Slide 1: Introduce ourselves

For our project, we spent the day with a freelance photographer. The photographer was using that day in particular to take pictures for his portfolio. We managed to get in contact with him over the internet after seeing some of his work and met up with him.

We travelled down to Penarth where we observed him doing what he does best & then in between his photo-taking, we got the chance to have a long chat with him and find out more intricate details about his day & why he loves what he does. He also told us some of the background of how he got to where he is today.

Slide 2: Inspiration – We began the project by looking at a wide range of magazines to get an idea of what we believe makes a double page spread successful. Now there’s not an answer to what makes the perfect DPS, it can vary depending on the publication and the article itself, but after some further research we narrowed down some ideas.

Slide 3: Further research – We focused on The Big Issue magazine, looking closely at the different sections and the layout of DPS. With this in mind, we went to work on our magazine – giving it our own little twist with inspiration from the wider research.

Slide 4: Final Piece – … and here is our final piece. We spent a lot of time trying to perfect it; we felt that we have produced a DPS we think is of publishable quality.

Slide 5: Individual pages – Something we took from our research was the fact that the most eye catching DPS used a whole page for an image, and one for text. We decided to take up the left hand page with the heading and standfirst, leaving the picture to do the rest of the talking. The right hand page was where we inserted the majority of the text. We learned from the research we carried out on The Big Issue that they often put text on a blank page (i.e with no background). But we put text on top of the picture of the Empire State Building – and it has turned out well.

Slide 6: Analysis – The title of the piece had to be catchy, but we also wanted it to be quite short. The font was a trial and error process as there were a lot of factors to consider. We had to make sure it was easily legible, both in style and colour.

The background was the biggest dilemma we faced, as there were other images we liked. However, they didn’t look as good blown up on the page and we thought our final design had a good, vintage & rustic look to it. The background is an image James took in NYC. We took a range of images on the day of James taking pictures, but it just didn’t appeal on the page, the NY image spread across the page seems to work perfectly. The quote box was a personal highlight on the page; it highlights an important part of the text, a quote that stood out. We took a range of images on the day, but we only used the one in the end, because it fitted nicely into the layout.

The stand-first also had to be catchy. We needed something that the reader would be grabbed by, because if you can’t sell it in a sentence, the page could be turned. In the end, we were pleased with our stand-first.

Slide 7: Alternative – This was our initial design, but the picture was blurring on in-design so we chose not to use it. However, when the page printed, it was clear. Alternatively, we continued with the design of these pages, to give us a feel of what it’s like to create a bigger feature, but it also provided us with the option of a follow up.

Conclusion: Looking back on the project, we were pleased with the final outcome of the article. It’s allowed us to go out and speak to someone, learn something new and it has mostly given us the opportunity to flex our creative muscles. We worked together well, with all of us doing our bit. We combined our photos, James’ photos and our words well to create what we think was a good interview.