

Newspaper evaluation



My target audience was mainly male 14-22 year olds, another target audience are people who enjoy sport and new technology such as the latest game consoles. I have shown that my target audience is mainly 14-22 throughout the layout of the newspaper front cover; I have kept it simple.

The layout of the newspaper front cover was kept very simple as I didn't want my front cover to be too complicated and become an effort to read. I tried to keep the front cover open and clear so it wasn't boring and I made sure that stories and columns were dictated by fixed by titles and bold lines. I decided to have two stories on my newspaper front cover, one story is about the news of the football world and the other story will be about important national news. The football news and fashion column will be 'dinkus' so that readers know there will always be the latest news of football and fashion in the newspaper.

My newspaper also contained a possible new games console being released soon, the readers could comment on what they thought of the product. I decided to have this opinion of the product to keep the readers interest by interacting with them. My main story was Harry Redknapp being accused of a fraudster; he was supposed to have stolen money from the club. I thought this story would have attracted my target audience as they would have wanted to know why, how and if these allegations were true about the manager. One of my smaller stories was about Steve McLaren being sacked from his England manager post, the other story was about whether high street prices are too much for clothes. I thought that those stories would have attracted target audience as most of them do not have full time jobs, so some might not be able to afford the clothes prices.

I thought it would have been interesting to hear different peoples views. I have chosen a picture of Harry Renknapp looking distressed at a training session to go with my main headline as it shows he is uncomfortable with the speculation of him “ being a fraudster”, which possibly suggests his guilt. I also used this image to leave the reader decide for themselves whether they think Harry Renknapp is guilty or just distressed by the speculation. I believe the clothes featured in my newspaper would appeal to my target audience as they are stylish casual clothes that reflect today’s fashion. Another one of my images was one an early design of a possible new games console being released in a few years time.

I thought that this product would have attracted a lot of people who have games consoles. My newspaper could have appealed to other people who enjoy sport and the latest technology. The software I used to create my newspaper was Adobe Illustrator, the good points about using this software was that it gave me a lot of freedom to design my newspaper exactly as I wanted it. For example the various software features allowed me to: * Place the writing any where on the page * Use different line styles to break up the page. * Outline the text and change its colour and style to get the design to your specification.

The imitations of Adobe Illustrator were: * Not being able to create my own colour for the newspaper’s name. * Resizing information from the internet. I think that my newspaper could be made as it is different to a lot of other newspapers in the current market. I think my target audience will interested in the issues that are covered in my magazine and will like the fact that we interact with them eg asking for their opinions on a product. I do not think

there is a lot of competition on the market at the moment except for magazines like four, four two and gaming magazines. It will be expensive to advertise my product in certain areas such as TV but I feel this will reach my target audience as a lot of them tend to watch quite a bit of TV a day.

I do not think I can compare my newspaper to any other newspaper on the market as it is so different. I am very pleased with the work I have created my newspaper as I am happy with the layout and the way it looks. I think my target audience would purchase the newspaper as it contains stories they find interesting. The colour of the newspaper headline could change apart from that I am happy with my newspaper.