

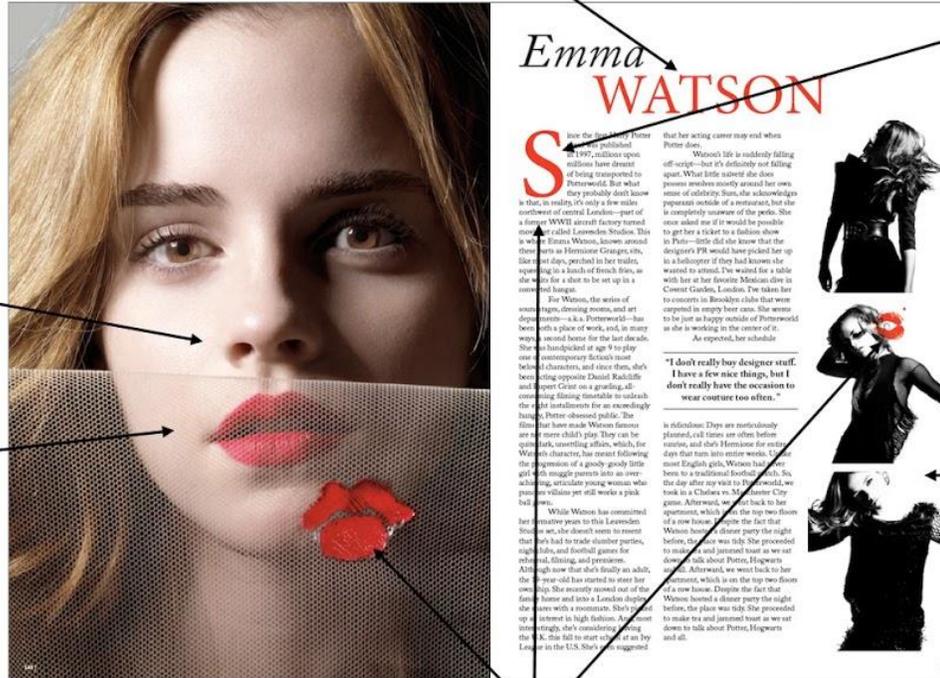
I would like you to choose **two** fashion magazine double page spreads to analyse. Each analysis should be a **minimum of 300** words.

I like the way that they put the name of the celebrity on the top of the article page, so that the readers know who the article is about. I also like the font of the text at the top of the page reading 'Emma Watson'. The font used for her first name is very classy and sophisticated, representing the calm and sweet side of Emma Watson. Then the last name is in a bold and big font, and is also red showing the outgoing and powerful side, which can also be seen in the picture. As her eyes and pale skin show her fragile and soft nature, whilst the red lipstick shows her fiery and vibrant side.

The first thing that I like about this double page spread is the full page picture on the left. I usually do not like these as I believe they take up too much space. However this one does not bother me as they have managed to fit a lot of text on the other page, so there will still be things for the audience to read.

Vogue always use celebrities in their magazine, so this automatically promotes the magazine. As well as this, most celebrities are very attractive, and will enhance the look of the magazine, like this example shows as Emma Watson looks very attractive in the photo, and you would be intrigued to read the article.

I like the way that Vogue have thought about the colours on the page, as they have added in the hints of red across the page to contrast the black and white text. The red lipstick and lipstick mark on the photo perfectly matches the red text on the opposite side and also matches the colour of the red lipstick mark on the middle photo on the article page. I would like to add something like this into my magazine as I like the idea of having a small hint of colour in the main picture and then carrying it across into the text and other elements on the page.



The red font on the page grabs your attention well as it stands out brilliantly against the white background and also contrast the rest of the text that is black. As well as this the red text matches the lipstick on the picture, bringing the colour from one half of the double page spread over to the other, combining the two halves.

I like the addition of these three small photos on the article page as they are all identical in size and in colour. They make the page look better and thus doesn't make it look boring and full of text. The black colours in the pictures contrast the white background well and really make them stand out. However as the photos are small, they do not take the attention off the article.

What is a double page spread?
Quite simply, an article that takes up 2 pages and includes copy and photographs. It is usually the 'centre' two pages of a magazine and will usually feature the main cover star from the front cover. In other words, it is THE BIG STORY.

Keywords for double page spread analysis

1. The **image** will go across the two pages or be on one with the writing on the other side. Usually the photo goes on the left but not always. The writing in a column will NEVER be split across the staple line!
2. **Stand first**– this is an introduction to the article – it will sum up/precis what the article is all about and entice the reader to read on.
3. **Drop capital** – it extends down 3 or 4 lines. At the start of paragraphs the first letter is often much larger; makes reading easier and acts as navigation through the text.#
4. **Quotes** – can be controversial and used to break up the copy/text or act as a headline and could use a larger, stand out font.
5. **Headline** – sometimes a quote from the interview with the artist. Often uses alliteration so that the headline stands out.
6. The **By Line** – says who the article is by.
7. Direct address – the model will often break the 4th wall.
8. **Columns** usually 2 or 4 with equal **guttering** (spacing horizontally between paragraphs and vertically between columns).
9. Colour scheme – continues with the brand, vibe of the other pages i.e. cover colour scheme.
10. **Page numbers** and a little version of masthead or logo somewhere on the page.
11. Instead of full stop at the end of the article they use a small block or something to do with their logo/masthead (for example on NME they might have an 'n').
12. Appropriate language/register to establish a relationship with the target audience.
13. They may have a release date for album or a tour date.
14. On the photo they usually have somewhere by it the **name of the photographer**.
15. **Questions** to the artist from the interview will be in a different colour, and the name of person who asked the question.