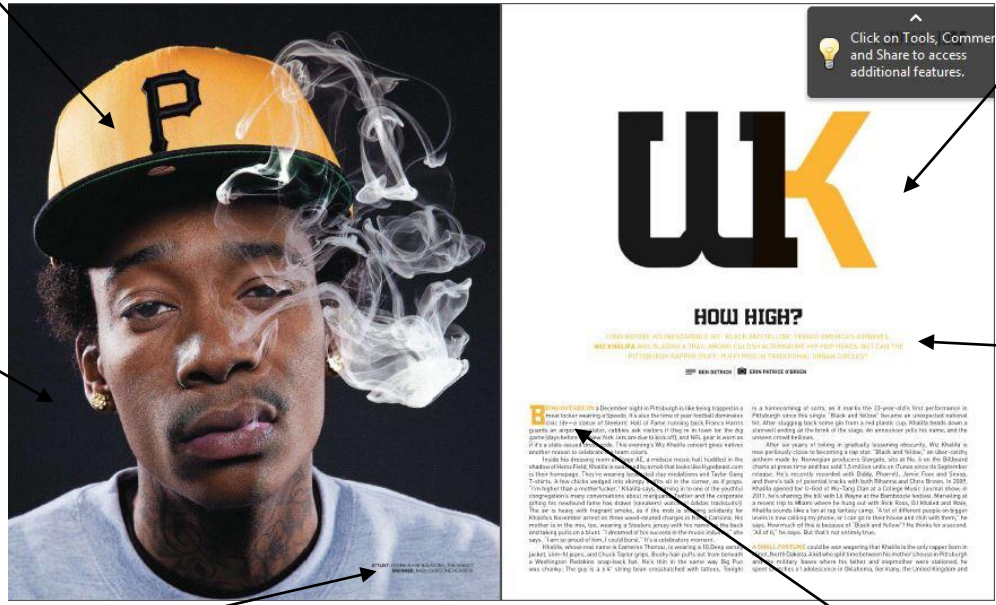


The colour style is black, white and yellow. These three colours are prominent throughout the entire double spread article. Black and white are conventional colours that are typically shown within a magazine. However the colour gold has connotations of wealth, suggesting that the artist may be rich and well known.

The background of the image included on the double spread has a plain black background. This is significant as it brings more attention to the actual artist as well as making the smoke clouds much more obvious and apparent. The image is also on a separate page to the text of the article, making it very clear who the article is about.

There is only one image used on the double page spread. This is unconventional to typical magazine spreads as they usually include multiple pictures of the artists, ranging shot types. However, this may be a typical feature to this company of magazine.



The title for the article is 'WK' instead of the artists name Wiz Khalifa. The two letters are also overlapping. This could possibly be used due to the fact that Wiz Khalifa is a relatively big rap artist, therefore because of the large image and the initials, the magazine may assume that the audience will know who he is.

The kicker is conventionally placed underneath the title and just above the article. The kicker acts as a brief introduction to the article, by over viewing what is included in the article or who and what the artist does. This could be useful to a reader who is interested in reading the article, but wants to briefly be informed of whom the artist is and what their style is like first.

The text on the article begins with a drop cap. The drop cap is used to clearly indicate to the audience where the text begins and where they should start reading from. Due to how large the letter is in comparison with the others, the rest of the text is placed around the drop cap in order to keep it neat, presentable and still readable.