

Unit 14: Magazine Production

NAME:

Learning Aim A – Report

What is this task asking you to do?

For Learning Aim A, you must produce a **detailed report** that explores and evaluates **codes and conventions, target audiences, purpose, and production considerations** for a specific magazine genre.

You must:

- Choose **one magazine genre**
- Use **real magazine examples** (try to use two magazines with different target audiences so you can compare)
- Compare **print and digital versions**
- Use **media terminology**
- Support points with **specific examples**

Choosing a Magazine Genre and Examples

You must select **one genre** that exists on **both print and digital platforms**.

Examples include:

- Fashion
- Music
- Gaming
- Sport
- Film
- Lifestyle
- Technology



These two magazines are from the **music genre**. They have different **target audiences**. Compare the differences between them, why are they different? How is the content different? How does the **content** attract its audience?



Once you have chosen your genre, select **at least two or three magazines** from that genre. These should include:

- A traditional **print magazine**
- A **digital version** (website, app, tablet edition, or online issue)

You will refer to these magazines **throughout your report**, so choose examples with clear design features and accessible digital content.

Section One: Purpose and Target Audience

In this section, you must **explain** who the magazine is for and why it exists.

Purpose

Explain the main purpose of the magazine. This could include:

- Informing the audience (news, reviews, advice)
- Entertaining the audience
- Promoting a lifestyle or identity
- Advertising and consumer influence

You should also consider whether the magazine has:

- A commercial purpose
- An editorial or cultural purpose
- A mix of both

Target Audience

Describe the target audience in detail. This may include:

- Age range
- Gender
- Interests and hobbies
- Lifestyle
- Socio-economic group

Explain how the magazine clearly targets this audience through:

- The type of content included
- Language and tone
- Choice of images
- Advertising

Section Two: Codes and Conventions of Design and Layout

This section focuses on **visual design** and **layout choices** used in magazines.

Codes and Conventions

You should explain common magazine codes and conventions such as:

- Masthead and branding
- Colour schemes

- Typography (fonts, size, style)
- Cover images and photography
- Headlines and cover lines
- Page layout, grids, and columns
- Image-to-text ratio
- House style and consistency

Magazine Covers

Explain how magazine covers:

- Attract the reader's attention
- Clearly signal the genre
- Appeal to the target audience
- Promote key content inside the magazine

Use specific examples, such as:

- Colour choices
- Facial expressions or poses in images
- Font styles and positioning

Page Layout

Explain how the layout of internal pages:

- Supports readability
- Organises information clearly
- Matches the expectations of the genre
- Keeps the audience engaged

Section Three: Print and Digital Production Considerations

This section focuses on **how magazines are produced differently** for print and digital platforms.

Print Magazine Production

Explain technical considerations such as:

- Paper quality and finish
- Printing costs
- Page size and layout restrictions
- Distribution methods

- Static images and fixed layouts
- Longer production times

Digital Magazine Production

Explain technical considerations such as:

- Screen sizes and resolution
- Scrolling versus page layouts
- Interactivity (videos, hyperlinks, audio)
- Accessibility and usability
- Analytics and audience tracking
- Faster updates and lower distribution costs

Section Four: Evaluation of Effectiveness

This section is essential for achieving **Distinctiveness**.

You must **evaluate**, not just describe or analyse.

You should evaluate:

- How effective the codes and conventions are in appealing to the target audience
- How well the design supports the magazine's purpose
- How successfully print and digital platforms meet audience needs
- Which platform is more effective and why

You should:

- Compare different magazines within the same genre
- Compare print and digital versions
- Justify opinions with detailed examples

Use **evaluative language** such as:

- "This is effective because..."
- "This is less successful due to..."
- "This works better on digital/print because..."

Assessment Criteria Summary

Pass

- Explain purpose and target audience (P1)
- Explain codes and conventions of design and layout (P1)
- Explain technical considerations for print and digital production (P2)

Merit

- Analyse how design and layout appeal to the target audience (M1)
- Analyse opportunities and limitations of print and digital platforms (M2)

Distinction

- Evaluate the effectiveness of codes and conventions
- Evaluate how well magazines fulfil their purpose
- Evaluate how print and digital platforms impact production and audience engagement
- Use detailed examples and comparisons throughout