

Digital Magazine - Context Brief [30%]

Building a portfolio of fashion communications content in the form of an online magazine using the WordPress CMS for content delivery.

Aims/ Grading Criteria

Problem Analysis - Understanding and responding to the market and target audiences for online fashion marketing content

Technical - Developing skills in a popular and prescribed journalistic online content management platform

Creative - Defining an appropriate identity to stand as a convincing relatable platform for original/creative content

Introduction

Publication Viability - a fashion magazine website's longevity depends on an accumulation of targeted users achieved by providing readable, eye-catching and relatable content. In the discovery phase of a magazine's development, a correct and provable assessment of the target market is the primary determinant in getting off the ground.

Identity & Content - the visual identity of the magazine will serve as a vital clue to the style/ genre of text, image, and rich media [video/ animated/ interactive] content. The content that holds the primary audience's attention will find its counterpart in the visual identity instilled in the home and other pages from opening masthead to section headers, feature headlines, and layout style. In its turn, an identity firmly established from a thoughtful analysis of both author and user wants and needs resounds to serve as a benchmark for the style, genre, and voice of all proposed future content. The question - 'Is this piece suited to the magazine?', will be more easily answered if the identity stands as a reliable signifier of the author's key intentions.

Core Technology - group focus on a core content management platform [eg. Wordpress] provides a useful context for troubleshooting and advancing the required technical skills and understanding. The single prescribed platform, in the academic context, also serves to simulate a magazine-house's commitment to an agreed protocol for delivering and organising content.

The Brief

Magazine Preview - your principal task this term is to create and present a body of content that would provide for the reading and viewing needs of a proven fashion-focused audience in the form of an online magazine [preview issue]. *Key to a successful outcome is to ensure that you are engineering an environment where your content is elevated by your site context and not subservient to it. Remember - Content Rules!*

Support Journal - to complement your magazine you will also maintain a useful learning journal in the form of an online blog. Here, you will chart the significant experiences and learning achievements of the module in a chronological form.

You can use the journal to store inspiration both in text and image forms that may prove useful later in the term as you develop your final magazine content.

You must be prepared to use your journal in presentations where deeper communication of your intentions may be called upon. A good journal, well kept and clearly supportive of published work can significantly raise your grade,

Format

Magazine Preview - your Magazine will be published on the Wordpress Platform. All students will utilise this platform for their final presentation. Use of a prescribed platform will speed learning, allow for greater depth of understanding of a single service, and make troubleshooting your pages and content a shared concern. The singular platform is also reminiscent of a using proprietary software in a real world publishing house scenario which some of you may indeed seek gainful employment after graduating.

You will receive training in the Wordpress platform throughout the term while simultaneously being encouraged to mine your chosen website theme's potential for creative and eye-catching content delivery.

Support Journal - use the learning journal as an opportunity to learn another popular but unfamiliar online publishing platform or return to a platform that you are already acquainted with. You will be introduced to a range of options in the first session of the module.

Deliverables & Project Milestones

Session 6 [30/10/17] – Progress report - 'story so far'/ Interim Peer Presentation, Magazine Preview

Session 10 [30/11/17] – Magazine and Journal links will be published to the Blackboard for assessment and moderator access to all module work. You will be still able to edit the sites up until the end of the final presentation.

Session 12 [14/12/17] – Final Presentation - Completed magazine preview

[completed learning journal at hand for potential referencing]

Assessment criteria [percentages breakdown within the context brief]

Analysis [research, discovery, ongoing application of context throughout module]
20%

Creative [liveliness and enticing nature of the magazine branding/ identity, styling, and layout]
40%

Technical [handling of software. Taking on challenges and opportunities presented by the medium]
40%