.uk/tutorials/</a> – This is a useful site for tutorials, including InDesign.</li> <li>• <a href="http://design.tutsplus.com/articles/15-indesign-tutorials-for-magazine-and-layout-design--vector-5456">http://design.tutsplus.com/articles/15-indesign-tutorials-for-magazine-and-layout-design--vector-5456</a> - This is a useful site for tutorials – this page specifically features InDesign tutorials for magazine layout and design.</li> <li>• <a href="http://digitalmagazineawards.com/">http://digitalmagazineawards.com/</a> - This features award winners in digital magazine design and productions.</li> <li>• <a href="https://flippingbook.com/online-digital-magazine">https://flippingbook.com/online-digital-magazine</a> - A digital magazine publishing tool.</li> <li>• <a href="http://www.howdesign.com/magazine/">http://www.howdesign.com/magazine/</a> - This is a digital magazine aimed at inspiring designers, particularly those using digital platforms.</li> <li>• <a href="https://www.joomag.com/">https://www.joomag.com/</a> - This is a digital magazine publishing tool.</li> <li>• <a href="http://www.magazinedesigning.com/">http://www.magazinedesigning.com/</a> - This gives useful tips for those designing magazines for both print and digital platforms.</li> <li>• <a href="http://www.magazinedesigning.com/55-best-tips-for-a-successful-magazine-cover/">http://www.magazinedesigning.com/55-best-tips-for-a-successful-magazine-cover/</a> - This is particularly useful for analysing the conventions of, and producing layouts for, cover designs.</li> </ul>
<b>Other assessment materials attached to this Assignment Brief</b>	None