

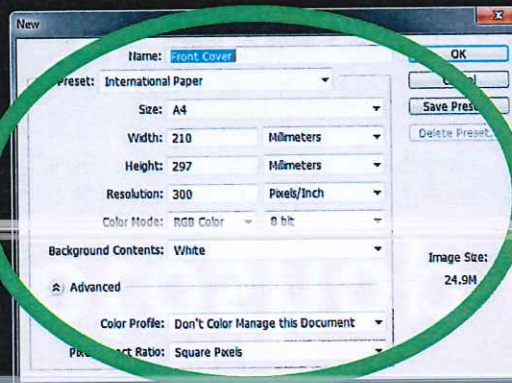
Pre-Production Introduction to Photoshop #1

**Learning Aim A: Develop media
production skills and techniques**

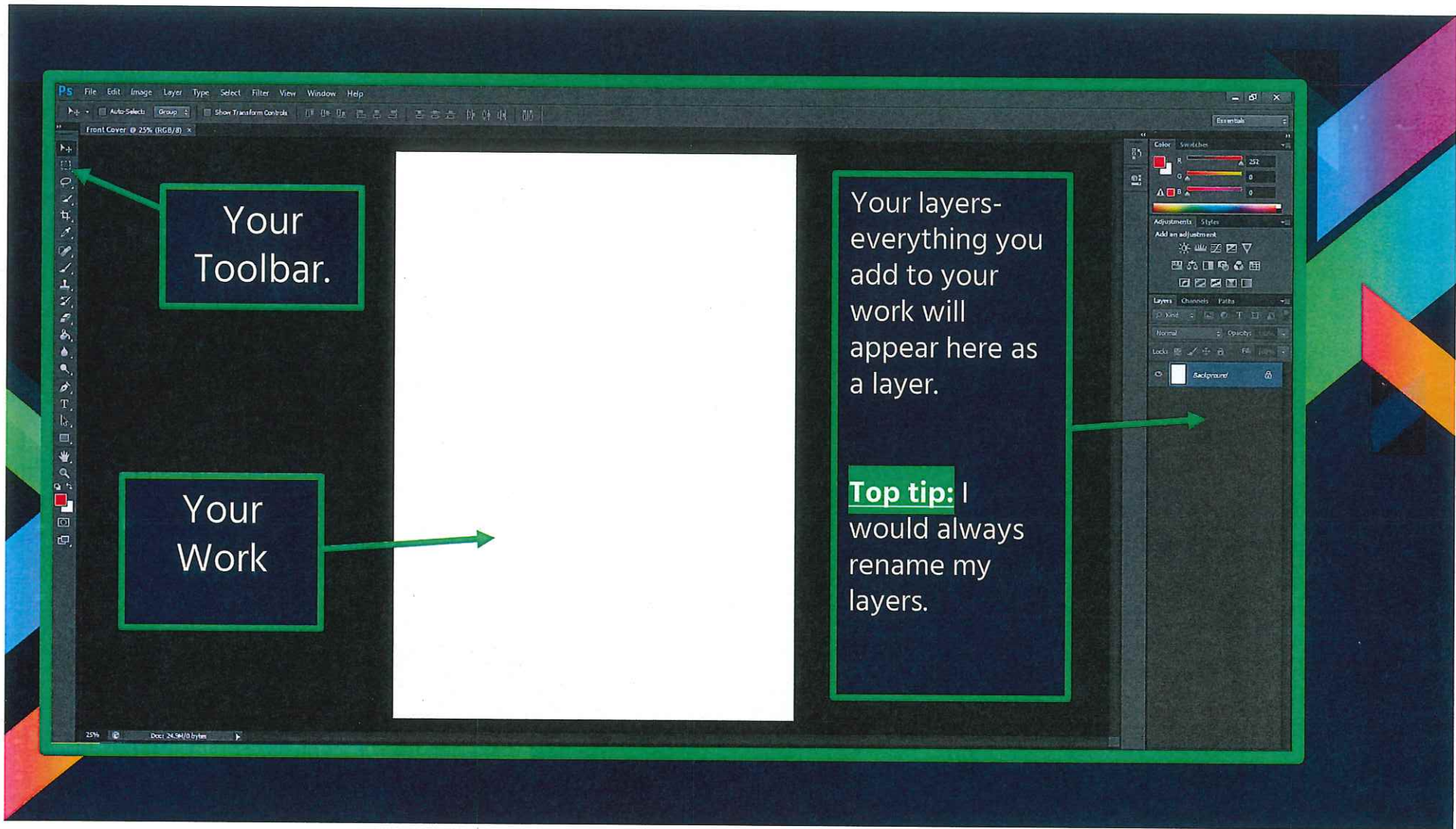
&

**Learning Aim B: Apply media
production skills and techniques**

Open
Photoshop
and click
FILE- NEW
and copy my
settings and
press **OK.**



CONNECT



Your
Toolbar.

Your
Work

Your layers-
everything you
add to your
work will
appear here as
a layer.

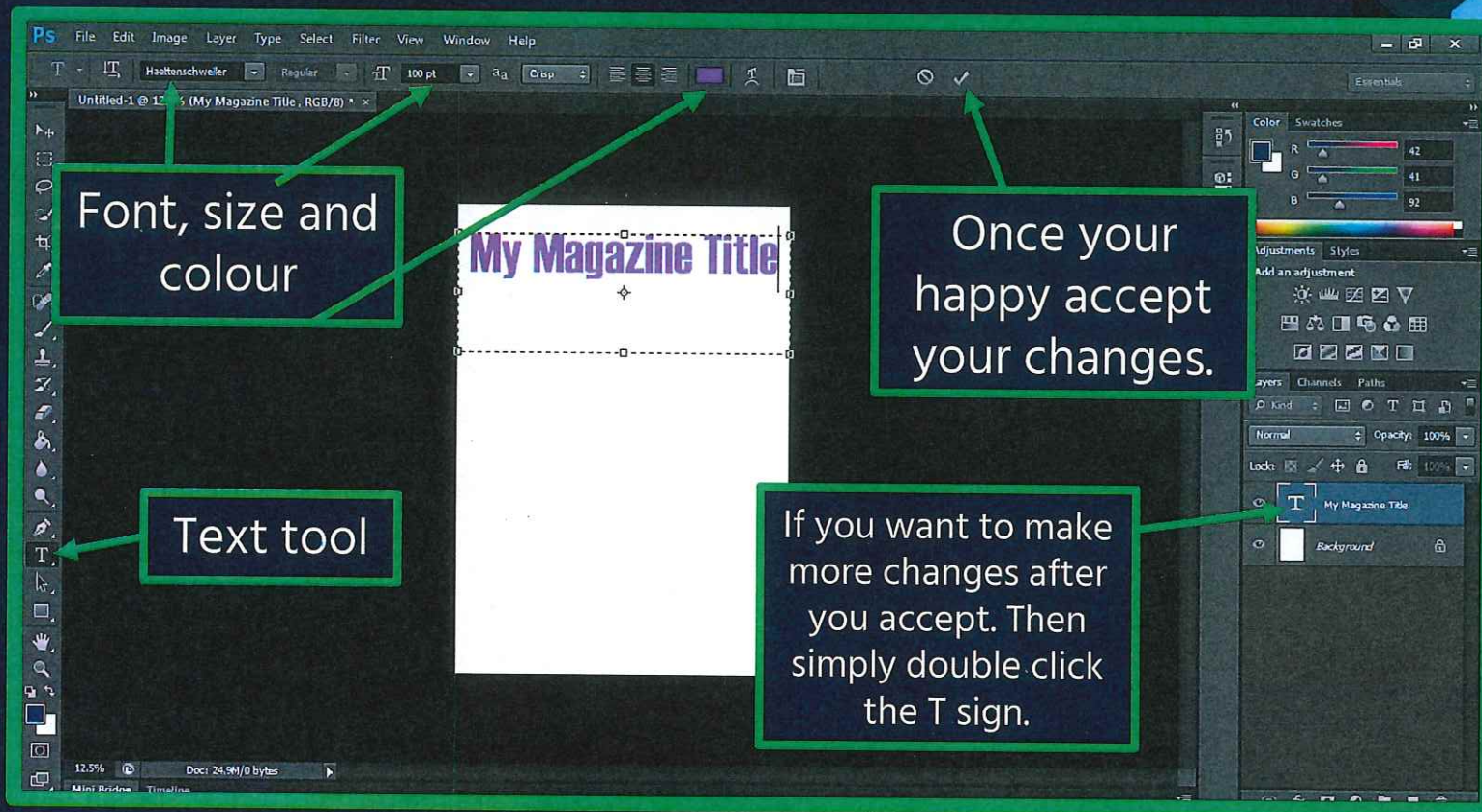
Top tip: I
would always
rename my
layers.

Get to know your Toolbar...

Marquee Tool		Move tool
Lasso Tool		Quick Selection Tool
Crop & Slice Tool		Eyedropper Tool
Brush & patch Tool		Brush & Pencil Tool
Stamp Tool		History Brush Tool
Eraser Tool		Gradient & Paint Bucket Tool
Blur, Sharpen & Smudge		Dodge, Burn & Sponge Tool
Pen & Point Tool		Type/text Tool
Path & Direct Selection		Shape Tool
Hand & rotate Tool		Zoom Tool
Foreground Color		Background Color
Editing Mode		Screen Mode

	Move
	Marquee
	Lasso
	Quick Selection
	Crop
	Eye Dropper
	Healing Brush
	Paintbrush
	Clone Stamp
	History Brush
	Eraser
	Gradient
	Blur
	Dodge
	Pen
	Type
	Path Selection
	Rectangle
	Hand
	Zoom
	Set Background Color
	Edit in Quick Mask Mode
	Marquee

Adding text: Select the T tool and draw a box. Type in your text and edit the settings.



Adding Shapes:



2. Fill = colours in
Stroke = border

1. Shape
tool

My Magazine Title

If the shape is on-top of your
text then check your layer
order.

If you click and hold the
Rectangle then you will find
more shape options appear.



Experiment with photoshop.

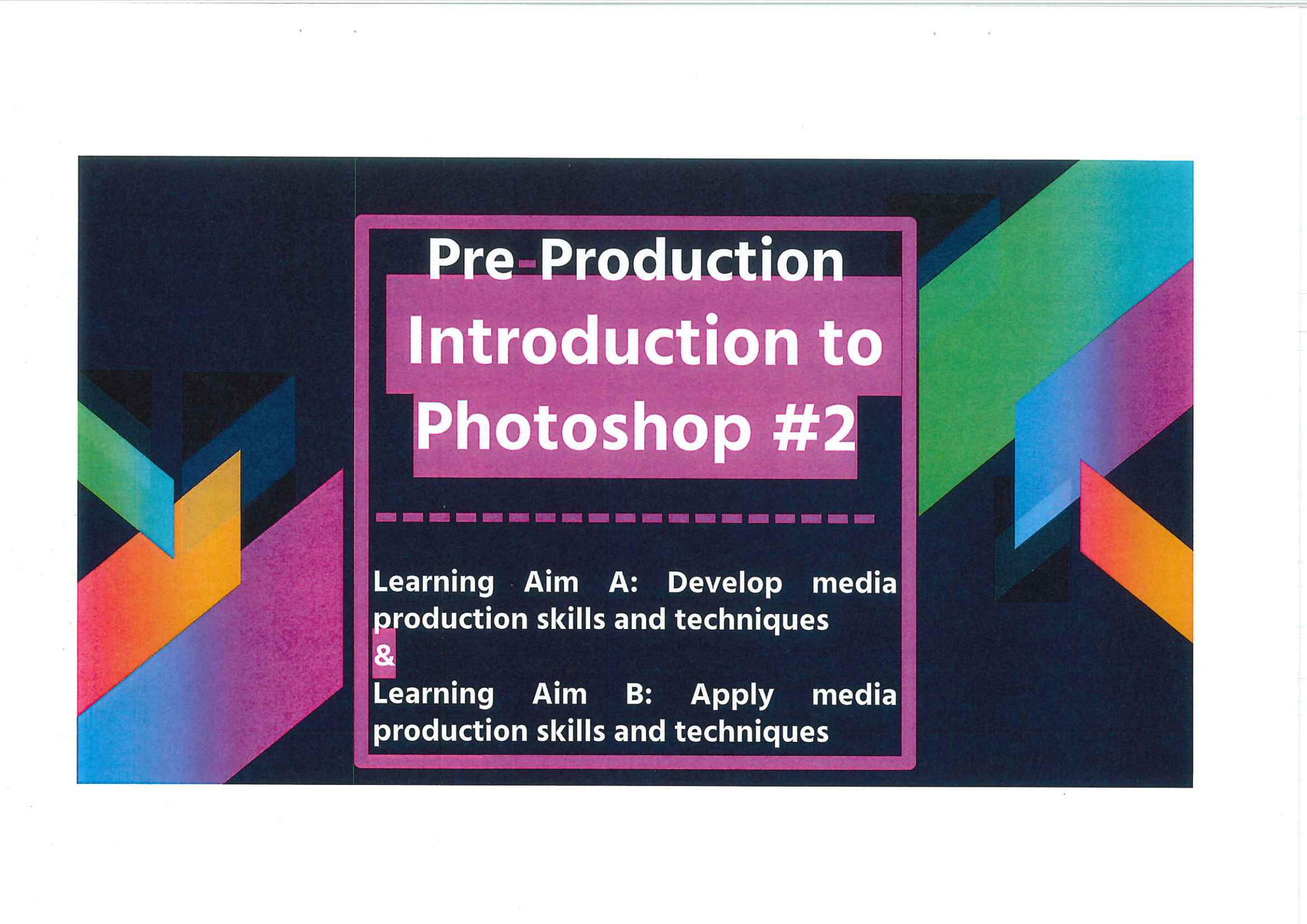
ACTIVATE: Experiment with the different tools on Photoshop.

DEMONSTRATE: Design a rough mock-up of your front cover.

Use the inspiration wall for support if you need some ideas.

CONSOLIDATE: Find and import *Sample Images* from the internet to your mock-up.

Stuck? Use Google Classroom to use the lesson powerpoint to go over the instructions.



Pre-Production Introduction to Photoshop #2

**Learning Aim A: Develop media
production skills and techniques**

&

**Learning Aim B: Apply media
production skills and techniques**

Connect: Log on to the computers and download your homework.

You should have at least 3 sample images for your front cover.



Today's rules:

1. DO NOT BE SCARED OF EXPERIMENTING OR FAILURE!
2. BE CONFIDENT! PHOTOSHOP CANNOT HURT YOU!
3. TAKE PRIDE IN YOUR WORK.
4. HAVE FUN!!!!

Open
Photoshop
and click
FILE- NEW
and copy my
settings.

The screenshot shows the 'New' dialog box in Adobe Photoshop. The 'Name' field is set to 'Front Cover'. The 'OK' and 'Cancel' buttons are circled in orange. The dialog box contains the following settings:

Name:	Front Cover
Preset:	International Paper
Width:	210 Millimeters
Height:	297 Millimeters
Resolution:	300 Pixels/Inch
Color Mode:	RGB Color 8 bit
Background Contents:	White
Advanced	
Color Profile:	Working RGB: sRGB IEC61966-2.1
Pixel Aspect Ratio:	Square Pixels

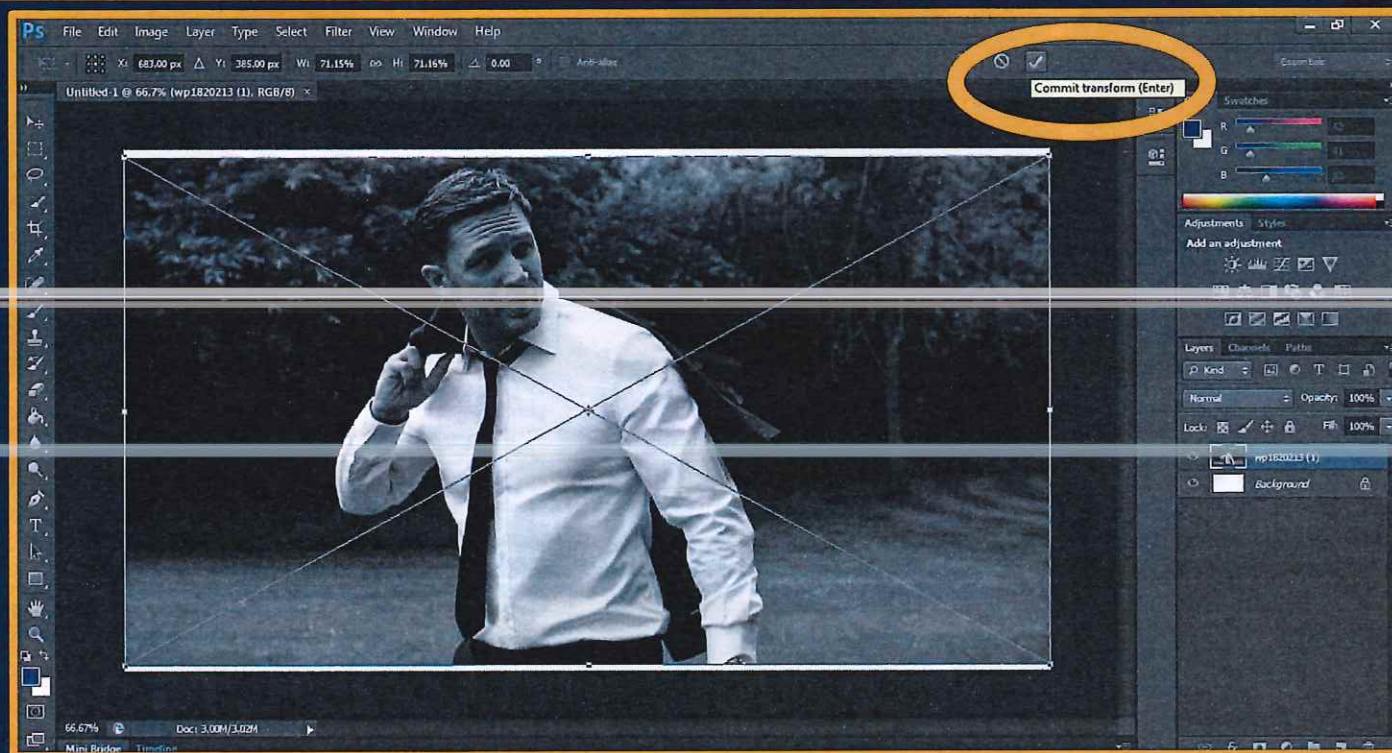
Image Size: 24.9M

Activate

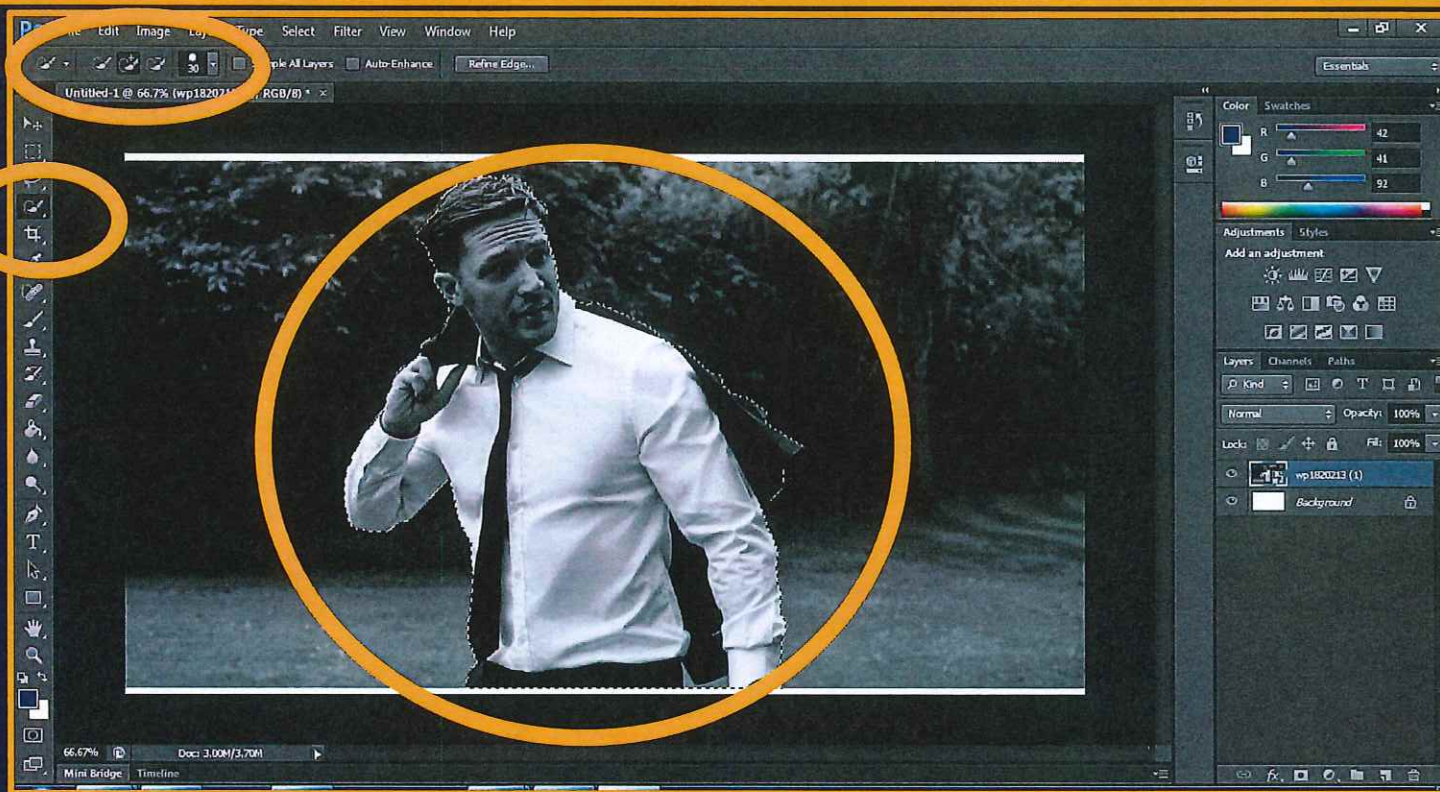
Step 1: Download your own image and save image as.



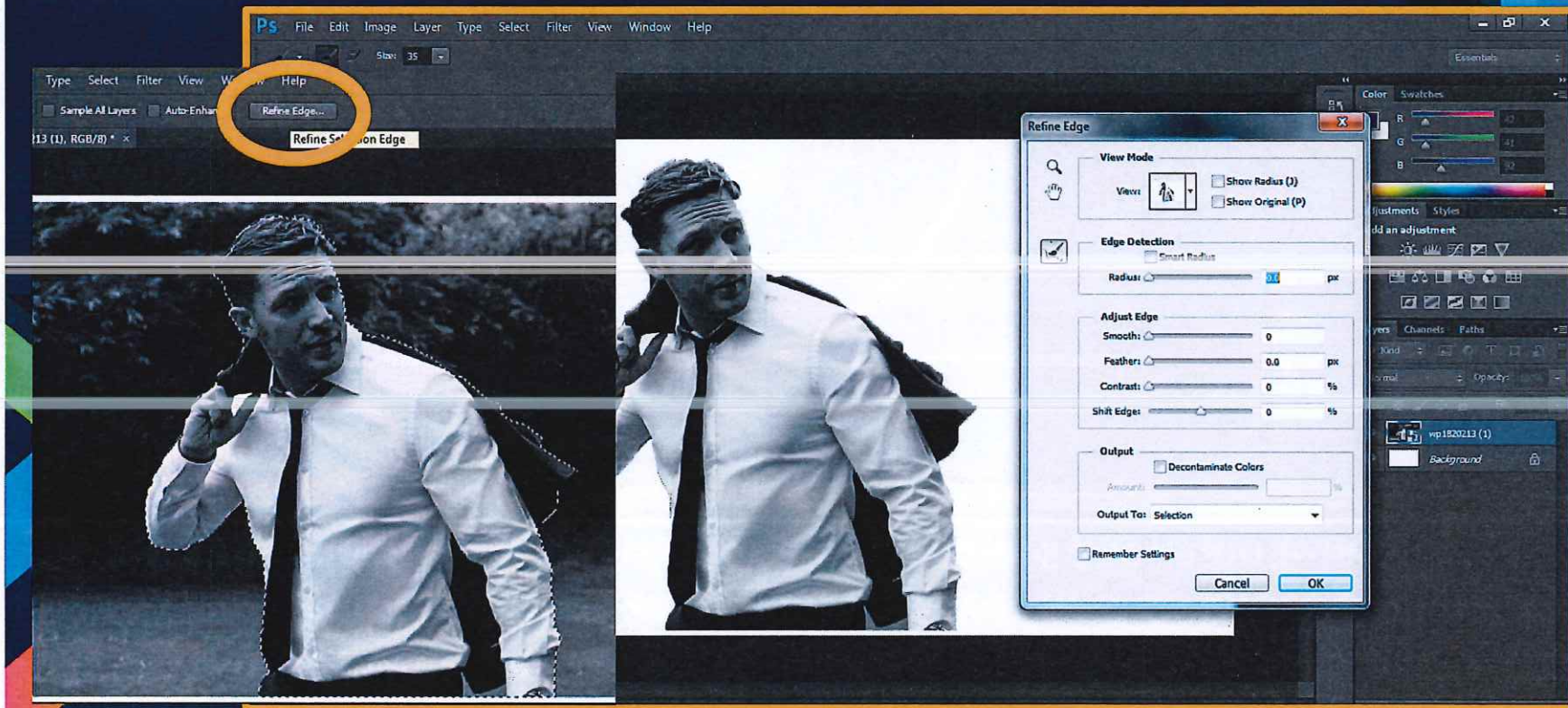
Step 2: Drag image into photoshop and press enter (or commit transform)



Step 3: Select the quick selection tool and select everything you want to cut out. You should use the + and - tool to select and deselect parts of the image. The little ants should form a line around the main image.



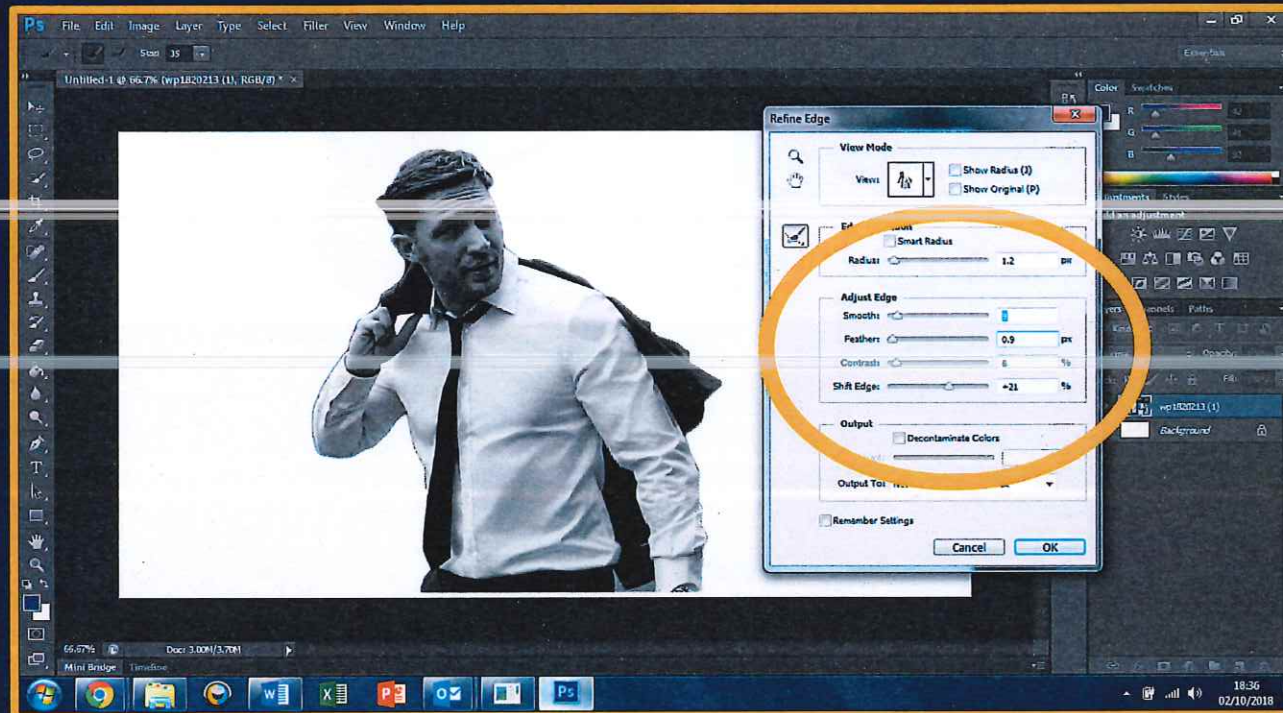
Step 4: Select the Refine edge tool. Your image should look like mine.



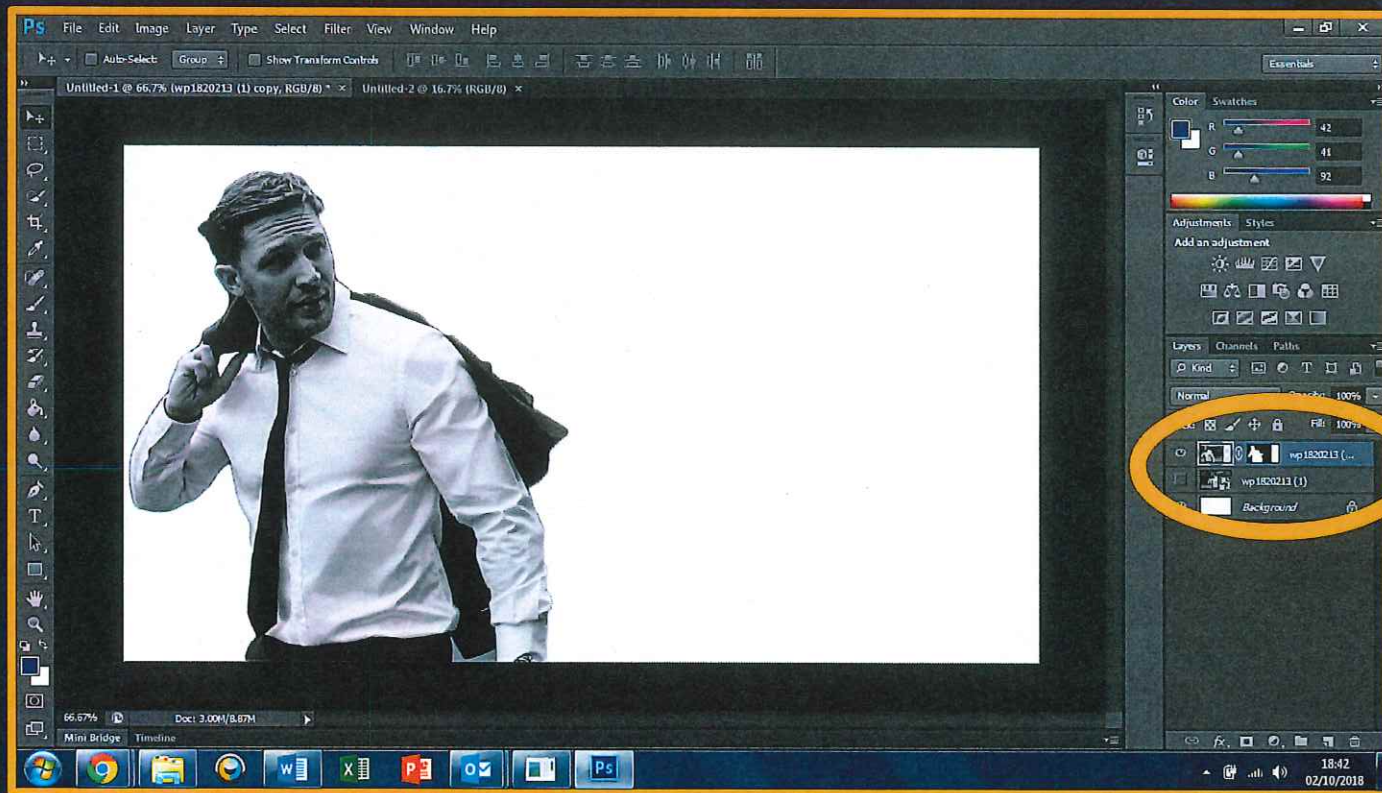
Step 5: Change the output to: New layer with layer mask.



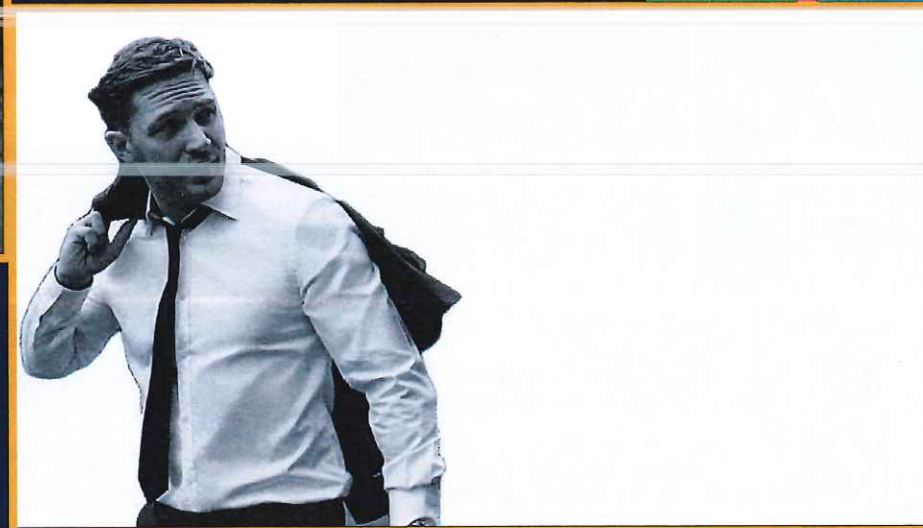
Step 6: Experiment with the settings to make the edges smooth. The trick is to not make it look like a 5 year old has cut out the image. Once you are happy with your editing press OK.



Step 7: Your final image. Notice your new layer. You can then right click your layer and duplicate it to your magazine front cover.



Before and After.



SHOW YOUR UNDERSTANDING

Demonstrate: Using another image create a step-by-step guide to cutting out an image.

- You should produce something similar to what I have shown you today. You are going to present your work in your GOB.

Stuck? Use my example on the Student drive to remind you.

Stretch and challenge: Once you finish cutting the image, try and add an effect. You could change the colour to black and white?

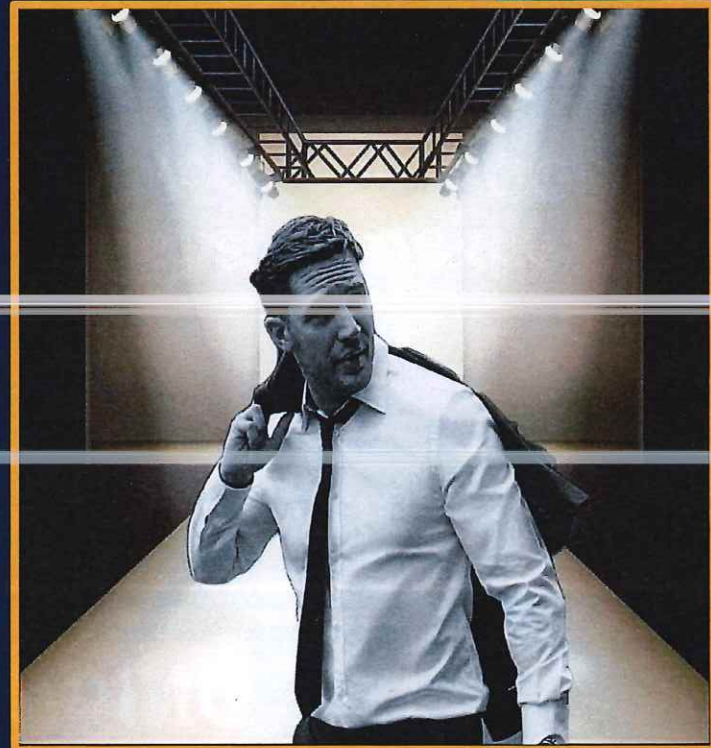
A little bit of fun...

Consolidate

Take your new image and manipulate it to create an effect.

You could make it:

- Funny
- Glamourous
- Scary



Print out your work and present it in your portfolio.





Pre-Production Typography

**Learning Aim A: Develop media
production skills and techniques**

&

**Learning Aim B: Apply media
production skills and techniques**

Connect: Why do you think Typography (the style of the font) is important?

Typography

A diagram consisting of a central purple-outlined box containing the word 'Typography' in white bold text. This central box is positioned inside a larger, empty purple-outlined rectangular box. A purple arrow points from the top-left corner of the central box towards the top-left corner of the larger box. The entire diagram is set against a dark blue background with colorful geometric shapes on the left and right sides.



**Activate: Take notes from the DART materials on
Typography.**

Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed.

The arrangement of type involves selecting typefaces, point sizes, line lengths, line-spacing, and letter-spacing, and adjusting the space between pairs of letters.

A well-chosen typeface can pull together a magazine cover, and make it instantly attractive, contemporary and relevant.



Watch the following video clip and make notes on Typography.

TYPOGRAPHY

Key Terms:

- ★ Hierarchy
- ★ Leading
- ★ Tracking
- ★ Kerning

Key Typography Terminology:

Hierarchy: Is used to guide the reader's eye to what is most important. This is done by using different levels of emphasis.

Leading: The space between the lines of text (also known as line spacing).

Tracking: The overall space between characters. Sometimes known as character spacing.

Kerning: adjust the spacing between (characters) in a piece of text to be printed.



Hierarchy

Used to guide the reader's eye to whatever is most important

Leading

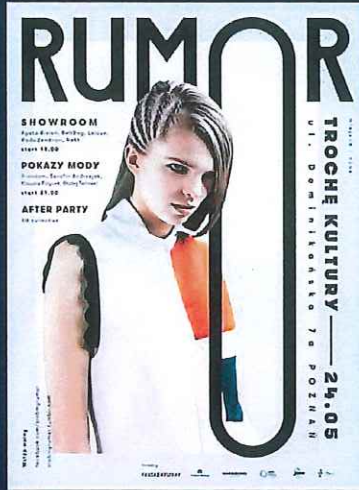
The space between lines of text
(also known as line spacing)

Tracking



Kerning

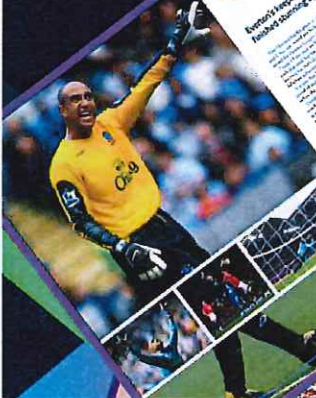





Tower of Howard

Tim Howard

Howard's saves are the best of the game and now he is going to take down the big...


THE NEW



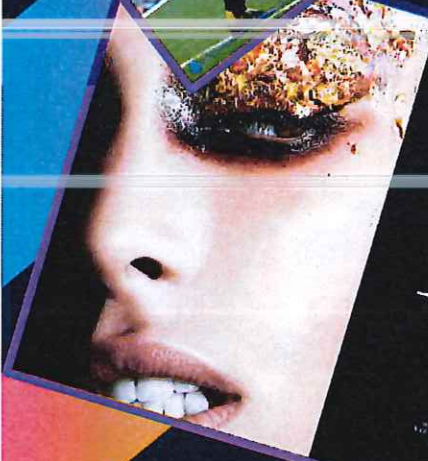
THE NEW



IT'S NO LONGER THE...
...THE NEW...
...THE NEW...



QUEEN of the Night



...THE NEW...
...THE NEW...

RITMORA



...THE NEW...
...THE NEW...

Champions League Final

Internazionale vs Bayern Munich



...THE NEW...
...THE NEW...

Demonstrate: Create a 2 page display in your Portfolio demonstrating your knowledge and experimentation of **Typography**

Page 1: Research how typography is used for effect within the genre of your magazine.

Checklist:

1. Find examples of typography and annotate with media language.
2. Explain how the typography has been used for an effect.
3. Write a 200 word reflection explaining how it will inspire your future product.

Page 2: Pre-production Task.

Mock-up examples of your Masthead and coverlines. Remember the top tips from the video clip!

Checklist:

1. Aim to design 3-5 ideas for your masthead and find a complimentary secondary font for your cover lines and text.
2. Colour and fine-line your masthead, using your 3 point colour palette.
3. Write a 200 word reflection evaluating the effectiveness of each of your designs. MAke sure you explain your final decision.

Consolidate: Assessment/ Exhibition

1. **Display** your **magazine masthead** on your computer screens.
2. Check that your **exhibition plaque** is **displayed** with the **3 bullet points** .
3. Make sure that your yellow post-it notes are displayed at the bottom of your screens.
4. Take some pink post-it notes and rotate around the classroom giving your peers a new **Star and Target**.
5. You can **tick off / comment** on the yellow post-it notes if you feel that the target has been **met or needs meeting**.



Pre-Production Colour Palette

**Learning Aim A: Develop media
production skills and techniques**

&

**Learning Aim B: Apply media
production skills and techniques**

Connect: How would you order these fruit and vegetables?

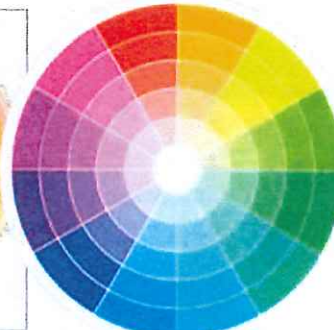


Activate: Create your own notes on colour usage.

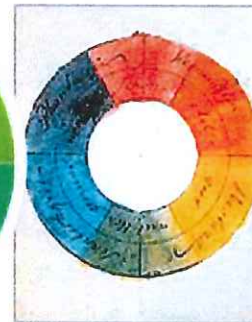
A colour circle, based on red, yellow and blue, is traditional in the field of art. Sir Isaac Newton developed the first circular diagram of colours in 1666. Since then, scientists and artists have studied and designed numerous variations of this concept. Differences of opinion about the validity of one format over another continue to provoke debate. In reality, any colour circle or colour wheel which presents a logically arranged sequence of pure hues has merit.



1776
Harris



TODAY



1810
Goethe

Categories of Colours



Primary Colors



Secondary Colors



Tertiary Colors

Primary Colours: Red, yellow and blue

In traditional colour theory (used in paint and pigments), primary colors are the 3 pigment colours that cannot be mixed or formed by any combination of other colours. All other colours are derived from these 3 hues.

Secondary Colours: Green, orange and purple

These are the colours formed by mixing the primary colours.

Tertiary Colours: Yellow-orange, red-orange, red-purple, blue-purple, blue-green & yellow-green

These are the colours formed by mixing a primary and a secondary colour. That's why the hue is a two word name, such as blue-green, red-violet, and yellow-orange.

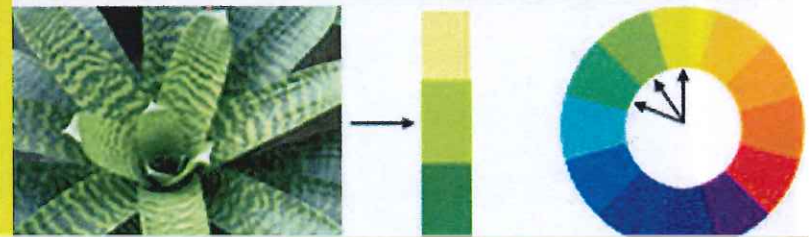
Colour Harmony

1. Colour Harmony is the pleasing arrangement of colours. In visual experiences, harmony is something that is pleasing to the eye.
2. It engages the viewer and it creates an inner sense of order, a balance in the visual experience. When something is not harmonious, it's either boring or chaotic.
3. At one extreme is a visual experience that is so bland that the viewer is not engaged. The human brain will reject under-stimulating information.
4. At the other extreme is a visual experience that is so overdone, so chaotic that the viewer can't stand to look at it. The human brain rejects what it cannot organize, what it cannot understand.
5. The visual task requires that we present a logical structure. Colour harmony delivers visual interest and a sense of order.

Possible Colour Palette arrangements:

1. A colour scheme based on analogous colours.

Analogous colours are any three colors which are side by side on a 12-part color wheel, such as yellow-green, yellow, and yellow-orange. Usually one of the three colours predominates.



2. A colour scheme based on complementary colors.

Complementary colours are any two colours which are directly opposite each other, such as red and green and red-purple and yellow-green. In the illustration above, there are several variations of yellow-green in the leaves and several variations of red-purple in the orchid. These opposing colors create maximum contrast and maximum stability.



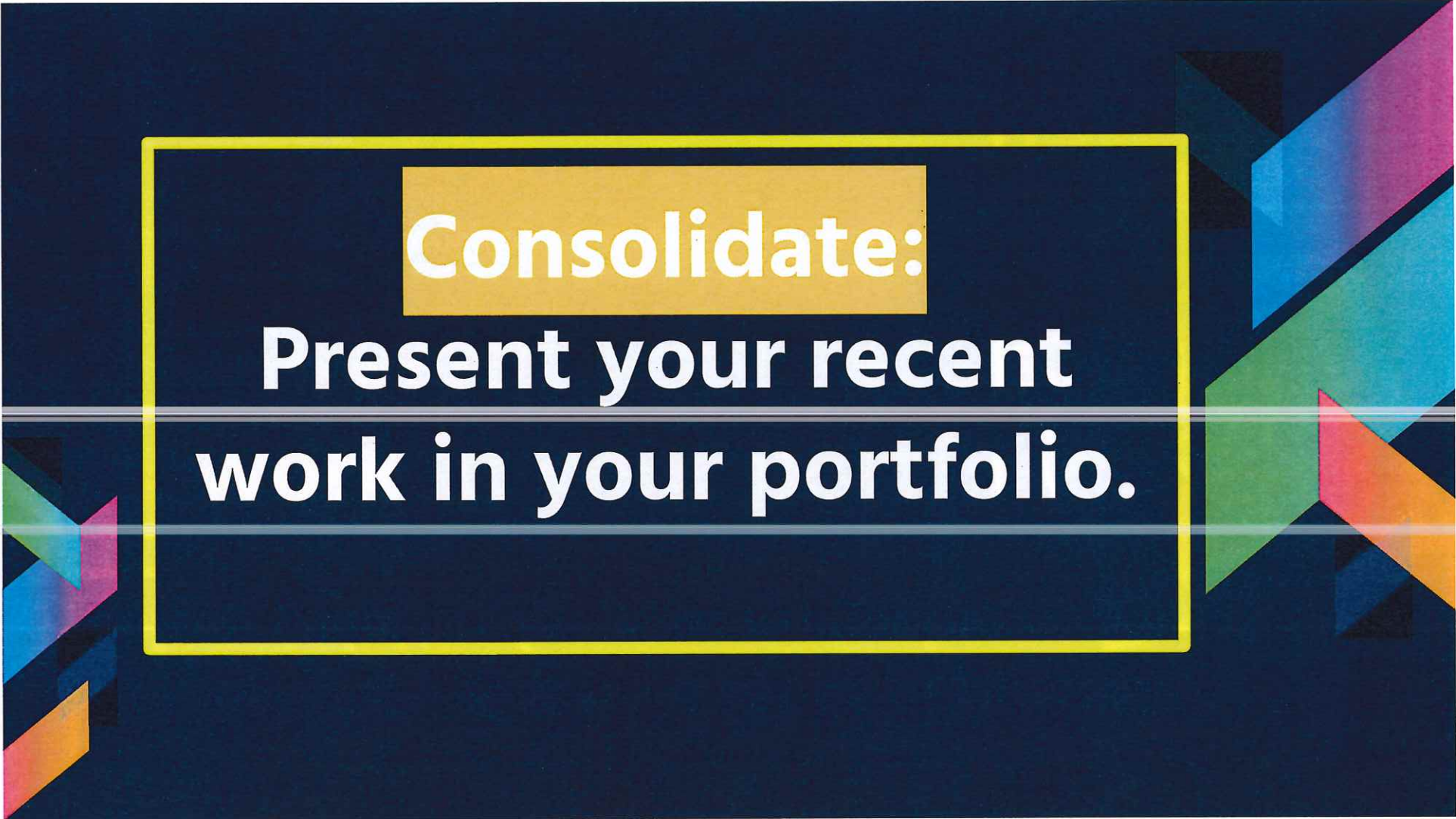
Demonstrate: Create a series of possible colour palettes for your magazine.

Success Criteria:

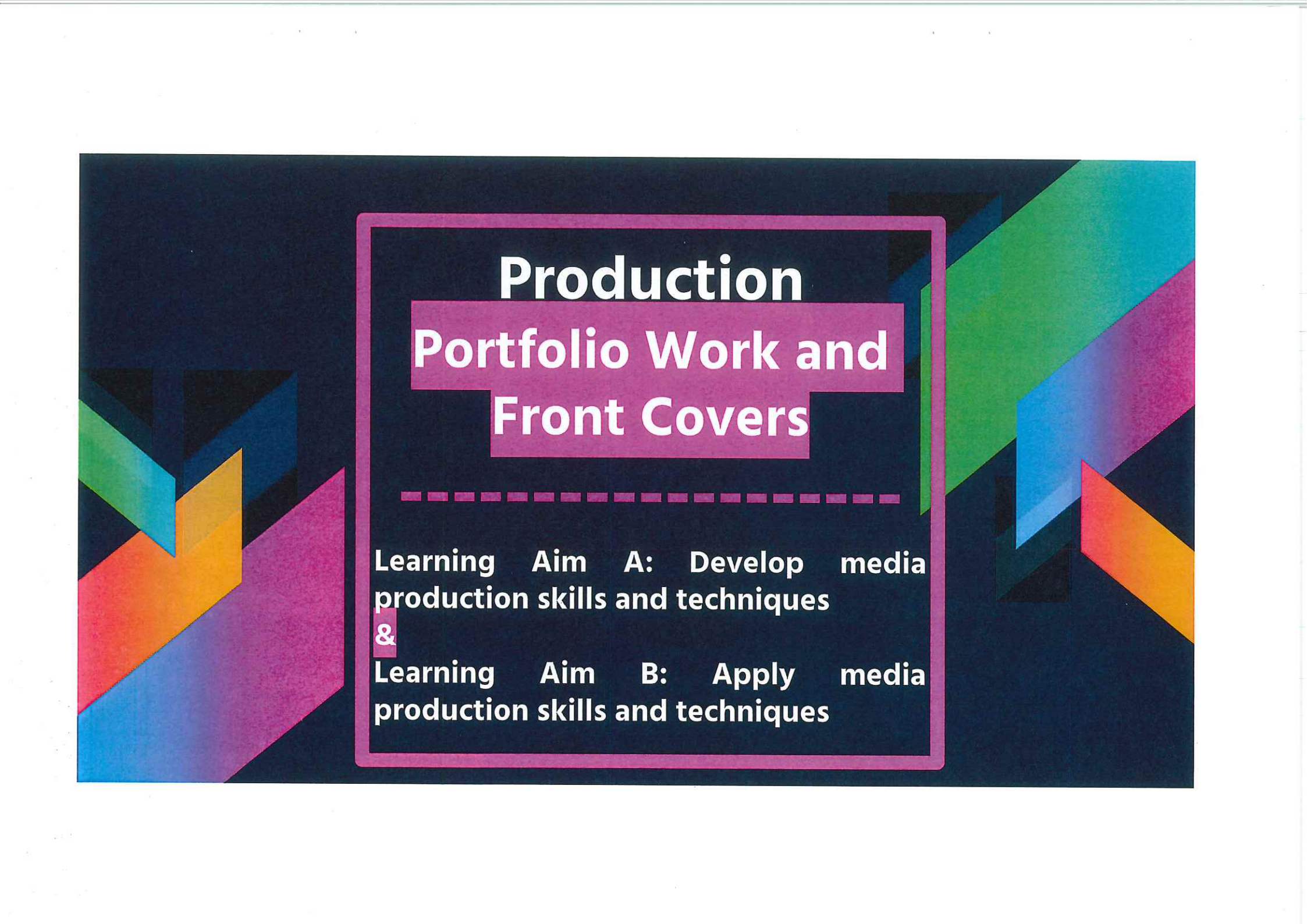
- Use the Coolers generator website to design 3-5 potential palettes.
- Annotate your palettes explaining the connotations of your colours.
- **Stuck?** Use the Psychological Properties Of Colours website to help you: <http://www.colour-affects.co.uk/psychological-properties-of-colours>



Consolidate: Write a detailed analysis explaining how your colour palette will engage a teenage audience.



Consolidate:
**Present your recent
work in your portfolio.**



Production Portfolio Work and Front Covers

**Learning Aim A: Develop media
production skills and techniques**

&

**Learning Aim B: Apply media
production skills and techniques**

Front Cover Construction

10:00

Stop

Connect: Portfolio Check

Step 1: On a yellow post-it-note write down 3 things you are proud of in your portfolio. Could be pages.

Step 2: On a pink post-it-note write down a question or a target you are trying to work on.

Step 3: Move around the classroom and provide your peers with a **Star and a Target**. (If in class)

Step 4: Respond to any suggestions or targets you have been set. (In class or from JF on class charts)

BAZAAR

SUPER STYLE
8 INSTANT FASHION UPDATES

SUPERMODEL BEAUTY SECRETS

MEGAN FOX
THE MAKING OF A SUPERSTAR

SUPER LOVER
AARON JOHNSON

SUPER STEALS
50 HOT HIGH STREET BUYS

SUPER ISSUE

SPORTSWORLD MAGAZINE

THE MEDIA THAT DRIVES YOUR GAME

BEFITTING OF CHAMPIONS
California Outlier David August is the Creative Force Behind McGregor's Unique, Unapologetic Style

+ EURO 2016 TRAVEL GUIDE

NOTORIOUS
HUMBLE IN VICTORY, HUMBLE IN DEFEAT.
THE REMATCH - MCGREGOR VS DIAZ UFC200

TRANSFORMING STADIUM REVENUES
MLS CLUB INSIGHT EXCLUSIVE
OSCAR DOS SANTOS, CHELSEA FC & ROLEX

Entertainment Weekly

GAME (ALMOST) OVER!
WITH ONLY TWO SEASONS OF THRONES LEFT, WINTER IS HERE & WESTEROS IS AT WAR

ACTIVATE: DARTS

SUMMER TV PREVIEW
75 REASONS TO STAY INDOORS
BROAD CITY: THE TICK INSECURE POWER
R.I.P. NICKEL KATIE MELLYN

teen VOGUE

YOUR LONGEST PRETTIEST HAIR EVER!

CRAZY COOL SUMMER STYLE!

335 best bikinis, sundresses, sandals, and more

THE FIERCE & FABULOUS **NICKI MINAJ**
"my style is aspirational, girly, and powerful!"

we ♥ **JADEN SMITH**

crash course
THE SHOCKING TRUTH ABOUT TEXTING BEHIND THE WHEEL

gamest

PLAYSTATION 4 AND XBOX ONE: ALL THE LATEST GAMES IN

DESTINY

TITANFALL

BUNGIE'S HALO BEATER LEADS THE 2014 PREVIEW

SMARTGLASS

HIGHLIGHTS
THE OFFICIAL WITAMINS, SERRANO'S W/ JAMES VAN DER BEEK, THE DRAG WOULD ENLIGHTEN! AND MARY'S SKY, METAL GEAR SOLID 5, GIBSON 650

Men's Health

THE SMART DRUG TAKING OVER SILICON VALLEY

LEAN HARD & FAST
Build A 6-Pack In 1 Move
Double Your Strength & Pack On New Muscle
Run A 40-Minute 10K

JOHN BOYEGA ON BLASTING BODY FAT

OUTWIT STRESS TODAY!
Get Fitter, Eat Happier...

RENEW YOUR LIVER!
With A Detoxifying Recipe

33 WAYS TO GET MORE DONE IN LESS TIME

SHOULD YOU GO VEGAN?
Or Have Your Next And Fat?

Men's Health 20-Page Athleisure Special
Look Like You Mean Fitness

PRIMA

STORY
Godzilla
Le retour du monstre

Cotillard sans fard chez les Dardenne

SPECIAL GAMES
The Rover
Mega to the Stars
Alom Egoyan
Ryan Gosling...

la métamorphose

FOREST WHITAKER
EMILY BLUNT
MATHIEU AMALRIC
TOMMY LEE JONES

Women's Music Billboard

BEYONCÉ

JENNI RIVERA
WHO WAS LEGEND, WHO IS CURRENT PHENOM

WALE BRINGS D.C. GO-GO TO HIP-HOP

OUR WOMAN OF THE YEAR

PLUS
Reveals for Lady Gaga and Carl of Oh The 10 Most Powerful Female Execs

PARAMORE
WITS THE ROAD AS HEADLINER

THE TOP MOBILE ARTISTS OF 2009

HELLO! fashion

MONTHLY

Olivia Palermo
The STYLE ICON on her secret wedding and building a FASHION EMPIRE

LOVE YOUR HAIR
MIRACLE FIXES TO TRANSFORM SUN-STRESSED LOCKS

WIN!
£2,000 TO SPEND AT MY.WARDROBE.COM

AUTUMN TREND SPECIAL
DESIGNER & HIGH STREET
YOUR SHOPPING HIT LIST

BRAND NEW! WIGS

BRIDES

THE UK'S NO.1 BEST-SELLING BRIDAL MAGAZINE

Reception refresh!

354 ways to style the room
+ Fashion's biggest names design your day

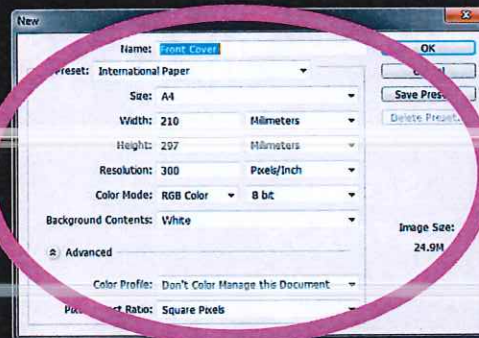
WE ♥ LINGERIE
SILKY, SEXY, PLAYFUL AND PRACTICAL

Etiquette, Gossip, Mad.
Introducing the 'You're not invited' card (YES, IT'S A THING!)

Honey, beautiful GORGEOUS ANYWAY!

Demonstrate: On Photoshop start creating your front cover.

**Open
Photoshop
and click FILE-
NEW and copy
my settings
and press OK.**



TASK: Design your front cover.

Using Photoshop start designing your front cover.

Success Criteria:

- ★ Your cover must be convincing and realistic.
- ★ You must include codes and conventions of magazines.
- ★ Show clear inspiration from your pre-production work.

Stuck? Use your GOB portfolio to support you. Start with the basic outline of you cover.

Stretch and Challenge: Remember to include the 'small touches'. I am looking to see your Unique Selling Point (USP).



Production Coverlines

**Learning Aim A: Develop media
production skills and techniques**

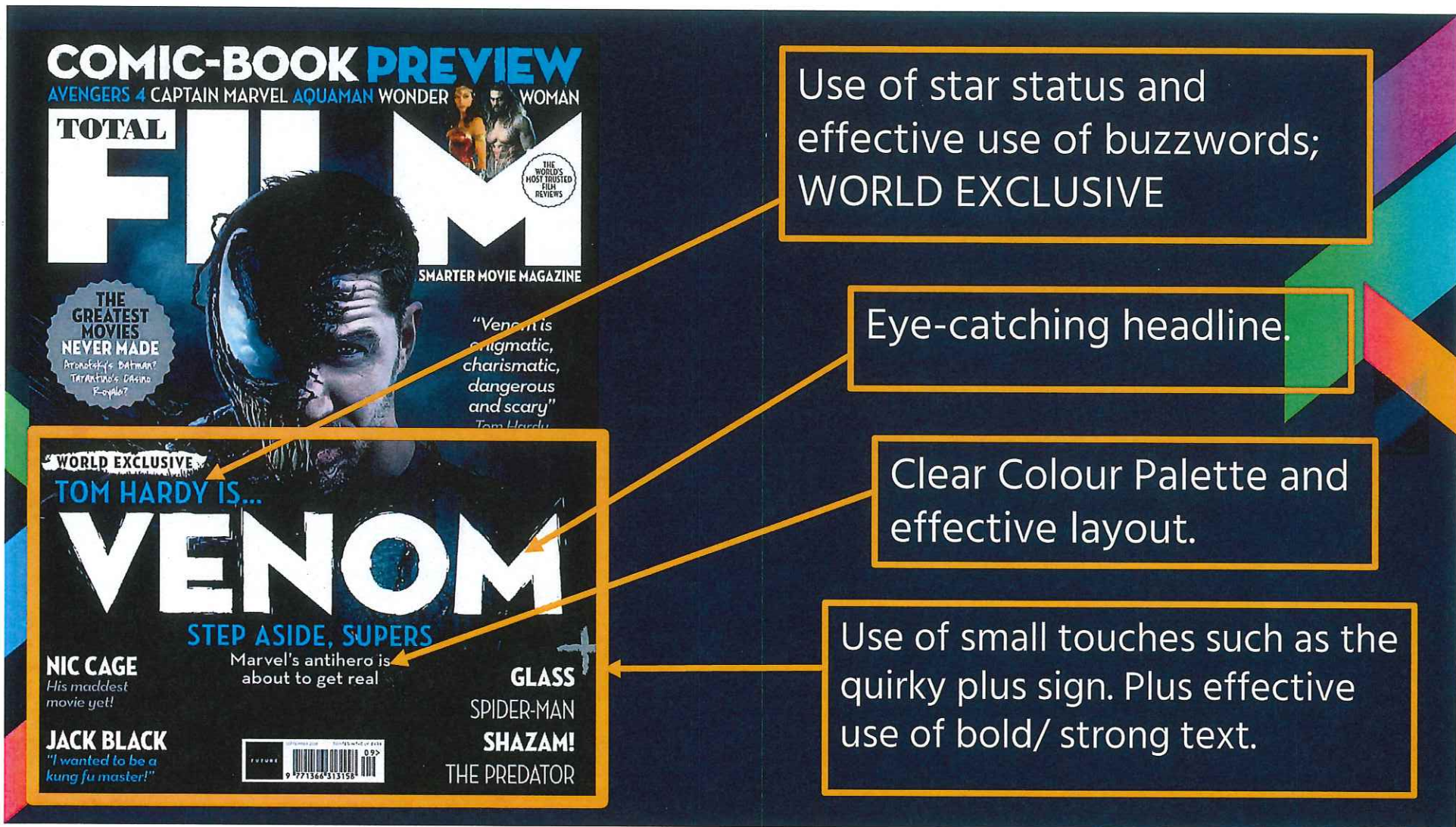
&

**Learning Aim B: Apply media
production skills and techniques**

Connect: Write a success criteria for an effective cover line on a magazine.

Our Success Criteria	My ideas





Use of star status and effective use of buzzwords; WORLD EXCLUSIVE

Eye-catching headline.

Clear Colour Palette and effective layout.

Use of small touches such as the quirky plus sign. Plus effective use of bold/ strong text.

Activate: Annotate and explore a cover line from a magazine front cover.



Use of star status and effective use of buzzwords; WORLD EXCLUSIVE

Eye-catching headline

Clear Colour Palette and effective layout.

Use of small touches such as the quirky plus sign. Plus effective use of bold/ strong text.

Stretch and Challenge:

Write a reflection explaining how this will impact your product.

Demonstrate: Design 3-5 mock-ups of potential cover lines for your magazine.

Success Criteria:

- Your cover lines must be exciting and interesting.
- You should use several layers on Photoshop.
- You must experiment with font details eg. make some bold/ larger than the rest of the text.

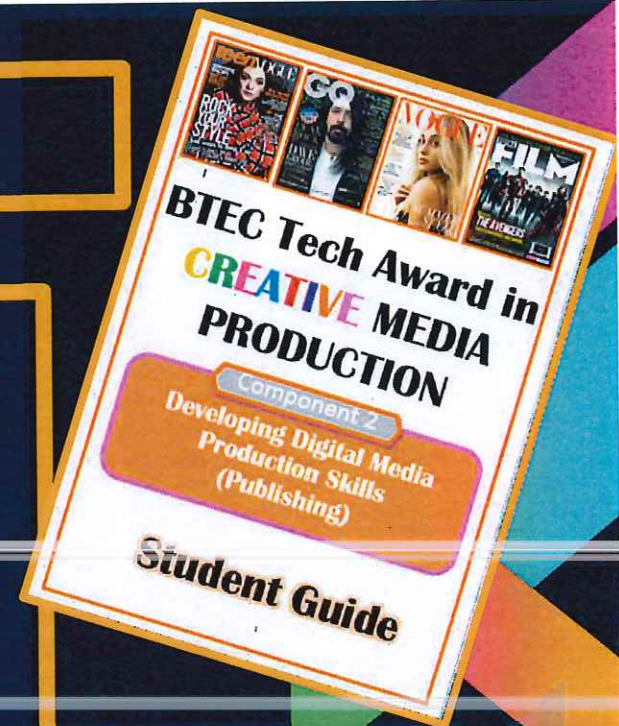
10 Reasons why
Year **10ME** Is
the best class
at school!

Consolidate:
Present your work
into your GOB.

Peer Assessment: If in class...

- ★ Swap computers with the person sitting next to you.
- ★ Using the checklist provide your peer with a target/ advice.

Eg. Perhaps experiment with layering.





Pre-Production House Style

Learning Aim A: Develop media
production skills and techniques

&

Learning Aim B: Apply media
production skills and techniques

Connect: DART - House style

- House style is where a magazine uses similar layout and structure. This includes a recognisable masthead font, color palette's, logo and placement of images.
- House style is used by every magazine on the market to give each magazine a specific look. This is so a reader can tell that it is the magazine they are after.

Activate: Describe the house style of each of these media products.

mirror.co.uk

DAILY FIGHTING FOR YOU
Mirror Thursday, December 12th 2013 10p

LISA RILEY
 EXCLUSIVE

Jailed in Egypt but my girl is only guilty of being naive...

£500,000 A DAY NHS CAR PARK RIP-OFF

Being honest with myself helped me to lose 12 stone

EXCLUSIVE: Local Fluoride at 100 and more for today EXCLUSIVE: PAGES 4-17

EXPOSURE: Hospital car park EXCLUSIVE: 10 HOURS OF HOSPITALS: How £500,000 a day from parking last year. The reveal of the scandal on the sick, shocked by the price paid. The car park. PAUL HENRY/PAIC

£6

More Christmas ideas on page 2

Everyone's Welcome
TESCO

OK! -USA- SEPTEMBER 3, 2013 \$3.99

GEORGE & AMAL

BABY NO. 3 TO SAVE MARRIAGE!

SHE LOVES HER "HONNY & ME" TIME!

Charlotte THE WORLD'S CUTEST PRINCESS!

HEIDI KLUM PREGNANT BRIDE!

TRAINER TELLS ALL: SLIM DOWN LIKE THE STARS!

Her \$1 million dollhouse
 Sleepovers with the Queen
 Dressing up baby Louis!

THE 16th ANNUAL AWARDS SPECIAL ISSUE!

BRITISH

EMMA WATSON photographed for BRITISH GQ by Graham Fisher

SEPTIMEN'S QUARTERLY
 OCTOBER 2013 £3.99

Emma Watson
 GQ's Woman Of The Year

Men of the year 2013

PLUS!

RUPERT MURDOCH'S DATING TECHNIQUES
 By Victoria Coren

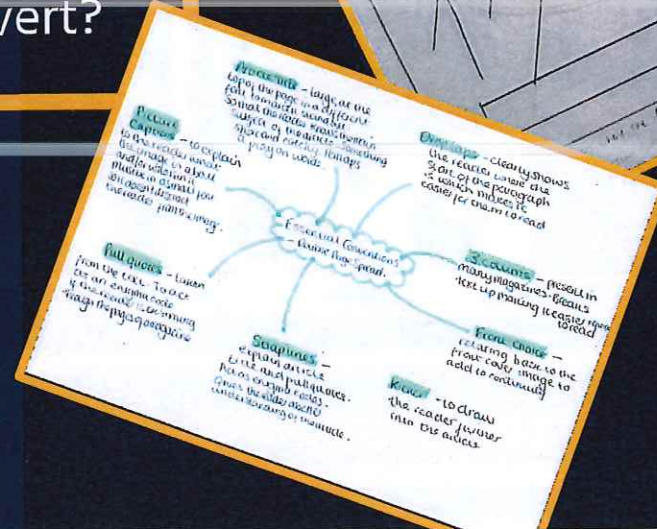
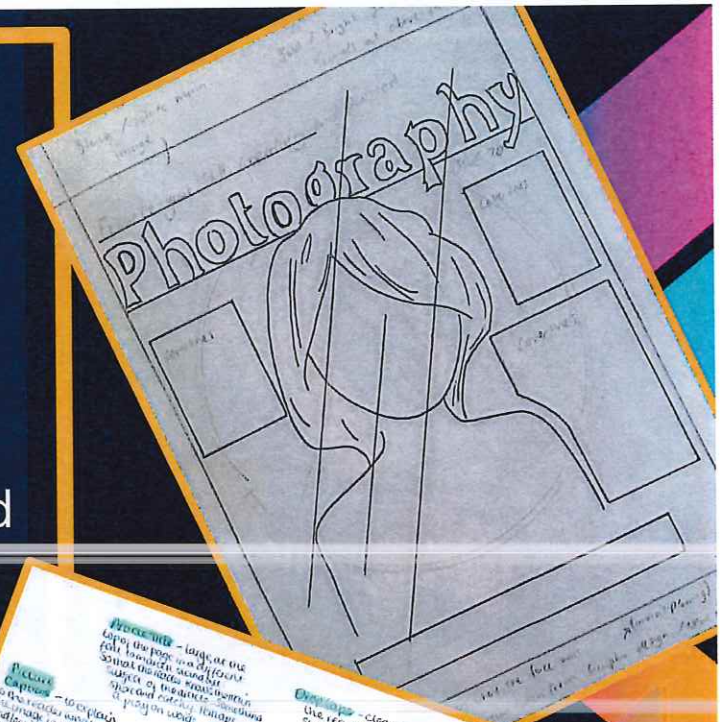
THE DARK HEART OF UKIP
 By Andy Coulson

ALSO STARRING!

ARCTIC MONKEYS + TOM FORD + MICHAEL DOUGLAS + ANDY MURRAY

Demonstrate:

- a. Using your mood board , model map/ design a magazine mock-up identifying all of the conventions of your text type and clearly explain your house style.
- b. Reflections on model map, identifying the implications for your product: which codes and cons will you follow? Which will you subvert?



Consolidate:

Share your GOB work with your partner.

- Using post-it notes provide your partner with a star and a wish.



Pre-Production Questionnaire

**Learning Aim A: Develop media
production skills and techniques**

Audience Research:

Lesson outline:

- a. Devise a research plan, including at least 2 ways in which you will research.
 - b. Decide how you plan to use the results of your research and how it will effect your end product.
2. Draft your various questions which will make up your audience research.

There are a variety of ways in which we can research our potential audience:

Questionnaire

Survey

Interview

Focus Group

Observation

Case study

Connect

- Each of these has many advantages and disadvantages think carefully about what you want to find out from your audience.

Audience Research...

It is important to know before you carry out research how you hope to use it in the first place.

For example:

"My music video will be aimed at 15-30 year olds. By asking people in this group what their favourite type of music video is, I plan to make sure I make a music video which suits their needs."

How to reach for a L2D

Effective audience research for an L2D is:

- ★ In depth.
- ★ Focused.
- ★ Independent.
- ★ Ensures your product is tailored to the needs of the audience.

Activate

Student Example

Questionnaire

Q1. What would you most like to read an article about?
(Please tick your choice)

- Latest makeup trends
- Shops on the high street ✓
- Autumn fashion ✓✓✓✓✓✓✓✓

Q2. Where would you like to see the masthead on the front cover?
(Please tick your choice)

- Top middle ✓✓✓✓✓✓✓✓
- Bottom left
- Central

Q3. Would you expect to see images on the contents page?
(Please tick your choice)

- Yes ✓✓✓✓✓✓✓✓
- No

Q4. What do you prefer the images in the magazine to be of?
(Please tick your choice)

- Makeup
- Fashion
- People
- All ✓✓✓✓✓✓✓✓

Q5. What social media website do you use the most?
(Please tick your choice)

- Twitter ✓✓✓✓✓✓✓✓
- Instagram ✓✓✓✓✓✓✓✓
- Snapchat
- Facebook ✓
- Other (please state)

Q6. What would be the realistic price you'd pay for a magazine?
(Please tick your choice)

- 0-£1
- £1.01-£2 ✓
- £2.01-£3 ✓✓✓✓✓✓✓✓
- £3.01-£4 ✓✓✓✓✓✓✓✓
- £4.01-£5
- £5.01+

Q7. How long should an article be?
(Please tick your choice)

- Fill up the whole page ✓✓✓✓✓✓✓✓
- Half a page ✓✓✓✓✓✓✓✓
- One paragraph

Q8. When looking at a magazine cover, what catches your eye first?
(Please tick your choice)

- Images ✓✓✓✓✓✓✓✓
- Title
- Cover lines

Q9. Do you feel the target audience for a magazine should be broad or specific?
(Please tick your choice)

- Broad ✓✓✓✓✓✓✓✓
- Specific ✓✓✓✓✓✓✓✓

Q10. How do you like the layout of a magazine?
(Please tick your choice)

- Cluttered
- Organised ✓✓✓✓✓✓✓✓
- A lot going on ✓✓✓✓✓✓✓✓
- Spacious ✓

Q11. Is a colour scheme important to you when looking at a magazine?
(Please tick your choice)

- Yes ✓✓✓✓✓✓✓✓
- No

Q12. Do you like to interact with others when it comes to magazines?
(Please tick your choice)

- Yes ✓✓✓✓✓✓✓✓
- No ✓✓✓✓

Q13. What colour scheme would you prefer for an autumn magazine?
(Please tick your choice)

- Maroon, Orange, White ✓✓✓✓✓✓✓✓
- Yellow, Red, Black
- Brown, Orange, Black ✓✓✓✓

Demonstrate: On Google Forms. Design a questionnaire and sample 5-10 members of your target audience. Show an examples of a completed questionnaire by one of your target audience member: between 10-20 questions to identify the needs and desires of your target audience.

Consolidate

Questionnaire analysis: A minimum of 10 pie charts, bar graphs etc., which reflect on your research & identify the implications for your product. How have your plans changed since surveying your audience?

