

The kicker for the double spread is placed at the very top of the article which is unconventional for typical music magazines. Typically, kickers are placed just below the title. Kickers are a brief summary of what or who the article is going to be based around. This particular kicker gives a brief analysis of who King Krule is and that the article is focused on him.

The article begins with a drop cap. Drop caps are the enlarged first letter of the first word in the article. They are typically used to indicate to the audience where the article starts and where to begin reading from. The rest of the text is based around the drop cap, making it look neat and aesthetically pleasing to the audience.

The colour scheme within the double spread is continued from the cover, an orangey colour. This colour, as well as representing his light hearted music as the colour is light and relatively bright, may also have relations to the colour of the artists hair, a bright ginger. This may be a signature statement for the article so is played on throughout the magazine.



The name of the artist, and also the title for the page is bolder than the other text on the page. This brings the attention to it and clearly indicates that this article is based on King Krule. The font for the text is also sans serif, indicating that it may relate to the artists style, modern and informal. This gives the audience an idea of what the language used in the article will be like, as well as the style of the artist.

There is a text box just underneath the title, slanted that states who took the pictures, who wrote the article and who clothed the artist. This information is unconventionally placed in a different coloured textbox that draws a lot of attention, as opposed to where it is usually placed significantly at the bottom of the article, out of the way.

There are two clear gutters used throughout the article between the three bodies of text. Gutters are the spaces between the bodies of text, separating them from each other. They make it clear to the audience where one piece of writing starts and where the other ends. This helps the audience to avoid reading further right than they should.