

# KS3 ICT & MEDIA 'MAGAZINE COVERS' KNOWLEDGE ORGANISER

**Mode of Address** means how the text speaks to the audience, and involves them.

**Direct mode of address:** The model looks directly at the audience, or the writing speaks to 'you'.

## PHOTOSHOP TOOLS

|                       |   |  |   |                     |
|-----------------------|---|--|---|---------------------|
| Marquee Select Tools  | → |  | ← | Move                |
| Lasso Select Tools    | → |  | ← | Magic wand          |
| crop                  | → |  | ← | Slice, Slice Select |
| Healing Brush, Patch  | → |  | ← | Brush, Pencil       |
| Clone & pattern stamp | → |  | ← | History brush Tool  |
| Eraser                | → |  | ← | Paint Bucket        |
| Blur, shapen, Smudge  | → |  | ← | Dodge Tool          |
| Path selection        | → |  | ← | Text Tool           |
| Pen & Anchor tools    | → |  | ← | Shape Tool          |
| Notes                 | → |  | ← | Color Picker tool   |
| Hand Tool             | → |  | ← | Zoom Tool           |
| Background Color      | → |  |   |                     |

**Anchorage text** – a caption for an image to help the reader understand

**Cover lines** - tells us what's inside the magazine

**Left third** – important information for the reader visible when stacked on shelves

**Pull quote** - a short phrase or quote from an article to entice the reader

**Masthead** – title/name of the magazine usually at the top

**Superimposition** – placing an image on top of another image for effect or importance

**USP – unique selling point** – what makes this issue better than its competitors



## PRIMARY & SECONDARY AUDIENCES

The audience that the media producer targets is called the PRIMARY audience. This is the audience they intend to target – i.e. Children are the primary audience for Disney.

Audiences that engage with the product who are NOT who the media producer intends to target is called the SECONDARY audience – i.e. parents are the secondary audience for Disney. They are still important, just not the primary focus.

## PURPOSES of Magazines

Producers might create media products for:

Information, Entertainment, Escapism

Profit, Community benefit, Raising Awareness

Critical acclaim, Inspiration, Experimentation