Y8 Media – Magazine Task

Your task is to design a sample for a new magazine. At the end of term you will pitch your sample to the class and judges and the creators of the best magazine will be awarded a prize.

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Roles

* **Editor** (responsible for the overall decisions and writing the editorial)
* **Reporter(s)** (responsible for researching and writing the articles)
* **Designer** (responsible for the graphics and layout of the magazine)
* **Advertising**(responsible for creating effective and relevant advertisements that are suitable for your target audience)

Content

**Front cover –** you will need to include an original image on the front cover. Think about this carefully so that it is in fitting with the style and contents of your magazine. You should include all appropriate codes and conventions, as studied in lesson.

**Contents page** - Remember that the nature of magazine readers is to ‘flick’ through and stop at interesting features, therefore the contents page should use ‘hooking’ techniques to encourage your audience to turn and read each article. Consider the layout carefully, organising your contents under headings and sub-headings.

**An Editorial and Letters to the Editor** - include a short editorial, as well as a sample of the types of letters you’d expect to get each month.

**Articles that Inform/Advise/Review –** write at least one 500 word article that is informative/offers advice/or reviews something (these articles satisfy our need for personal identity/information). Think carefully about the perspective your article takes and make sure that this is engaging for your target audience.

**Articles that Entertain/Explore/Imagine –** write at least one 500 word article that satisfies the need for entertainment/social interaction for your target audience. You should use the samples studied in lesson to help you determine a suitable article for this category.

**Advertisements** – You should aim to include at least 2 advertisements that are reflective of the needs/desires of your target audience. These should clearly reflect the codes and conventions studied in lesson, in terms of how companies effectively sell their product to a given audience. Your adverts should be appropriate for the intended audience of your magazine.

Due date is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Each group will be expected to produce a professional looking mock-up of a magazine, which clearly demonstrates understanding of the codes and conventions employed by certain media texts.*

*The finished product will then be presented to the class, in the form of a sales pitch; you need to convince us that your magazine deserves funding for further development. Sell it to us effectively, by stating how you feel it will satisfy the needs of your target audience and prove a popular seller.*

Assessment Foci:

**AF2:** You will be assessed on your ability to produce a text which is appropriate and relevant.

**AF3:** You will be assessed on your ability to organise and present your product effectively.

**AF6:** You will be assessed on your technical accuracy (spelling, punctuation, paragraphing, use of key features/codes/conventions)