

You should aim to mention a good number of these but you should aim to **focus on about 2-3 in detail from each column**. You will evidence these with examples of how that skill directly impacted on your magazine page

	Technical	Creative	Transferable
Research & Planning	Wordpress (blog): posting, embedding, linking documents, formatting, captions...	Branding: mission statement, masthead design, font choice, colour scheme, text effects (bevel, emboss, drop shadow...)	Research: target audience, moodboards, advert choice, mission statement...
Production	Adobe Indesign: graphic design, placeholders, effects, backgrounds, layout, sizing, fitting, arranging, text wrapping, placeholder text, stroke, fill...	Graphic Design: page layout, integration of image and copy, text effects (tracking, kerning...) serif / sans serif typefaces, grouping, arranging text wrapping, columns, drop capitals, paragraph effects...	Analysis: tour poster, features / conventions of a magazine, star image, language...
Post Production	Adobe Photoshop: masking, airbrushing, backgrounds, filters, image adjustments (curves, brightness, contrast, colour mixer...), blending, opacity...	Composition & Framing: depth of field, lead space, rule of thirds, high / low angle, lines through the frame...	Communication: production meeting agendas, directing models, writing, communicating with models, listening to and responding to feedback, comprehension (reading blog, articles) reflection on learning and evaluation writing skills...
Feedback & Evaluation	Flash Photography & DSLR: shutter speed, aperture, using flash kits in the studios...	Production Design (MeS): costumes, make-up, hair, props, setting, facial expressions, body language, gestures, lighting...	Organisation: production meeting agendas, risk assessment, booking studio...
Presentation	Adobe Bridge (contact sheets)		Language Analysis & Writing Understanding journalese (reportage), considering mode of address, exploring colloquial language...
			Multimedia Presentations Flipsnack, Piktochart, Canva, Padlet,

