**COMPONENT 3**

**MAGAZINE PAGE DESIGN GUIDELINES**

**GUIDELINES FOR FRONT COVERS**

* Masthead (think about a your font and whether it connotes your genre/appeals to your audience)
* Strapline
* Date and price
* Bar code
* Cover lines – make sure they aren’t going over a face or that the background is too busy
* Strong cover image (plus additional images if appropriate to the chosen genre (all original); the front cover must include an image of *at least one person*.
* Think about the left third – could the consumer tell your magazine from others?
* Have a *clear main cover line* (which relates to your most important feature and the main image) and *at least three additional cover lines*
* When writing your cover lines make sure they are:
  + Short and to the point
  + Attract readers/are eye-catching
  + Use language appropriate to the magazine’s genre and target audience
  + Are witty, if appropriate.
  + Consider the use of: alliteration, puns, play on words, intertextuality

**GUIDELINES FOR CONTENTS PAGE**

**This is a guide for a contents page, it needs to have at least 10 page references. It is an opportunity to communicate the brand identity of your magazine.**

* Utilise column layout
* Have a white background
* Have a colour scheme which works with your front page
* At least 3 original images, all different from front cover and dps
* Consider mode-of-address to target audience
* Clear and identifiable page numbers
* Sub-headings to identify regular features
* Include references to cover lines on the front page

**GUIDELINES FOR DOUBLE-PAGE FEATURE ARTICLE**

**This is a guide for a double-page feature article (or extract from a longer article). The article needs to be on a topic or issue appropriate to the genre of the magazine and *approximately 400 words* in length relating to one of the cover lines on the front cover.**

* Headline (be creative)
* Sell line (standfirst); byline (name of journalist – often found in the standfirst)
* Sub-headings
* One main image and additional smaller/minor images (all original and different from the images on the cover); these should be captioned and credited
* At least two pull quotes
* Page numbers/magazine name at bottom of page
* Columns (two or three?) Range left or range right? What’s appropriate for the genre?
* White space (don’t feel as if you need to cram too much on to the page)