

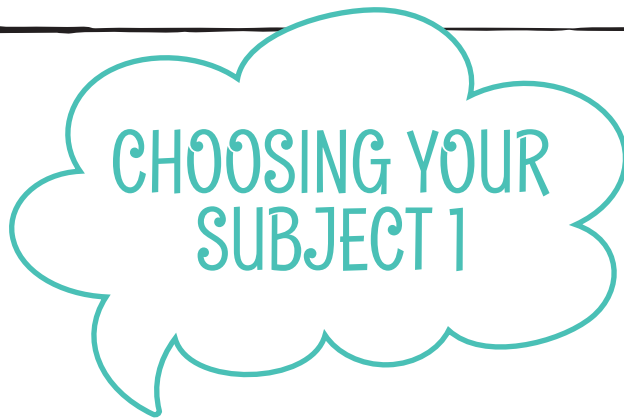
STORYTIME MAGAZINE MAKER PACK

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CREATE A
MAGAZINE!

Making a magazine is great fun, but before you get started, here are some things you should think about.

- **WHAT'S IT ABOUT?** There are lots of magazines for all kinds of people, covering many different subjects or themes. Take a trip to the local newsagents to see what's on offer – or show your class a photo of the magazines lined up in the newsagent or supermarket. See our **Choosing Your Subject** sheets to help you decide what your magazine is about.
- **WHAT'S IT CALLED?** A snappy title will convince people to read your magazine. See our **Magazine Titles** sheet for help. Can you guess what the magazines are about from the titles? Also see **Picking a Title** to help you choose your own brilliant magazine title.
- **WHAT'S INSIDE?** What kind of content will be in your magazine? Get some ideas from our **Inside Your Magazine** sheets.
- **HOW WILL IT WORK?** Planning your magazine doesn't take long and it helps you to work out what goes where. It's good to mix up short and long sections to make it easier to read. A flatplan is another word for a page plan. Print out our **8-Page, 12-Page and 16-Page Flatplans** in **Making Your Flatplan** to help you get started.
- **HOW WILL IT LOOK?** A magazine moodboard can help you to pin down your ideas or inspire you if you're not sure what to do. See **Making a Moodboard** for guidance.
- **WHAT'S ON THE COVER?** Designing the cover is the most important part of making a new magazine. It needs to be clear and eye-catching so that readers want to pick it up. **Designing Your Cover** gives you an example and some tips. Plus we have **Magazine Cover Templates** too.
- **HOW WILL YOU WRITE IT?** Get advice on researching your magazine, how to structure your writing and how to do interviews from our **Writing Your Magazine** sheets.
- **WHAT PICTURES WILL YOU USE?** Our **Choosing Your Pictures** sheet explains how magazines get their pictures, where to look and how to use them.



What kind of magazine do you want to make?

- Some magazines are for a wide range of people (e.g. women, men, boys or girls) and cover lots of different subjects or themes, like fashion, beauty, music, film, games, cookery, sport and lots more – all in one magazine.
- To put a magazine like this together, you need a big team of different experts to help you – someone who knows about fashion, someone who reviews films, a gaming expert, a chef, for instance.
- When a publisher makes a magazine, they think carefully about who their readers will be and what they're interested in. When they make a magazine for a wide range of people, they hope to sell as many copies as possible.
- Other magazines are about one subject, such as football, guitars, recipes, history, dogs or knitting. These go into a lot of detail about the subject and often have a team of experts too. For instance, a magazine about football might have a sports writer, manager, coach or player in its expert team.
- When a publisher makes a magazine about one subject, they hope that everyone in the country who likes football or dogs, for example, will buy it.
- There are three ways you can choose what to make a magazine about:
 - 1. Choose a subject you love.** Maybe it's your hobby or something that really interests you that you'd like to find out more about? If you are interested in the subject, you will enjoy making the magazine, and your readers will enjoy it too.
 - 2. Choose something you know a lot of readers will love.** If you can't think of anything *you* feel passionate about, do a survey in your class or year group. What is their favourite hobby? Maybe it will give you some ideas.
 - 3. Choose something nobody has done before.** Is there a gap in the market? Can you spot a subject nobody has ever done a magazine on before? Maybe it's time for a magazine on frogs or Micro Scooters?

Use **Choosing Your Subject 2** to help you decide



Write down your magazine ideas here! Cram in as many ideas as you can, then circle the one that makes you feel most excited. That's your magazine!

Things I Love...

Things My Friends Love...

Magazines Nobody Has Done Before...

MAGAZINE TITLES

Before you choose the title for your new magazine, go to the newsagents and have a look at other magazine titles for some ideas. Some titles tell you what the magazine is about straight away. Here are some examples:



Some choose one catchy word or phrase:



▶ Can you guess what these magazines are about or which readers they're for from their titles?

▶ Which ones do you like best?

PICKING A TITLE



Here are some ideas for picking a title for your own magazine.

▶ **Keep it short.** Using one word means you can make it big and bold on your magazine cover, so it will really stand out on the newsagent's shelf.

▶ **Give them a clue.** You can keep it short and give readers a hint of what it's about. The football magazines **Kick** and **Match** both give you a clue about what's inside. See below for how you can have fun with one-word magazine titles.

OR...

▶ **Say what it is!** A two or three-word title lets you say clearly what your magazine is about. For example, **Friendship Bracelet Fun** and **Star Wars World**. See more examples on our **Magazine Titles** sheet.

Types of Magazines	Think About...	Examples
ANIMALS	What sound does the animal make? Does it have a distinctive body part?	Hoof for a horse magazine or Miaow! for a magazine about cats
SPORTS	Do you have to do something special with your body, or use special kit or equipment?	Strike for a football magazine or Leotard for a magazine about gymnastics
HOBBIES	Do you use special tools or skills to do your hobby? Do you do it in a special place?	Bricks for a Lego magazine, The Hut for a magazine about Cubs or Brownies, Jammin' for a magazine about music
SCHOOL	Does your school have a crest with an animal or object on that could inspire you? Could the letter in your class name stand for something?	For example, The School Scoop , The Buzz (from class 4B... 'bee'), The Eagle's Cry .

You've chosen your subject, picked your title, now you need to think about what's inside. We've listed the kind of content you might find in a magazine. Before you choose, here's something to think about...

- **Look at your favourite magazines.** What do you like to read? Which bits of the magazine do you like most, and which bits do you flick past and ignore?
- **Which bits do you like most from our list?** Circle six that you'll enjoy putting together – these can be regular sections in your magazine. You can always add more or get rid of some later, but six sections is a good starting point.
- **Remember your readers.** Will your magazine keep people interested? Does it tell them something new or entertaining?

▶ POSTERS

Pictures of sporting heroes, cute animals, favourite celebrities or awesome inventions, machines or transport – or anything you like!



▶ PUZZLES

Puzzles include word searches, crosswords, spot the difference pictures, follow the trail, quizzes and odd one out. It's good if you link them to the subject of your magazine.



▶ FACTFILE/ALL ABOUT PAGE

A feature that teaches you something you didn't know about before. It could be about anything from dolphins to diggers – or it could be a short biography of a famous person. Factfiles usually give you five to ten fun facts.



▶ REVIEWS

What you think of the latest game, song, film, toys, book, TV show or product. Reviews can be long, short or as simple as giving something marks out of ten. In a dog magazine, you could review a new dog toy. In a football magazine, you could review a new footie console game.



▶ STORIES OR COMIC STRIPS

Stories and comic strips are very popular with readers. Do you know someone arty who can help you with illustrations?

▶ INTERVIEWS

Questions and answers from someone who is famous or an expert in the subject you're writing about. See our **Writing Your Magazine** sheet for help with doing interviews.



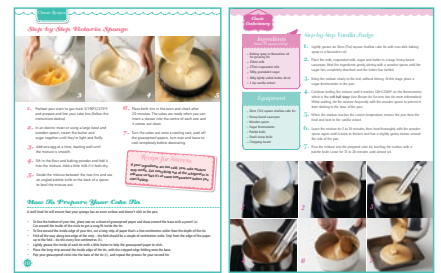
▶ LATEST NEWS

The latest news from the subject you're writing about. It could be a match report, an update from the animal world, what happened at a special event, like the school fete, or what's happening in the world of your favourite hobby or toy.



▶ HOW TO PAGES

These give readers advice on how to do or make something. It could be changing a bicycle tyre, baking a cake, caring for a pet or building a Lego tower, for example. 'How to' pages often have steps (e.g. Step 1, crack an egg into a large bowl) with illustrations or photos. It's best to keep steps short and simple



▶ COLOURING OR DRAWING

A chance to colour in, draw, colour by numbers, dot-to-dot or do something creative that's linked to the subject of your magazine.



▶ DID YOU KNOW? TRIVIA PAGE

Weird and wonderful mind-blowing facts about your subject. This could include world records or crazy things people have done. They should be fun and easy to read. It's always good to add a couple of jokes too.



Don't forget your Contents page! This is at the front of your magazine and tells readers what to look for on each page. This page usually has Credits at the side or bottom, saying who worked on the magazine and what they did.



Making Your Flatplan

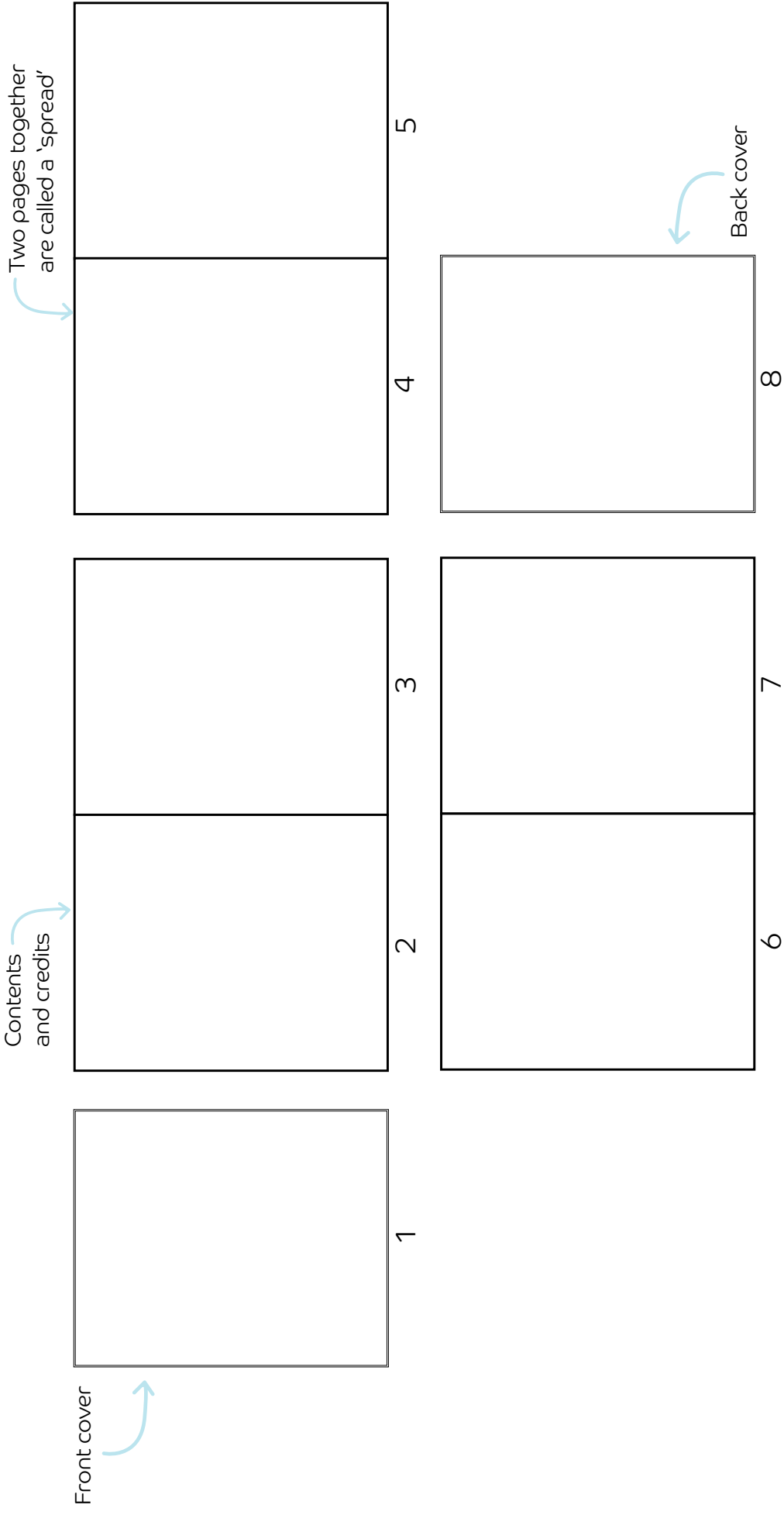
Use our ready-designed flatplans to plan out what goes where on your magazine and to decided how many pages long it will be. Before you begin, here are some tips.

1. Make sure you have the sections you've chosen close by so they are easy to refer to. When you have a lot to think about, it can be easy to forget what they are.
2. In shorter magazines, one or two pages for each section is just right. You could even make one or two of your sections half a page.
3. Use a pencil to fill in your plan and have an eraser close by. Even experienced magazine editors change their flatplans several times.
4. Open your magazine with something entertaining that will make readers say 'wow'.
5. As you plan out your magazine, think about what your sections could be called to make them more appealing. What about Cool Pics! instead of Posters, Awesome Stuff for Reviews, or Fact-Tastic! for your Factfile? Have fun with your section names.
6. Posters, puzzles and colouring give readers a break from reading. They work well after long sections with lots of words, or at the back of the magazine.
7. Don't forget your back cover. You could put a poster on it or let your readers know what's coming in the next issue of your magazine.
8. We have three flatplans for you to choose from: **8 page**, **12 page** and **16 page**. Download and print them to get started. Or look at our sample flatplan to give you ideas.

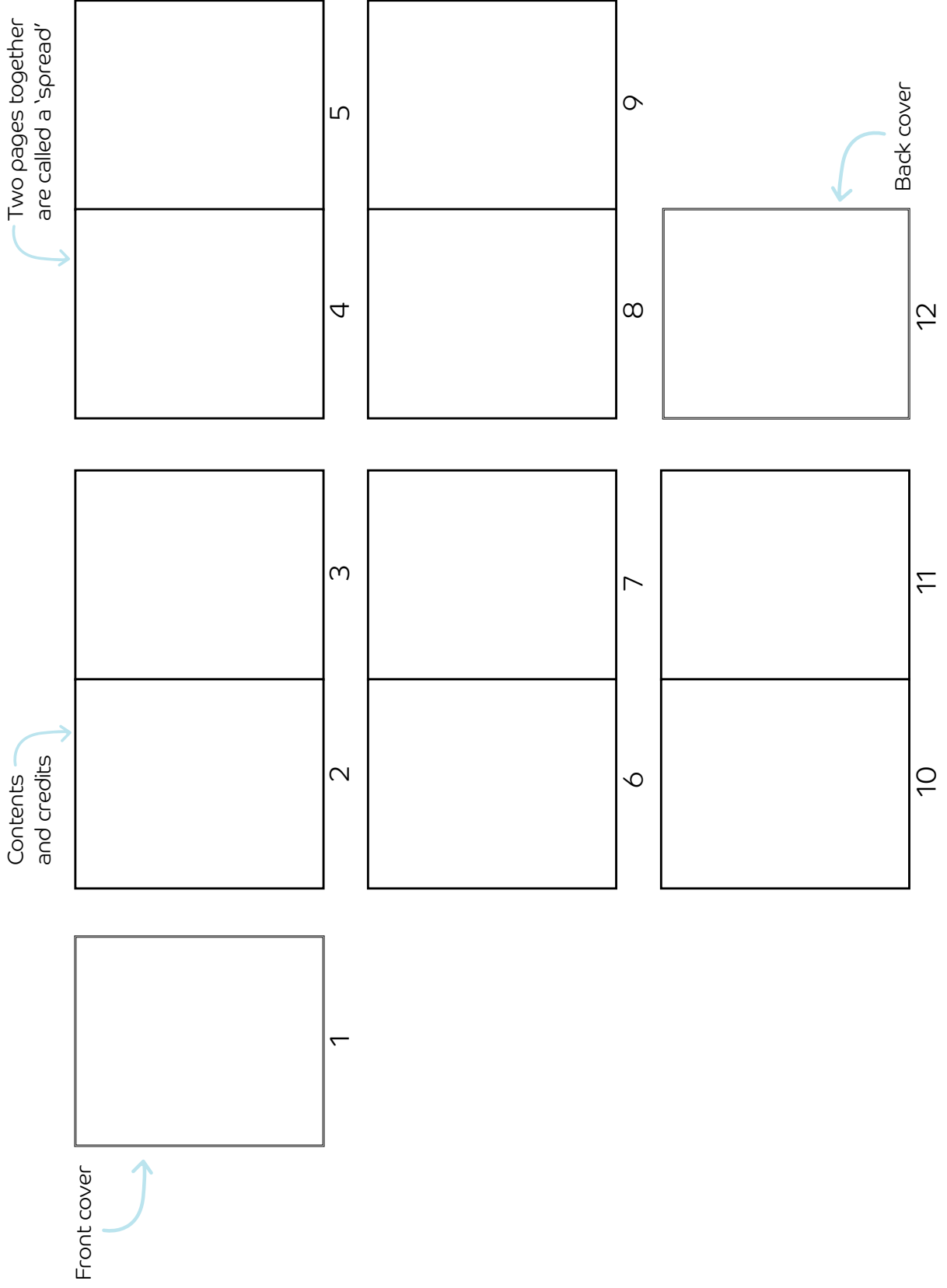
DID YOU KNOW?

The number of pages in a magazine is always a multiple of four. That's because printers use big pieces of paper on the printing press, then fold them in half - just like folding a sheet of A4 paper in half to make four sides.

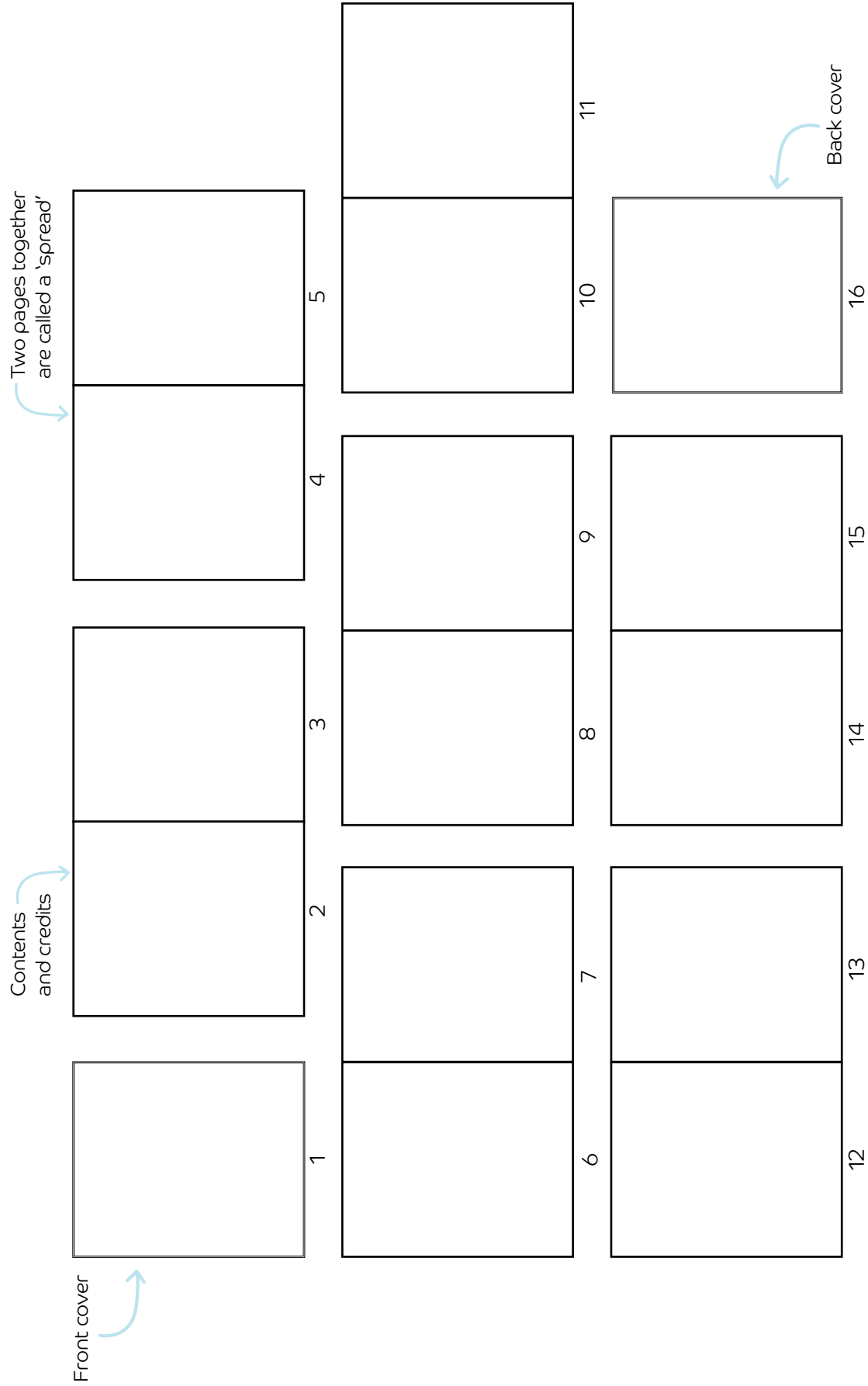
Storytime Magazine Maker Resource Pack: 8-page Flatplan



Storytime Magazine Maker Resource Pack: 12-page Flatplan

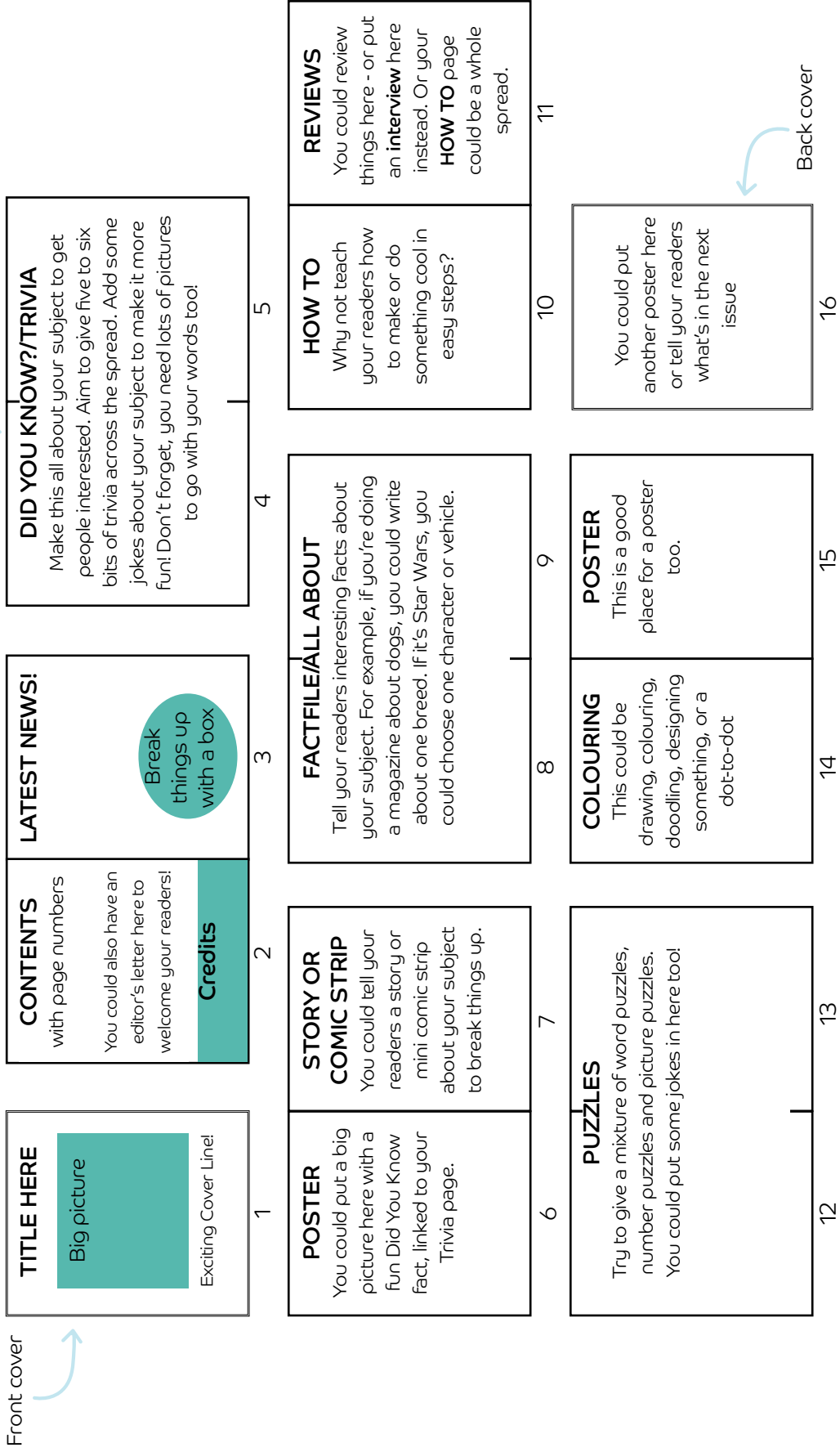


Storytime Magazine Maker Resource Pack: 16-page Flatplan



Storytime Magazine Maker Resource Pack: Example 16-page Flatplan

Two pages together are called a 'spread'



Making a Moodboard

A moodboard is a collection of pictures or words (or both!) all about one theme or subject – it's a bit like a collage or scrapbook. Making a magazine moodboard can help you get ideas for what colours you should use on your magazine cover, what pictures you should use inside and any words you could use too. Here's how to put a moodboard together.

- Use a sheet of A4 paper or bigger, a glue stick and some scissors.
- Start looking through old magazines, comics, catalogues or newspapers for inspiration.
- Tear out or cut out anything you really like the look of – especially anything that's related to the subject of your magazine. You might like a colour, the way something is designed or the words somebody uses.
- Stick everything you've found down on your board. If you change your mind about something before you stick it down, that's fine, just throw it away.
- Your moodboard doesn't need to be neat and perfect. It's a collection of ideas.
- When you've finished, look at your moodboard. Is there anything that jumps out at you? What are your favourite bits? Are there any colours you think look brilliant together, like red and black or pink and lilac? Use the best bits as inspiration for your own magazine.



A big bold magazine title with a big picture will help get your magazine off to a flying start! A typical magazine cover has...

DATE AND PRICE: these are usually near the top.

TITLE: this needs to stand out more than any other words on the cover. Choose a font and colour that will get your magazine noticed.

SELLING LINE: Optional! Not all magazines have these. It tells you why the magazine is special or great

MORE PICTURES: Optional! These can be used down the side to make the magazine look packed with features and fun.

MAIN COVER PHOTO OR ILLUSTRATION: This tells readers what the magazine is about this time

MORE COVER LINES: Optional! Short lines or single words to tell readers what else is inside the magazine



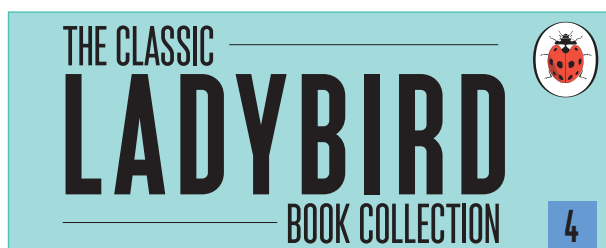
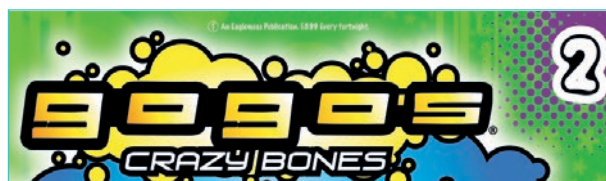
Get some tips for making a great cover on Designing Your Cover 2!

MAIN COVER LINE: Cover lines tell you about what's inside. Make sure your main cover line matches the main cover photo or illustration

Here are some top tips to help you when you're working on your cover.

▶ MAGAZINE TITLE

Make sure it's big, bold and eye-catching. Look at fonts and colours that look strong from far away. Can you see your magazine title when you're on the other side of the room? Lots of magazine titles use red, black or white, as these colours really stand out.



▶ MAIN PHOTO OR ILLUSTRATION

Can you see clearly what it is? Does it say what your magazine is about? If you're going to use it over the whole cover, can you put your title on top of it and still read it clearly? If not, you might need to put your photo or illustration in a frame and put a background colour around it.

▶ MAIN COVER LINE

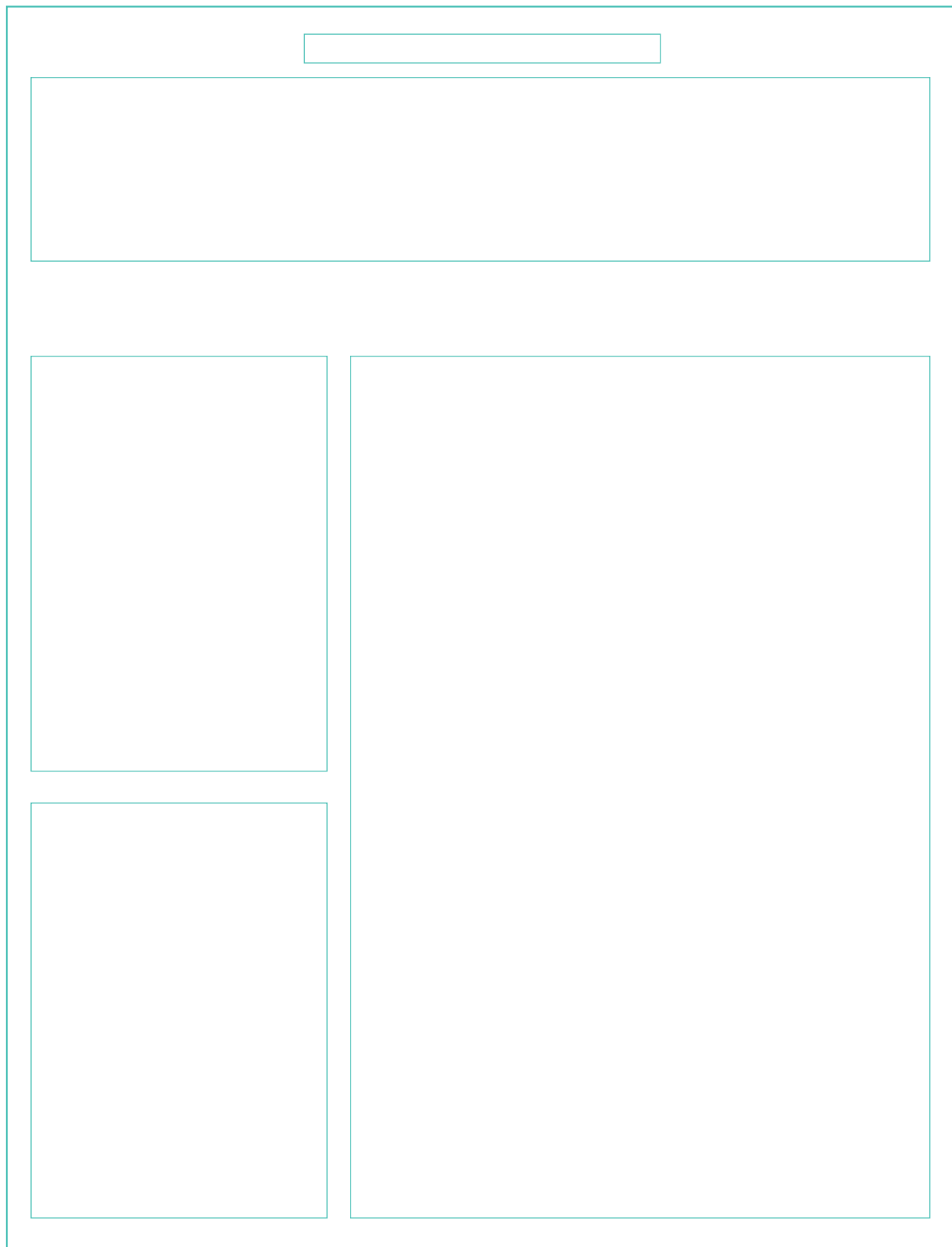
Is it exciting? Is it short and snappy? It needs to be easy to read and in a colour that matches your title and main photo. It's better to choose just two fonts and two or three font colours for your magazine cover so that it doesn't look too messy.

▶ DATE AND PRICE

If your magazine is free, shout about it! People love getting things for free!



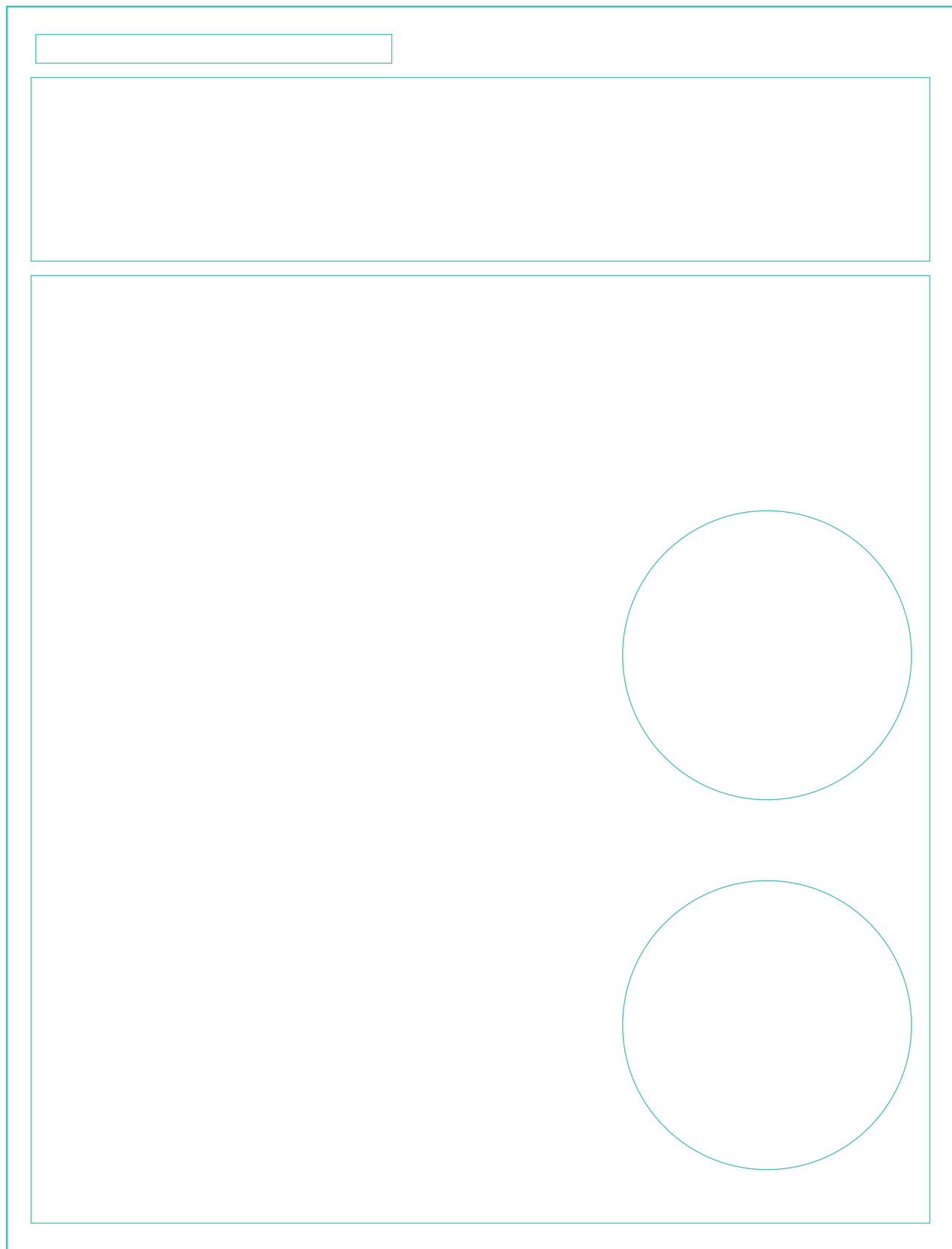
Use our templates to help you create your first cover design.

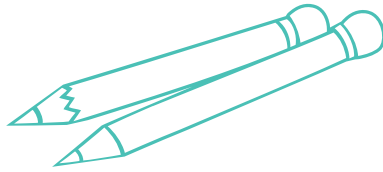


Use our templates to help you create your first cover design.

The template consists of a large outer frame. Inside, there is a small horizontal box in the top right corner. Below it is a wide horizontal box. The central part of the page is dominated by a large, empty rectangular box. At the bottom, there are three smaller, equal-sized rectangular boxes arranged horizontally.

Use our templates to help you create your first cover design.




 Writing Your
Magazine 1


Before you can start thinking about how the inside of your magazine looks or what pictures you'll use, you need to research it and write it. Here are some tips to help you.

- You can research the subject of your magazine by looking at books, encyclopaedias, other magazines and trustworthy websites. Your local library is a good place to visit. When you've got all the facts you need, you can start writing. Remember: don't copy what other people say, you need to write it in your own style and own way.
- Each new feature or section in a magazine starts with a **header** – this is like the title of a story and tells the reader what it's all about. Here are some examples:
 - ▶ In your Factfile/All About section, you could have the **header: All About... Guinea Pigs** or **Darth Vader Factfile**.
 - ▶ In your Interview section, you could have the name of the person you've interviewed, e.g. **The Big Interview: The Head Teacher** or **The Big Interview: Ronaldo!**
 - ▶ In your How To section, you could have: **How To... Bake Chocolate Cupcakes**.

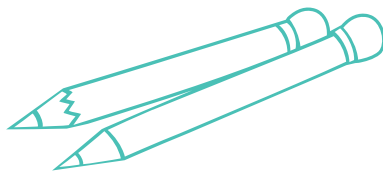
Posters don't really need headers, unless you want to add some funny or cute words to make your readers smile.

- Below the header is an **intro**. This is short for **introduction**. The intro is a short summary of what you'll be writing about. You don't always need these, but they can help get your readers excited. For example:
 - ▶ Follow our easy step-by-step guide to bake the most delicious chocolate cupcakes ever!
 - ▶ Exclusive! Rooney reveals the secret exercises that make him the king of football.

Here's an example of a header and intro for a magazine about cute fluffy pets.



Writing Your Magazine 2



- If you're writing something with lots of facts, you can stop it from looking too boring by breaking it up into smaller sections, and giving each small section a short header. These short headers are called **subheadings** or **crossheads** and they tell you what's coming next in your writing. They are in a smaller font than the main header.

vital role and, in her teens, broadcasted uplifting messages to young evacuees on *Children's Hour*. In 1945, she won respect by contributing more directly to the war effort, and training for the Women's Auxiliary Territorial Service.

Post-war, her marriage to Phillip Mountbatten in 1947 (in a gown made from ration coupon fabric) brought some light relief. The ceremony was heard by an estimated 200 million radio listeners worldwide. By the time of her accession in February 1952, the nation was excited by the

Advancing Happiness

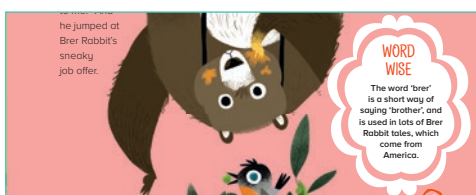
The new Queen took her responsibilities seriously, vowing, "I shall always work... to advance the happiness and prosperity of my peoples, spread as they are all the world over." She quickly dedicated herself to public duties, meeting heads of state from around the world. Some of these journeys were undertaken on the new royal yacht, Britannia – its name a potent symbol of Britain's optimism in the aftermath of war.

CATHERINE'S HALO

Sensational speculation prevailed before the marriage of Prince William and Catherine Middleton on April 29th, 2011, and her tiara choice was hotly debated. Her mother-in-law, the late Princess Diana, had worn for her own wedding the Swarovski Spencer tiara, a piece from her own family with elaborately stylised diamond flowers. This was one of Catherine's options, but though many believed that she would break with convention, she surprised everybody. It was not to be the Swarovski tiara.



- You can also make a section look more interesting by adding boxes with interesting facts in them – these can be any shape you like. Boxes are good if you can't fit all the interesting facts you've discovered into what you're writing.



he jumped at Brer Rabbit's sneaky job offer.

WORD WISE

The word 'brer' is a short way of saying 'brother', and is used in lots of Brer Rabbit tales, which come from America.



Did you know?

Rabbit mums only feed their babies once or twice a day, usually overnight. The baby bunnies - called kits or kittens - lie on their backs and mum stands over them while they have a milky midnight feast!

- If you're writing a review, make it look more interesting by giving it a star rating at the end or marks out of 10.
- If you're doing an interview in your magazine, here are some helpful do's and don'ts...

DO	DON'T
Ask open-ended questions that start with Why, How, Where, What?	Ask close-ended questions that can be answered with yes or no. They start with Do you, Did you, Will you, Are you?
Ask what life was like for them at school – your readers might be interested to hear this. (What were they good at, bad at, who was their favourite teacher and why?)	Ask their favourite colour unless they're an artist! (And if you do, also ask 'why'.)
Prepare some questions before the interview.	Stick to them like a script. Listen to what your interviewee is saying and you might get ideas for even better questions.

- The best advice of all is to look at what other magazines do, as it will give you lots of guidance and ideas!

Choosing Your Pictures

As soon as you know what the words say in your magazine, you can start thinking about the pictures that go with them. People who work in magazines use three main ways to get pictures:

1. **IMAGE LIBRARIES:** on the internet own thousands of pictures on almost every subject you can think of. You have to search for them, like you search for things on Google, and you have to pay the library each time you use one of their pictures.
2. **PHOTO SHOOTS:** big magazines arrange their own photo shoots in studios, homes or outdoors using professional photographers. For a fashion shoot, you might have a photographer, a photographer's assistant, models, a make-up artist, a hair stylist, a fashion stylist and some of the people who work on the magazine there! It takes a lot of people and a lot of hard to work to create nice photos for a magazine.
3. **COMMISSIONED ART:** this is when you pay an artist to create an illustration for you that works with the words you've written.

For your magazine, you could use images from:

- Other magazines, if you cut them out carefully.
- Google image search – and print out the images.
- Your own photos.
- <http://www.freeimages.co.uk> or <https://pixabay.com> – but ask an adult for help!

- ▶ Make sure any pictures you choose are clear and look good – do they make you go 'wow!' or 'awww!' or 'cool!?' Do they make what you've written about clearer?
- ▶ Remember, a few big pictures will break things up and stop pages looking too wordy.
- ▶ Some pictures look great when they're big, but you can't tell what they are when they're small, so look out for this in your magazine.

