

For my main image, my model is seated on a chair; this gives the image a relaxed feel which the audience can also interpret will relate to the artist's genre of music – relaxed indie music. This is also relevant for the pose my model is doing, her head is resting on her hand, showing a relaxed feel. The background for the image is a plain white wall, this is because the main attention is to be on the artist, the masthead and coverlines, and the reader should not be distracted by the background, despite the fact that it is a minimalistic magazine. To target the reader personally, direct mode of address is used as the model is looking directly in to the lens of the camera. This is targeting the reader directly as they feel as though the model is looking directly at them, therefore making them more likely to purchase the magazine. The image has also been cropped to remove the excess white area left around the image, this is so the reader will get a closer look at the models face and features as well as eliminating unwanted white space that serves no purpose.

The strapline shows the readers the genre of the magazine and therefore what artists to expect etc. It also sets the readers expectations high as it has been labelled UK's best. This will cause readers to pick up and buy the magazine as it is clearly beloved by many people in the UK so therefore it must be of high quality.

The masthead for my magazine is in a large, bold, sans serif font. This is because sans serif is linked to the target audience of teenagers to young adults as it is modern and informal, as well as this it is easier to read than serif fonts. The colour of the masthead also targets my specific audience as it is a light colour of lilac, my target audience are listeners of the indie genre, and indie music is stereotypically happy, upbeat music, which has the connotation to light, bright colours. The name for the magazine, 'VINYL' stems from many vinyl records being indie or in the indie genre, this makes the title relevant and unique to the target audience. Overall, the masthead is very particular and targeted towards a specific niche audience. The masthead is large and bold and placed in the conventional top third of the magazine. This is so the name of the magazine is still apparent and clear to people, even when it is placed in magazine racks in shops.

The main cover line on the magazine is simply the artist's name 'NOELLE' this is then followed by a brief introduction and description of the artist for readers who may not be familiar with her music. My reasoning for making the main coverline the artists name is that it is a clear bold statement, it also makes it clear that that is the name of the artist on the main cover image. The main coverline is in a bold font so it is clear to the reader and no attention is diverted to the background etc., however the description of the artist is in a lilac colour. This is due to the fact that this is the house colour for the whole magazine and ensures that the colour scheme of the magazine flows.

On my front cover I have included a barcode. This is to add to the realism of the magazine due to the fact that every magazine must include a barcode for retail purposes. Despite vital for resale, a barcode is an unnecessary distraction on the front cover of a magazine as it takes away from the overall image and other important aspects on the cover. For this reason, I placed the barcode in the bottom right hand corner to avoid causing any distractions.

The coverlines in the magazines are very minimalistic and direct. My magazine lists many of the artists who will appear within the magazine and give exclusive interviews. However, despite the fact that no more is said, this may intrigue the reader more as they begin to wonder and question what may be revealed in this interview, or even simply what it is about. As well as this, fans of any of the artists will need to see no more than the name of the artist in order to become intrigued and purchase the artist. This is why I have included such a diverse range and variety of indie artists to cover most bases of indie hybrid genres etc. It is also why the majority of the indie artists mentioned on the cover are well known popular artists, therefore they will have more recognition and more people are likely to have heard of them and ultimately buy the magazine to read about them.

