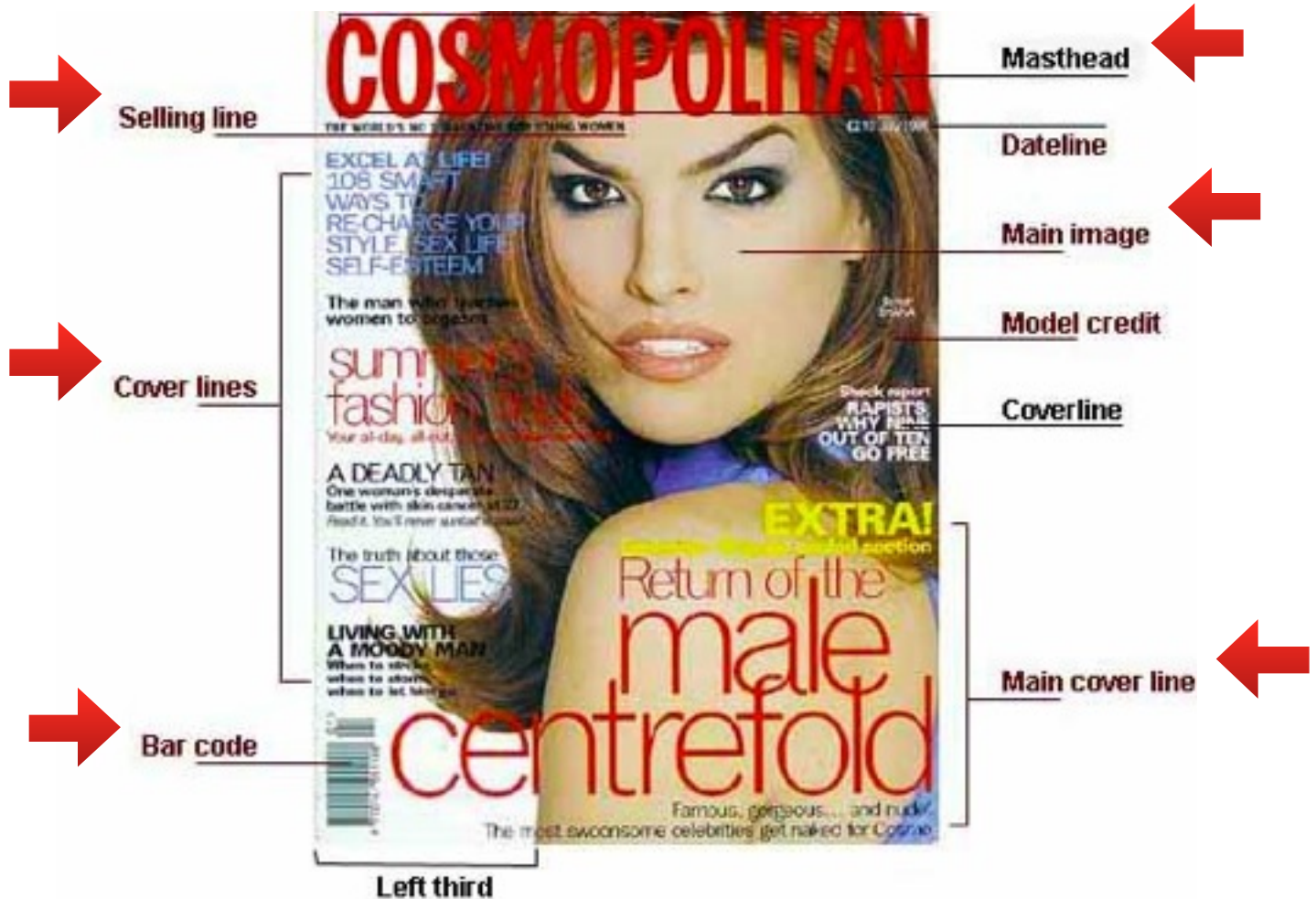


## ELEMENTS OF A MAGAZINE COVER- Arts & Communications Pathways

You are creating a **Spirit Week Magazine Cover**—We all will be taking pictures this week of students dressed in the different costumes of the day. Below are the main things you need for your magazine cover.....See the diagram below.....

### Visual Diagram Of NECESSARY Magazine ELEMENTS



### Written List Of NECESSARY Magazine Elements

1. **Masthead (title, logotype, logo or nameplate)**—The name of the magazine displayed in a specific typeface—this is the visual branding of the title and is often done in a specially designed typeface to be easily recognized and unique.

2. **Main image-** The picture/image you choose as your cover is way **IMPORTANT..** Be sure to use your best **PHOTOSHOP** skills to select, crop, image adjust, and make your cover image look as good and impressive as possible.

In the case of this front cover there is a single image of the model Shania. The image is used in a classic way, the face is big enough to stand out on the news-stand, with the model making full eye-contact

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3. **Main cover line-** In this example, the main cover line is very large - taking up almost a quarter of the magazine cover - and comes in three layers, each with a different color. It promotes the use of naked male centrefolds, a feature of [Cosmopolitan in the UK](#) since its first issue. Note the main cover line is positioned against the model's shoulder so it shows up clearly.

4. **-Cover lines-** You will need to **CREATE** your own cover lines or story lines. **You will need at least 4 Cover Lines on your magazine cover.**

*Cosmopolitan* magazine uses a lot of cover lines, which are distributed around the main image without detracting from it too much. A mistake often made with cover lines is that they run over an image that has a lot of color changes, rendering the words difficult to read. This is a problem here with the red text on the hair on the left and the smaller yellow text against Shania's skin

5. **Bar Code-** Standard bar code used by retailers, Will often include publication date and price. **You will need to go to our class web page to download and use one of our special bar codes..**

6. **Dateline-** you need to put the month and the year of your magazine October 2014.

## LINKS & EXAMPLES OF GOOD MAGAZINE COVERS

**Women's Magazines- Vogue- Cosmo- etc.**

**Men's Magazines- GQ etc...**

**Good Magazine Covers to Surf Through**

**Music Magazines..**

## ELEMENTS OF A MAGAZINE COVER- Arts & Communications Pathways

Gold shows their wealth and the microphone logo suggests they're large in MC or DJ-ing sectors of the music industry. Part of the masthead is vertical when it never is, meaning it's unique.

The white on black font catches the eye, and is under the masthead which is a main focus for the page.

The bible reference suggests they're Gods.

Other Fonts are all the same so they don't attract attention of the cover story. It doesn't cover over any part of the image, showing the importance of the main cover image

The fancy font could suggest upper class with another reference to religion by saying he is 'God's Son'

Barcode blends in with the cover image so not to take up space

Army style font suggests the artist is tough/hard

Gold lining means it's a special edition or in generally worth more than others

## **ELEMENTS OF A MAGAZINE COVER- Arts & Communications Pathways**