

Digital Media

Student examples

Pre-Production Planning

Mood
board



A dense collage of various magazine covers and newspaper clippings. The collage includes:

- Top Left:** A large red 'RITA OR' followed by a photo of a man.
- Top Center:** A magazine cover for 'CUDI' featuring a man's face.
- Top Right:** A magazine cover for 'Flipcity' showing a person on a skateboard.
- Middle Left:** A magazine cover for 'NICKI MINAJ' with a woman in a zebra-print outfit.
- Middle Center:** A magazine cover for 'THE AMAZING SPIDER-MAN' featuring the character in his suit.
- Middle Right:** A magazine cover for 'VOGUE' showing a woman in a gold outfit.
- Bottom Left:** A magazine cover for 'Mike Hind' with a man's face.
- Bottom Center:** A magazine cover for 'SURVIVOR' with a woman in a yellow dress.
- Bottom Right:** A magazine cover for 'EMPORIO ARMANI' with a man in a suit.
- Other elements:** Various smaller clippings, including 'IT'S SHAH DELIGHT FOR OWALS', 'TIPS FROM THE TOP', 'PEOPLE THINK I'M AN ATTENTION SEEKER BUT I'M JUST HONEST', and 'I WAS THE G PARENTS BLA FOR THEIR KIDS TURNING OUT WRONG'.

Magazines to inspire, these are
magazines which stood out to me
most

Font ideas featured to show ideas of
font style for my magazine



Colour pallets which I want to use within my magazine with
locations/events in Birmingham, fonts and style to display the
theme of this colour within my design idea. Same as other
colours such as the blue and yellow within my mood board.

Mind Map



CLIENT BRIEF

A client brief is a document which contains the requirements of the client and the specifications, which is then sent to a production company to make them aware of what they expect and their expectations. It can range from TV, radio, print products and online on social media for example.

We are doing a print product, which is a double spread magazine/ article.

AUDIENCE



As our main subject is Birmingham, we need to look at who would be interested finding out more about Birmingham and what it has to offer. A target audience of tourists, sport fans, people going out for a day out, music fans, families, couples.

The average income is £31,651 per year in Birmingham. which is the audience we are aiming for around that income 30k-50k.

As Birmingham has many things like festivals, concerts, museums, shopping, sports, history, clubs, pubs, landmarks which appeals to most people of Britain as well as tourists, so we must ensure we include these. "The research reports that there were almost one million visits to the city last year (941,000) - an increase of 228,000 on 2012's figure of 713,000"

OBJECTIVES

Overall objectives for this production, is to receive a good amount of data to work upon and fit within the context of the magazine.

Another objective of this would be to interview an individual and find out more about diversity and culture of Birmingham as well as this receive over 20 individuals answering my survey so I can get the best data I can, so it can be reliable.

PURPOSE

The purpose of the magazine article is to inform as well as entertain. We are producing this magazine to highlight Birmingham's cultures and submit for the award. It educates the people on the culture of Birmingham as well as informing them about the activities available to do, basically giving them insight on all types of things able to do and what is suitable for families, couples or even travelling by yourself.

Include things such as popular locations, museums, concerts to be all inclusive and attract everyone who has considered going to Birmingham.

FORM AND MEDIUM



The product will be a double spread magazine, will be a print product as well as digital as digital print products are increasingly popular, as well as this online we can reach a larger target audience.

It could have also been a newspaper or a poster, however a double spreads magazine allows for more content to be included such as images, and more pleasing to look at whereas posters only have limited information on them, and newspaper are declining in purchases and are not as popular as magazines which would mean it would be harder to reach our target audience through the newspaper.

BUDGET

For this project, the budget will estimate around £900-£1000. This will include transport from Birmingham, interviews, food, production costs. This overall can become quite costly, however cheaper alternatives to things such as TV, radio. I think this is a fair amount for a budget which can earned back from the magazine's monthly subscription.

DEADLINE

FRIDAY 24th MAY 2025 TO BE COMPLETED BY.

KEY MESSAGES



Within the magazine I want to include the importance of diversity and overall spread a positive message about inclusivity and being united through all locations and activities this is an ethical practice and don't want to discriminate anyone but unite groups therefore I will have to be cautious about colours schemes included, images within my magazine and any symbols which could be deemed as offensive. It be talking about within the magazine, therefore everyone feels included as have a spotlight of the positive things and beautiful things culture brings to Birmingham, as well as the UK.

MASTHEAD, the colour of this will most likely be black and bold to grab the attention of the audience)

MASTHEAD WILL BE "CULTURE IN BRIMINGHAM", KEEPING IT SIMPLE SO IT STANDS OUT MORE.

MASTHEAD

LOGO

MAIN IMAGE TO CAPTURE THE AUDIENCE'S ATTENTION. WILL BE A LOCATION IN BIRMINGHAM.
(colour scheme purple, yellow or blue)

COLLUMS THIS IS WHERE MY INFORMATION/TEXT WILL BE TO INFORM EDUCATE AND ENTERTAIN

GUTTER

INCLUDE INFORMATION FROM MY INTERVIEWS AND DISSCUSSIONS WITH BUSINESSES

EXPLAINING WHY CULTURE DIVERSITY IS IMPORTANT AND WE SHOULD APPRECIATE IN HERE IN BIRMINGHAM

SECONDARY IMAGES TO PROVIDE A VISUAL FOR THINGS WHICH I WILL BE

MORE TEXT WHICH WILL FIT WITH THE SECONDARY IMAGES AND PROVIDE MORE INFORMATION.

TALKING ABOUT SO THEY SEE FOR THEMSELVES.

FOR EXAMPLE, EVENTS, LOCATIONS, DATES.

IMAGES OF LOACTIONS, EVENTS, AND PEOPLE.

INCLUDE STASTICS, HAVING TRUTH WITHIN THE MAGAZINE MAKES PEOPLE MORE INTERESTED.

IMAGE

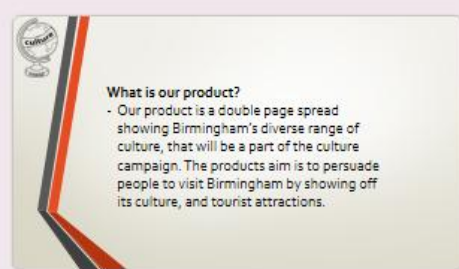
TEXT

FOOTER (to provide extra information and audience can reach out to us.

Pitches



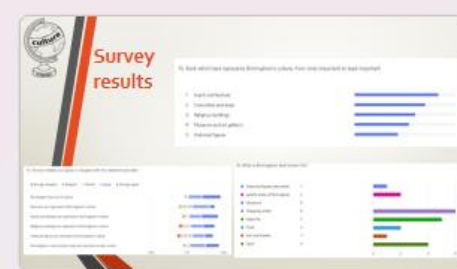
1 ★



2 ★



3 ★



4 ★



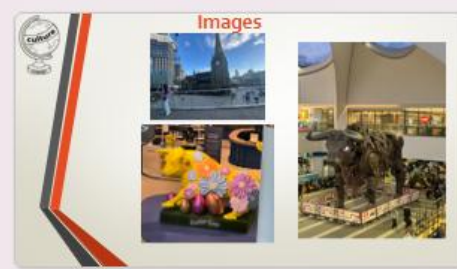
5 ★



6 ★



7 ★



8 ★



9 ★



10 ★



11 ★



12 ★



13 ★



14 ★

Birmingham Culture Campaign

I have been working in the print industry working with clients in Birmingham such as The Guardian and The Sun.

I have been asked to produce a double page spread for my local city Birmingham.



1 ★

Format

- The product will be in the format of a magazine where either side and across pages as to why they have more of these range of cultures and promoting their city.
- It will contain the typical reader and content of a magazine such as:
 - modelled like this of the magazine
 - some images which typically is an image of a celebrity or famous person.



2 ★

Content

In this double page spread I will talk about the different cultures that exist in Birmingham as well as the celebrities that are important in culture such as:

- Chloe Texe: a celebrity who is very popular and explain why Birmingham is culturally diverse.
- I also want to include a name (celebrity) who will add to a celebrity from Birmingham and explain in Birmingham which is a culturally important.

3 ★

House Style

In this product I am planning to use a colour scheme of red, black and white.

I am using red as it will stand out amongst the black and white scheme throughout the magazine.

I will use black for the text and images as it will be easily readable as the scheme black and white stand out with each other.



4 ★

Frequency

The magazine will be published once a month and it will be published in Birmingham.

The magazine will be published in Birmingham and it will be published in Birmingham.

The magazine will be published in Birmingham and it will be published in Birmingham.



5 ★

Similar Products

- There are many similar products in Birmingham and across all over the country. It will also contain images of these products.
- I also want to show how the products are used and how they are used in the same way as the products in Birmingham.



6 ★

Place in market

The magazine Birmingham Culture Campaign will be the first of its kind in Birmingham and across all over the country.

The magazine will be published in Birmingham and it will be published in Birmingham.

The magazine will be published in Birmingham and it will be published in Birmingham.

7 ★

Target Audience

The product will be a target audience of Birmingham and across all over the country.

The product will be a target audience of Birmingham and across all over the country.

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8 ★

Topics I will include

Attractions

Night life

Shopping

Sports



9 ★

Draft article

The product will be a target audience of Birmingham and across all over the country.

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10 ★

Images I will use for pick

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11 ★

Budget

The product will be a target audience of Birmingham and across all over the country.

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12 ★

Supporting Materials: Mood boards

The product will be a target audience of Birmingham and across all over the country.

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13 ★

Supporting Materials: Mind maps

The product will be a target audience of Birmingham and across all over the country.

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14 ★

Supporting materials Survey Responses

The product will be a target audience of Birmingham and across all over the country.

The product will be a target audience of Birmingham and across all over the country.

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15 ★

Any questions ?

The product will be a target audience of Birmingham and across all over the country.

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16 ★

Feedback

The product will be a target audience of Birmingham and across all over the country.

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17 ★

Future developments

The product will be a target audience of Birmingham and across all over the country.

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18 ★

Legal & Ethical issues

The product will be a target audience of Birmingham and across all over the country.

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19 ★

Software

The product will be a target audience of Birmingham and across all over the country.

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The product will be a target audience of Birmingham and across all over the country.



20 ★

Birmingham Culture Campaign

Presented by Ana Maria Chiriac, a Romanian. From on this project as I've had experience within the industry of creation of promotional print products.

When receiving this job offer on creating this product, I chose Birmingham as I think it hold a lot of culture and beautiful traditions, a place which brings people together.

So what does Birmingham have to offer?

1

★

Objectives :

Educate

Inform

Discover Birmingham

Distribution

2

★

BUDGET:

£1000

Travel costs

Equipment

Rested room

3

★

Target Audience:

- Aiming for late teens to late 40s
- Lower and higher class
- options without money and some require money.
- Average income 22000 to 25000
- Families, Couples, tourists

4

★



5

★

MEDIUM AND FORMAT :

PRINT PRODUCT

DOUBLE SPREAD MAGAZINE

6

★

CONTENT :

- The magazine will be a double spread magazine (Print Product)
- Include a Newsletter
- Page numbers
- Quotes
- Large
- Images
- Interview
- Surveys
- Book QR code

SAMPLE MATERIAL:

7

★

IMAGES TO BE IN THE MAGAZINE:

Image	Location	Size	Color
Image 1	Page 1	Large	Blue
Image 2	Page 2	Medium	Yellow
Image 3	Page 3	Small	Red
Image 4	Page 4	Large	Green
Image 5	Page 5	Medium	Blue
Image 6	Page 6	Small	Yellow
Image 7	Page 7	Large	Red
Image 8	Page 8	Medium	Green

8

★

AESTHETICS

- Colour scheme, blues, yellow and purples
- Font display type
- Mood board

9

★

Comparison of different font styles

Font Style	Example
FLUID	FLUID
Classic	Classic
Modern	Modern
Bohème	Bohème
Nicolas	Nicolas

Sample sketches of potential moodboard

10

★

Distribution:

- E-commerce
- Retail shops
- Physical and online copies
- How does this benefit us?

11

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Magazine USP

To make our product stand out, we had to look at competitors' magazines and how they are successful but also differentiate ourselves from them.

They mostly consisted of little images and a lot of text.

Very standard colour scheme.

To stand out from competitors, we chose to focus more on the design and the content involved.

How could we attract our intended audience?

Where the message we are wanting to get across and how will it be displayed?

12

★

Similar Magazines

- These magazines have a lot of information within them
- Display type font
- Secondary images
- Main image
- Quotes

13

★

Future developments

- Personalised profiles and keeping the website updated with the latest news and events in Birmingham and across the country.
- This website will be a great resource for the community.
- Personalised profiles and keeping the website updated with the latest news and events in Birmingham and across the country.
- This website will be a great resource for the community.

14

★

Any Questions?

15

★

Double Page Spreads

CULTURE IN BIRMINGHAM



Birmingham a unique city, which thrives on different cultures and diversity, it brings new insights new the UK and influences many of our day-to-day activities. Birmingham has a lot to offer, from visiting museums, culture festivals, sport venues and more which is what we will be focusing on. Come and find out more about the city filled with cultures. A city which thrives on change, different es and diversity, a place where everyone can learn new things such as different lifestyles, foods, traditions and overall, a different way of life which you may have never thought of! Survey results have brightened us with insights that people who visit enjoy going to concerts, museums, days out, and shopping. If this sounds like a bit of you, we welcome you to read our magazine and find out what Birmingham has to offer.

To get the best possible insight for you, we have conducted surveys as well as an interview, which we were gladly joined by Claire Jones, after living in Birmingham for 13 years, she has experienced numerous changes to her day-to-day life, such as change in diets, perspective and better knowledge on different individuals' lifestyle. She describes Birmingham to be freeing and a bresh of fresh air, not one day is the same as the other, she claims she has been able to benefit from living in the city, has enjoyed making new friends and experiencing their culture and learning to be more understanding of others. Claire explains that within Birmingham there is so many ways which culture gets celebrated from parades to festivals. Birmingham acknowledges the number of different lifestyles within the city and attends to their needs.

It shows their support, making Birmingham feel homely yet exciting. Claire emphasises on the points that locals are very welcoming and are more than happy to share their traditions and are open to teach them to others. The cultural diversity is reflected within arts, the city celebrates its artistic culture with festivals which includes, comedy, poetry, jazz, literature, film and Tv as well as Arts fest which in was an art showcase however was discontinued in 2013. Within Birmingham 26.6% of the population is Asian, 9.0% Black, and 57.9% White. These statics shows us cultures that fill Birmingham currently and a diverse environment compared to other cities.



Located within Birmingham we have the famous China town, located near gay village and grand central it began to flourish within the 1980s where it began to get recognized. Traditions which follow to the Chinese New Year event which is very popular, and all sorts of people join to celebrate the Chinese New Year and all gathers. Food culture is very strong within Birmingham especially Chinese food culture, such as sea food, fruits, noodles, rice which are found within the many restaurants located in China town. A perfect place to go for a meal, with most of the options being affordable.



Birmingham lots of activities, most of them perfects for family day outs which can also be at a fair price, not having to spend a fortune. One of these options being sea world in Birmingham with tickets from £19 to £28 for standard tickets. Oceanian animals such as clownfish, sharks, otters, turtles and more can be found, a perfect way to learn more about these species and learn new things as well as your family. This is the perfect opportunity for a fun day out with your family whilst also being educational!



One of Birmingham's most famous locations is Bull ring is also very well-known across the UK, ranked at 6 largest shopping centres, it is very accessible as grand central, the train station is located next to it. It has shops such as Selfridges, H&M, Foot Locker, HMW. Bull ring has a variety of stores from technology to clothing to jewellery. As well as this it has entertainment as well as food like Nando's, five guys, wing stop as well as fancy restaurants or quick on the go. Everything at bullring is as convenient is possible and has everything you are wanting to look for. There is without a doubt something for everyone, which is why it's so popular, Go and treat yourself!



It would not be Birmingham without its O2 Arena which brings music to the midlands, big artist such as Disclosure, Biffy Clyro, Paloma Faith, Them Crooked Vultures, Bombay Bicycle Club, Imagine Dragons, and The Black Crowes. Have stepped foot on the stage bringing music to midlands ears, with tickets varying depending on the artist playing and the seats available. With in the Birmingham there is something for everyone and never fails to amaze newcomers as well as locals, why stop yourself from expiring these different opportunities. A once in lifetime.



Birmingham Culture Campaign



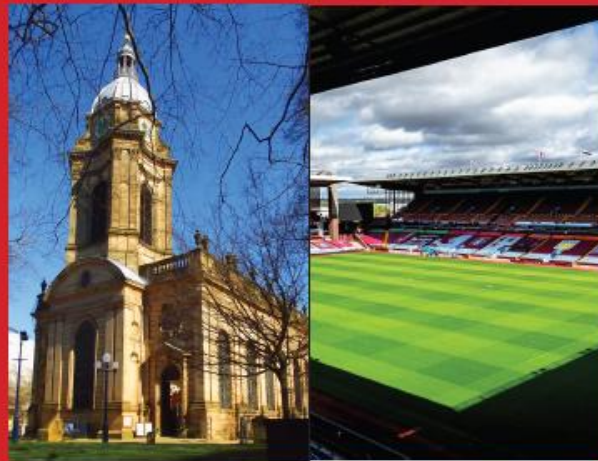
Attractions

Birmingham is home to many historical attractions which are important to its identity. The bullring located in the heart of Birmingham city centre, is one of the largest retailers in all the United Kingdom as it provides over 110,000 square metres of retail space. It has been an important feature of Birmingham since the Middle Ages, the current bullring opened in 2003, replaced a previous 1960's complex. Birmingham also has many places which are important in keeping a diverse culture for example: Birmingham central mosque which provides various opportunities for the local Muslim community and beyond, acting as a place of a worship and a community hub. The Birmingham cathedral also offers similar opportunities such as religious services, cultural events and education for children about the Christian faith. As well as religious opportunities Birmingham also offers a massive variety of activities to do for example going to the sea-life centre where you can bring your children to see things they wouldn't be able to see otherwise, like fish, dolphins, sharks etc. As well as this Legoland, and Cadbury's world, both places in which families can take children to enjoy at pleasant prices to ensure all children have

Night-Life

Birmingham offers a diverse and vibrant night-life scene with something for everyone, being inclusive all people from all different backgrounds. Broad street in Birmingham is known to be the city's main nightlife hub and is known for its lively atmosphere and concentration of bars and clubs. However, the nightlife in Birmingham is just lively as areas such as 'Moseley and King's Heath' and Canal-side bars offer a much more relaxed atmosphere with drinks and views. There are also many unique venues and experiences like Tiki-themed bars where you can enjoy various exotic cocktails and a fun atmosphere in places like island bar. There are also many live music venues in which you can catch live bands and performances at a range of venues, including the Sun On The Hill and The Night Owl where future up and coming bands will perform for your enjoyment. If you aren't into going to bars or music venues, Birmingham also offers retro games at NQ64 where you can indulge in playing retro arcade games, play bowling and much, much more. Overall Birmingham's nightlife scene is constantly evolving so there's always new to discover, whether you're looking for a wild night out with friends or a relaxed evening, Birmingham

“I love living in Birmingham, it's just a lovely gentle life, and it's calm. And it's full of Brummies who I find hilarious.”
by Joe Lycett



Shopping

Birmingham offers a diverse and extensive shopping scene, it is home to the iconic Bullring & Grand Central which feature over 200 shops, including department stores like Selfridges, Debenhams and John Lewis. It is known for its diverse range of stores, from both luxury and high-street favourites. There are many premium shopping destinations with high-end stores, luxury brands and design boutiques. Some of Birmingham's shopping areas feature historic arcades that house independent boutiques and shops as well as this New Street, Birmingham main shopping street is lined up with various popular brands such as Urban Outfitters, Clarks and a large apple store. Whether you're looking for high-street fashion, designer brands, unique independent finds, or a fun day out with entertainment or dining, Birmingham offers a wide range of shopping options to suit all tastes and preferences. Birmingham is also home to the Great Western Arcade, which is a historic, Victorian-era shopping arcade known for its independent retailers and unique finds. It was originally built in the 1870's by Great Western Railway Company and is located at the heart of Birmingham's shopping district. It is notorious for its Victorian aesthetic.

“I'm loving Birmingham to be fair. It's obviously different coming from London but everyone's made me feel welcome and I've settled in quickly.”
by Ollie W

Sports

Birmingham offers a wide array of sports, from major professional teams to diverse recreational activities. The main sports played are football, cricket, rugby and athletics which are all prominent, with the city hosting major events and boasting established teams. Established teams in football include Aston Villa, Birmingham City, West Bromwich Albion and Wolverhampton. Due to all being in the same city all the teams have fierce rivalries where thousands of people in Birmingham will turn up and watch their team battle against the other teams. Other sports such as cricket also played heavily in Birmingham as the city is home to the Edgbaston Stadium which is a prominent venue for both domestic and international cricket matches. Birmingham is a city with a strong and established athletics scene, known for hosting major international events and boasting a thriving local athletics community; the city has a reputation for enthusiastic crowds and is committed to developing athletics at all levels, from grassroots to elite competition. Major events include the Birmingham 2022 Commonwealth Games hosted in the Alexander Stadium and they will be hosting the 2026 European Athletics Championships. Birmingham is also home to the University of Birmingham which offers a wide range of sports.



different cultures, to make it the place it is now.

Birmingham centre is home to two huge shopping centres, the Bullring and Grand Central, with many surrounding shops, that offer a great variety. This shows Birmingham's culture as almost anything can be found and bought in the city centre. These shopping centres offer an array of shops from bigger, more known brands to small family businesses. As well as a range of activities and places to eat, Making Birmingham perfect for everyone, not just having shops for certain price ranges or ages. They also offer many restaurants, where you can taste food from all over the world, for example VSK offers authentic Vietnamese food, with many locations across Birmingham.

One way Birmingham embraces its diversity, is through hosting annual large events and festivals, such as the pride festival. Festivals like this help people not only express themselves and their culture, but it also helps people learn about other cultures. Festivals are a great way for people to bring their culture with them to Birmingham and show others what it's all about. Music festivals are very popular in Birmingham, as they bring people together to share their love for certain styles of music, or to experience new styles and atmosphere, and be a part of their diverse community, such as the 'Simmer down festival' which celebrates reggae music.

Birmingham is great for all ages and audiences. For example, Birmingham is known for its vibrant nightlife, that offers diverse venues, that each hold a unique atmosphere, as they embrace different styles. Birmingham's night life helps attract young adults to Birmingham, but also makes itself available for everyone, as it offers an array of options, from clubs to bars, to places to eat out at night.



Birmingham

Culture campaign



Birmingham is known to have areas that have almost been taken over by certain cultures, allowing them to have an area where they feel safe and can freely express their culture. For example, Birmingham has a gay village, that helps represent its LGBTQ+ community, that offers bars and clubs tailored more for their community.

Birmingham also has a China town, that focuses more on Chinese, Japanese, and Korean culture, that offers a range of traditional food and shops. These not only help people embrace their own culture, but it lets others also experience their culture.

Sport is known to help bring people and cultures together. For example. In 2022, Birmingham hosted the commonwealth games. This helped bring people to Birmingham, to experience the wide range of culture for themselves, and to add to it. A 'Raging Bull' was created to represent Birmingham, but after a public campaign, the bull was renamed to 'Ozzy' after Ozzy Osbourne, who is the most famous person to come from Birmingham. Ozzy is still a great attraction in the centre of Birmingham New Street Station, in the centre of Birmingham.

Birmingham's official mascot is a bull. This is a clear theme throughout Birmingham, with statues located around the city centre. Many bulls are used to represent parts of the culture, for example, 'Ozzy' represents the Commonwealth games. The bulls are even used to show seasons and events, such as the easter bull.

Birmingham's diversity has led to many different religions and religious buildings, such as St Martin in the bullring, which helps represent Christianity, which is currently the largest religion in Birmingham.

- VSK- 'one thing bonded us as a family and reminded u of our homeland; cooking.'

- Fard- 'working in Birmingham I have had the chance to experience other cultures first hand, through festivals and parades'



Advertising Billboard

Now in
Marshmallow

Mallowpop

By Envirofizz

A RETRO TASTE IN AN
ECO-FRIENDLY PACKAGE

Try now at your local
convenience store!



@EnvirofizzSoftDrinks



MALLOW POP!

"CREATED FOR PLANT SAVERS"

MALLOW
POP!

