**Roles –**

* Editor: Dan Lewis
* Sub-editor: Huw Hawkins
* News editor: Tomas Griffiths
* Art editor: Henry McGaughey & Ben James
* Sections editor: Joel Thomas
* Picture editor: Michael Hicks

We decided to use two art editors who would take charge of all the design work. Working closely with the sub-editor it meant that all the pages would have a similar feel to them with a professional finish. The sections editor, Joel was someone I worked alongside at the start of the project with finalising what would be in our magazine. We decided on various sections that would be included, and it would be Joel’s job to then help finalise what would be found in these sections. Michael was the picture editor, who would contact various agencies if pictures were needed, we tried to use as many of our own pictures as possible to avoid having to constantly contact others.

We all also had individual aspects to focus on, such as various features and sections, with each member of the group contributing towards the magazine in some way as we will touch on in this presentation.

**Competition**

Joel: competition

**Market research**

Mike: Market research

**Designing the pages**

Ben:

-Use of fonts

-Page numbers/ Gent tab along bottom of each page

- Lines to separate columns

Henry:

-Different styles for features, some being broken up by quotes

- Use of adverts (no in house ads), etc.

**Subbing**

Huw: In-house style

Comprehensively proof-reading

Titles, standfirsts, captions

Grammar & Spelling

**Break down the magazine**

* **Front cover (Dan & Henry)**
* **One person. It’s a free mag so no need to ‘sell it’.**
* **Minimalistic as possible**
* **Editorial (Dan)**
* **Important to set the tone from an early stage. Tried to make it light-hearted, but serious at the same time. Had to find the right balance between the two. Also took inspiration from other magazines and decided to include a “my favourite features of the month” box, as well as details about the mag.**
* **Contents (Henry)**
* **We spent a lot of time at the start of the project carrying out research, and one of the areas we focused closely on was the layout of contents pages. They can take up a double page spread or just the single page, like ours. We have included a range of images from three of our ‘main features’ as a little teaser, as well as a sentence to sum up what each feature is about.**
* **News/ Flashback (Tom)**
* **Tom Griffiths (2 minutes)**
* **Features (Dan & Ben)**
* **Rather than putting our lead feature at the start of the magazine, we decided to start with our ale festival feature. This was a feature that took a real team effort as we all went along to sample the ales. Some of the discourse used, such as the words “you” and “we” helped to build up the togetherness we were aiming for, as our tagline suggests “Welcome to the club”, this togetherness continues throughout.**
* **We then went into the John Haskell cover story which was I attended along with Ben who actually wrote the feature. In our original flatplan we had planned to meet Alan McGee, but due to him pulling out we were left with a lead story missing. Thankfully Ben had used John in a previous module, so this goes to show how having strong contacts can really help in this industry. It also goes to show the importance of trying to stick to your flatplan.(Ben gives his account of the angle he went from, inspiration, six pages, pictures, pull quotes, etc)**
* **Reviews (Dan)**
* **The reviews were put together as a group, with Tom, Mike and Joel each contributing towards the reviews. They include music, film and book reviews and is something that will be published monthly. It’s important that we keep certain aspects of the magazine the same each month to help with familiarity and to build up the frequency of readers. (Mike talks for a bit)**
* **The beautiful game (Dan)**
* **This was a feature we again attended as a sub-group of me, Ben and Henry. Sport is something which we found really appealed to over 50s, but we didn’t want to patronise them by focusing on just bowls, for example. This feature was great to write and has been well put together by design team, with a range of pictures taken by ourselves. As mike touched on earlier, we felt it important to take as many of our own photographs as possible to avoid having to source images from outside. As far as the phonology and semantics are concerned, due to the fact this magazine includes a wide range of features, we have made sure to get the right balance in words, we had to remember that this wasn’t a specialist magazine, so when writing to football feature we made sure to most importantly not patronise the reader, but also not confuse them with certain terms, that applies to each feature. The interview with the Swansea fan helps to break the article up and give some more perspective on the story.**
* **Due to this magazine being launched in May, we decided to place some focus on the up-and-coming festivals, so Joel was set the task of looking at some of the summers big name festivals (which may appeal to those over 50) as part of a DPS. (Joel speaks...)**
* **Another thing learnt from the market research carried out by Mike, was that the public questioned would like to see travel, so we have included two double page spreads on travel, or more specifically, British get-a-ways. Ben focused on Plymouth and Huw looked at Cambridge (Huw speaks...)**
* **Another feature that would regularly appear is the ‘Ten at 50’ which this month looks at 10 of the finest songs/ artists. As the section editor, Joel worked next to me to help decide how we would fulfil each section ‘motoring, music, sport, etc, without actually breaking the magazine into sections. This 10 at 50 section allowed us to look at various artists, which Mike will now talk about (Mike talks...)**
* **As Editor I decided to commission Erik to help us with our motor page. Again, going back to the market research motoring wasn’t very strongly liked, but film and TV was, so we decided to link the two and create a page called “Five to watch”.**
* **The following pages contain our food and gardening sections which Henry put together (Henry talks...)**
* **We included this American columnist section towards the back of the magazine, though truthfully, we would have liked to included it towards the front, perhaps after the news section. One of the biggest tasks of this project was compiling the flatplan, sticking to the brief, which included a range of adverts. The column itself is something that could perhaps be continued monthly with the same columnist, or perhaps a different person each time – Even a celebrity should we build the brand name up to a substantial level.**
* **The ‘in-focus section is another which has the potential to be repeated over various months.**
* **We ended the magazine with a light hearted piece entitled ‘Talk of the tipple’, this is one of the features which came out of looking through various magazines from a similar target audience, where they would run a range of fun facts.**