

Copy editor: Interactive magazine (draft)

<u>Questions: Front cover</u>	<u>Copy editor feedback</u>
Who do you think the target audience for this magazine is? How do you know this?	I think the target A is age 13-18
Is the masthead effective? Consider the name of the magazine and design (colour, typography choice, size, position etc.)	I like how big it is - maybe underline
Is it clear what the splash, secondary lead and cover lines are? How do you know this?	yes very from the images
How has negative space been used effectively? If negative space hasn't been used: how do you think they could be included and why?	not yes & no / could add more text
How have pugs and buzzwords been used effectively? If pugs and buzzwords have not been used: how do you think they could be included and why?	yes like the 50% off
Have images been well selected, placed, scaled and edited? Refer to specific examples, strengths and improvements.	maybe the fashion is key could be cut better
Does the colour scheme of the front cover work well? Refer to specific examples, strengths and improvements.	yes I like the pink & white
Have any interactive elements been included on the front cover? Are these effective: refer to specific examples, strengths and improvements. If interactive elements have not been used: how do you think they could be included and why?	no there hasn't I don't think you need any because it will be creamy
Based on the front cover, do you think the intended target audience would be enticed to continue reading the magazine? Refer to specific examples, strengths and improvements.	In some parts yes - The big image of Esther.

Questions: Double page spread	
Is the layout and design effective? Consider: colour, typography choice, size, position, ratio of text to image, use of bold, pull out quotes etc. Refer to specific examples, strengths and improvements.	I think maybe change up the fonts. I like the "Beauty" trans / little
Is the article detailed enough? Has appropriate language been used for the intended target audience? Is the word count too long/too short? Is there too much opinion or enough use of facts and statistics? Do they need to include more information/content? Refer to specific examples, strengths and improvements.	yes I think the language is used well for the target audience
Have any interactive elements been included? Are these effective: refer to specific examples, strengths and improvements. If interactive elements have not been used: how do you think they could be included and why? Refer to specific examples, strengths and improvements.	no not yes but I can see she wants to add a video
Have images been well selected, placed, scaled and edited? Refer to specific examples, strengths and improvements.	yes I think so
Is the headline and subheading effective? Does it reflect the content of the article? Refer to specific examples, strengths and improvements.	I think so
Does this double page spread look like it is part of the magazine the front cover suggests? Consider colour schemes, language styles etc. Refer to specific examples, strengths and improvements.	I think it does. Just make sure the video is that big

Copy editor: Interactive magazine (draft)

<u>Questions: Front cover</u>	<u>Copy editor feedback</u>
Who do you think the target audience for this magazine is? How do you know this?	people who love make up or fashion because the picture that she chooses
Is the masthead effective? Consider the name of the magazine and design (colour, typography choice, size, position etc.)	yes because is white, big, bold but you could put it be kind your picture
Is it clear what the splash, secondary lead and cover lines are? How do you know this?	i don't know because all the fonts are the same.
How has negative space been used effectively? If negative space hasn't been used: how do you think they could be included and why?	yes
How have pugs and buzzwords been used effectively? If pugs and buzzwords have not been used: how do you think they could be included and why?	yes big and bold
Have images been well selected, placed, scaled and edited? Refer to specific examples, strengths and improvements.	yes, easy to see
Does the colour scheme of the front cover work well? Refer to specific examples, strengths and improvements.	i feel that it was could change but the pink does pop the content.
Have any interactive elements been included on the front cover? Are these effective: refer to specific examples, strengths and improvements. If interactive elements have not been used: how do you think they could be included and why?	i don't see that on the front cover
Based on the front cover, do you think the intended target audience would be enticed to continue reading the magazine? Refer to specific examples, strengths and improvements.	kinda of, & i think & that you could add more image of clothes

<u>Questions: Double page spread</u>	
Is the layout and design effective? Consider: colour, typography choice, size, position, ratio of text to image, use of bold, pull out quotes etc. Refer to specific examples, strengths and improvements.	I think that you should change the pin to white as I could see it more.
Is the article detailed enough? Has appropriate language been used for the intended target audience? Is the word count too long/too short? Is there too much opinion or enough use of facts and statistics? Do they need to include more information/content? Refer to specific examples, strengths and improvements.	I think you could add more extra detail to some parts.
Have any interactive elements been included? Are these effective: refer to specific examples, strengths and improvements. If interactive elements have not been used: how do you think they could be included and why? Refer to specific examples, strengths and improvements.	Yes I can see the QR code
Have images been well selected, placed, scaled and edited? Refer to specific examples, strengths and improvements.	Yes shows fashion
Is the headline and subheading effective? Does it reflect the content of the article? Refer to specific examples, strengths and improvements.	Yes clear and bold
Does this double page spread look like it is part of the magazine the front cover suggests? Consider colour schemes, language styles etc. Refer to specific examples, strengths and improvements.	I feel like you could improve on the background and text than yet but for now