Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Hour:\_\_\_\_\_\_\_\_\_\_

**Copycat Magazine Project** (rev. Fall 2013)

You are to choose yourself, a friend or friends (only with permission) or family member, or a school faculty member/administrator for this project. ***REMINDER: You may not copy/paste any parts of magazines or magazine logos. Create all text from scratch, and use original photographs and shapes where possible.***

* Task 1: Identify a magazine cover to “copycat” from; print in color and keep a copy handy as you work. Be sure to pick one that meets all requirements. (NOTE: No tabloids like US or Weekly News or National Inquirer..and no People or Time… I’m over it)
* Task 2: Write appropriate teasers-you cannot use the article titles from the original. Refer to scoring guide as you work. Label all requirements on the copycat.
* Task 3: Identify fonts and get photographs. Put them in a folder for this project. You may use a few internet photographs, but personally taken/scanned photos are preferred. Quality matters. Use a flash. Adjust levels, etc.
* Task 4: Work on cover using scoring guide. Be sure to match fonts as closely as possible including font style, weight, letter spacing, and line spacing.
* Task 5: Screen check peer reviews. This will be turned in with the final copy.
* Task 6: Print final copy in color on cardstock, turn in all materials including labeled copycat, peer review, and planning sheet.

***Scoring Guide***

|  |  |  |
| --- | --- | --- |
| *Requirement* | *Points* | *-* |
| Correct page size (set new file to 8.5” x 11”, resolution 150)**Print set to 90%** of size so all shows and nothing hangs off. | 5 |  |
| Printed on card stock; trimmed neatly (cut carefully! see website for details) | 5 |  |
| Quality of photograph of subject (clear, meaningful, captures personality, uses a flash); levels, photo filters, etc., used to make pictures more interesting; retouch with healing tools if needed | 10 |  |
| Meets all photo requirements--At least three images used, text inside a shape, and selected photo has background removed and/or part of image in front of text | 10 |  |
| Minimum of two special layer style(s) used (fX button)**CIRCLE WHICH AND TELL WHERE🡪**  drop shadow, inner glow, outer glow, stroke, bevel, texture, gradient fill | 10🡨Fill out! |  |
| Minimum of two other special features (examples include change in letter kerning, use of transparency, warp, blur filter or smart filters, rotation, clipping mask, special brushes, adjustment layers, etc.). **IDENTIFY WHICH ARE USED AND WHERE**🡪 | 10🡨Fill out! |  |
| Cover is “busy enough” and contains much content and visual interest (not too basic) | 10 |  |
| Must include a barcode (high quality), current year/month, and a price of $5.99 | 5 |  |
| Contains rewritten article teasers that suit the person the magazine is about--May not use original article titles; titles cannot be fake or tabloid in nature and should reflect truth about topic and student interests, wishes, dreams, etc. | 10 |  |
| Spelling/grammar/capitalization | 10 |  |
| Use of text, fonts, and readability—fonts should match as closely as possible (serif, sans serif, etc.) | 10 |  |
| Color copy of original copycat attached (must turn in the original cover picture again so I can match it with the original; text should be roughly the same size and location, styles, etc.) | 5 |  |
| Peer Review (on back) | 10 |  |
| Overall finished quality (professionalism, cropping, etc.) | 10 |  |
| **CONTACT SHEET PRINTED IN BRIDGE AS FOLLOWS**---set thumbnails to 3 columns and 3 rows | 10 |  |
| Degree of “copycat” (it needs to match as much as possible!!) Colors should be the same or if a color is changed due to images used or for theme, it should be changed everywhere on the cover(change all red to pink or all blue to purple, for example) | 10 |  |
| ***TOTAL*** | ***140*** |  |
| Teacher Comments |

COPYCAT ASSIGNMENT
**MAGAZINE COVER**

*PEER REVIEW SHEET*

Magazine Title:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Person Creating Magazine:\_\_\_\_\_\_\_\_\_\_\_\_\_

Reviewer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Is the magazine title appropriate? Yes No

Does the title font match fairly closely to the original? Yes No

Are two layer styles (fX) easily found? Yes No

Is cropping/selecting/refine edge done well? Yes No (especially hair!!)

Does the main photograph show personality? Yes No

Does the photo have retouching? Yes No Not Sure High quality? Yes No

Are teasers readable? Yes No (colors, fonts, bg distraction)

 Are teasers changed from original and are about the subject? Yes No

Does the cover layout look copycatted? Yes No

Is anything missing from the copycat? Yes No

Does the magazine look real? Yes No

Do you see a clear barcode with $5.99 price? Yes No

Are there any low quality or blurry photos? Yes No Where? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Is everything on the scoring guide there? Yes No What? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Is spelling error free? Yes No (also watch capitalization/grammar)

WWMSS? (what would Mrs. S score?) A B C D

|  |
| --- |
| Suggested improvements: |