

CCR1 - How does my product use or challenge conventions and how does it represent social groups or issues?

YOU CAN FILL IN THIS TABLE AND THEN YOU CAN JUST CUT AND PASTE YOUR RESPONSES INTO THE PRESENTATION.

OR JUST FILL IN NOTES - BULLET POINTS AND USE THEM AS A SCAFFOLD TO YOUR ANALYSIS IN THE PRESENTATION.

IN YOUR PRESENTATION - UNDERLINE OR **BOLD** EVERY TIME YOU USE THE SYNONYMS FOR **REPRESENT**, THE **ADJECTIVES** AND WHETHER YOU **USED, CHALLENGED** ETC. THIS WAY YOU CAN TELL THAT YOU ANSWERING THE QUESTION.

YOU WILL NEED A REALLY GOOD THESAURUS FOR ADJECTIVES or USE THIS AS A [REFERENCE](#).

Adjectives that describe your brand, your star and also of the themes, issues in the magazine	Edgy, offbeat, arty, politically aware, fashion forward, engaged, thoughtful, aesthetically pleasing, anarchic				
Representation synonyms	Mean, perform, produce, portray, suggest, imply, connote, allude				
CONVENTION	What is typical, conventional in real media texts of the indie genre?	What did I do - use/challenge/copy/defy/?	My example	In order to represent + synonyms	Representation - analysis of meaning (adjectives)
MES					
Costume	Modern, colourful but coordinated clothing, a combination of arty, vintage and rustic elements, whilst still being avant garde	I used this idea	and dressed my stars in colours within the same palette	to represent	that they're fashion conscious, put together, and considerably constructed.
Light/Colour	Well lit, often natural lighting	I used this idea	and shot my location shoot photos with natural lighting	to suggest	that my star is down to earth, natural, and relatable to her audience.
Pose/Proxemics	Strong stances and facing the camera, often making direct eye contact with the camera	I used this idea	And had my models strike bold poses and look at the camera directly	to imply	That they are confident and strong, unafraid to challenge the norm.
Make-Up/Hair	Editorial-style makeup, often bold, dyed hair	I used this idea	And styled my cover star with purple hair and stars on her cheeks, as well as bold eyeshadow	To represent	The idea of standing out from the crowd and being unconventional that runs through the indie genre
Props	Generally no props are used	I used this idea	And didn't use any props	To reflect	That the indie genre is focused solely on the music, rather than on unnecessary extra possessions

Setting/Location	Either natural backdrops or photo studios	I used this idea	And sho my models in either a photo studio or in a genuine environment	To suggest	That Indie music can be made by anyone, as is frequently reflected by the do-it-yourself nature o the genre.
CAMERA					
Framing	A mid shot or close up is often used on a magazine cover to ensure that the cover star connects with the reader.	I followed this approach	And took mostly mid shots of my model, with her making direct eye contact with the camera, thus connecting with the audience.	This implied	That the star is a bold character who likes to stand out from the crowd, who is unafraid to be her own person. This creates an overall sense of power about the star, which aids in convincing the audience to buy and read the magazine.
Composition	Magazines of this genre often primarily feature the main star on the cover, and have them take up the majority of the space available, and so the model is usually in the centre of the shot.	I considered this	And ensured that while taking the photos, my model was central, and the focus was on her.	This suggests	That my star is the most important part of the image, and that she's what the audience should be focused on.
COLOUR					
Front Page	A strong and consistent colour scheme, usually featuring only a few colours, which come from within the same family	I used this idea	And used primarily purple, blue, and pink	To suggest that	The magazine is well constructed and thought through thoroughly with a strong consideration of aesthetic, while still having a sense of boldness and fun as suggested by the vibrant colours.
Contents Page	Stay within the same colour family as the cover page	I followed this idea	And stuck with the colour scheme	To continue to imply	That the magazine is thoughtfully constructed and bold. The swirled paint effect for the background of the contents also suggests an arty, homemade feel.
DPS	The same colour family as the rest of the magazine	I considered this	And used the same colour scheme	To suggest	The consistency of the aesthetic of the magazine. The coloured shapes also connote a sense of boldness, and draw interest to the photo of the star.
COPY/LANGUAGE					
Main Cover Line, Cover LInes, Headlines	Cover lines are attention grabbing, encouraging the reader to buy the	I used this	And wrote titles using language	To ensure	That the magazine piques the interest of the audience, making sure that they pick up the magazine to investigate what the articles are

	magazine		that would intrigue the audience		about.
Article Language/Style - semantic field?	Language is simplistic while still remaining fairly formal	I used this	And made use of language that was low register but fairly formal	To convey	That the article is accessible to all, but should still be taken seriously as the subject matter is fairly serious
Quotes - the voice of the star	Reported speech is fairly natural and not too altered	I followed this idea	And made my reported quotes seem naturalistic	To give my audience	The idea that my star is a down-to-earth person who they can relate to; she's just like them, as opposed to being a highly constructed 'superstar'
Structure of main article - QA/Review? - Themes and issues	Q and As and music reviews are common, and usually lighthearted	I challenged this idea	And utilised a Q and A format but with a heavier subject matter	To suggest	That my star is open to questions and discussion about more serious topics than just her music, such as her mental health, suggesting that she isn't someone to put on a podium and idolise, but a real person with real issues.
TYPEFACE					
Masthead	Mastheads take up a large amount of space, and use a unique font to the rest of the magazine	I used this idea	And chose a large, bold, unique font	To connote	The bold, stand-out-from-the-crowd nature of the magazine, helping it to entice the audience and have them buy the magazine
Coverlines/Headlines - on all pages	Cover Lines and headlines are larger and bolder than body text, and of a different font to the body text	I used this idea	And made my cover lines and headlines stand out from the body text by using a larger, bolder font and a different font	To ensure	That the lines stood out from the rest of the text, grabbing the audience's attention and encouraging them to read the content. This also aided in ensuring that the text was legible to the audience.