

## The cover look

Popular magazine covers use specific visual techniques to attract attention and give prominence to different stories. Composers use strategies such as:

- different **font types** and sizes—for example futuristic, classic or high-tech fonts
- varieties of colour—dark or bold colours are often aimed at males, while bright and pastel colours are often aimed at females
- high level **emotive** words—such as ‘awesome’, ‘free’, ‘scary’, ‘extreme’, ‘nightmare’ and ‘secret’
- photographs of ‘ideal’ people or celebrities—a celebrity looking at the reader attracts attention; their pose and body language, as well as the camera angle and size of the shot, can suggest a relationship with the reader
- **layout** of cover—main story headings often use the largest font size; feature items are usually at the top of the cover; **graphics** and **icons** are used to highlight key stories.



The biggest magazine ever printed was the March 2002 issue of *Paris Gallery*. It weighed 10 kilos, measured 67 cm x 98 cm and was printed for the Dubai Shopping Festival.



Fig 2.4 Dolly magazine.

The most expensive magazine ever was an issue of *Visionaire* magazine, which a collector paid US\$5000 to buy. It came in its own expensive Louis Vuitton carry-case.



### ■ Mag appeal

A magazine will appeal to regular readers by offering to:

- give solutions to problems and an escape from everyday difficulties
- provide tips and hints about popular topics or products
- confirm readers' views about issues or beliefs
- explore other people's lives and interests
- make life positive and enjoyable for readers and make them feel valued.



## questions activities tasks

### 1 Mag magazine

Bring some popular magazines to class or look at the three magazine covers on page three. Use **The cover look** guide in this chapter to complete these tasks for your selection of covers.

- a List three cover features that show who the target audience is.
- b Find examples of emotive language, icons or graphics used to highlight the stories inside the magazine.
- c Explain how the font style and size work to advertise different stories.
- d How do the choices of colour and **layout** catch the reader's attention?
- e Use the **Mag appeal** guide in this chapter to help you briefly explain how this cover is appealing to its target audience.
- f Does the cover reveal any **biases** in this magazine (favouring one cultural group or gender, or emphasising particular values or aspirations)? If so, explain why these biases exist in this magazine.

### 2 Graphic design team

You have been commissioned to create a cover for a new magazine (this could be a class competition).

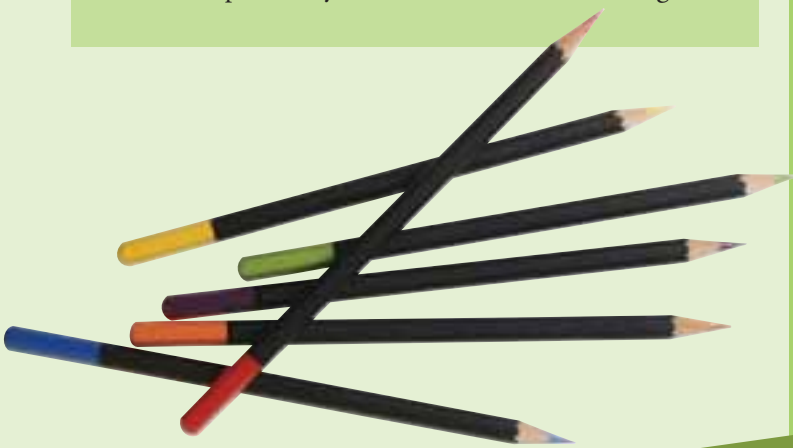
- a Identify your target audience and its characteristics.
- b Brainstorm a title and decide on five to eight possible cover story ideas. Choose the best one to be your magazine's lead story.
- c Produce your cover layout by sketching a professional mock-up for display or by using desktop publishing software.
- d Give a short class presentation, explaining how the decisions you have made will ensure that your cover appeals to your target audience.

### 3 Working undercover

Now your task is to design a magazine cover that subverts or undermines the values and assumptions you commonly see in one magazine style.

- a Choose a common magazine audience and style, such as teenage girls and fashion or young men and cars.
- b Create your own undercover magazine cover that **satirises** or **parodies** the typical values and assumptions made about this target audience and their favourite magazines.

You'll find excellent real-life examples of this type of satire and parody in the popular *Mad Magazine*.



... New mag issue on the next page ... inside the world of magazine advertising ... New mag iss

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