

Product Type	Consumer Magazine Cover
Product description	Cover for the film magazine Little White Lies - specifically the 'White Swan issue', Issue 33 January/February 2011.
Where did you find it or become aware of it	Little White Lies can be found on newstands and in newsagents, it is also stocked in the college Learning Resource Centre but this issue was used as case study in comparison with Future PLC's film magazine Total Film.
Purpose of the design product	The purpose of this magazine cover is to: Inform the reader of the content of the magazine. Attract potential consumers to buy the issue with both the design style and content. Inform the readers to the price and issue. To be used to scan when purchased (bar code) Work as a stand alone design product that can be admired.
Format	Little White Lies is 20cm by 24cm in format. The magazine uses heavy weighted paper with a matte finish. The lettering for the 'Black Swan Issue' is embossed and uses spot colour. The cover image is full bleed.

Analysis of the design

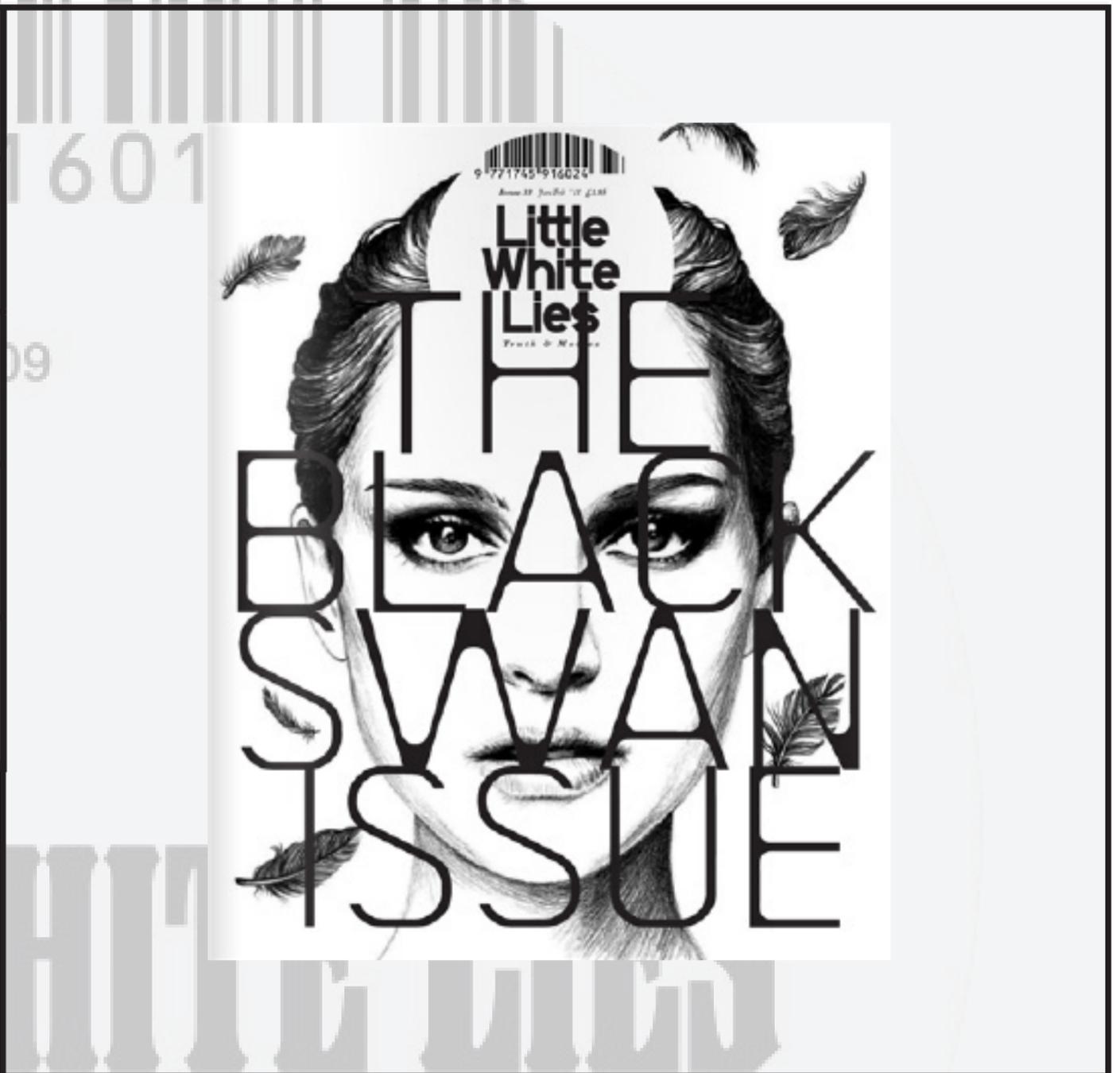
Discuss use of images, colours, shapes, typography, the composition of the design and what draws the eye or stands out.

The design of this issue follows the design conventions established by the magazine of using a portrait shot of a character from the film the issue is themed around. How the portrait is created differs, here a line drawing of Natalie Portman has been used. The expression is almost blank, serious in tone and intense. **Of great importance is the use of eye contact which will attract the eye of browsing consumers.** The eyes are positioned in the centre of the composition, dark in-tone and stand out from the white face colour and background.



The choice of illustration is interesting as despite the accuracy and photo-realism of the image, it gives a hand crafted, home made quality to the product that using a stock promotional picture wouldn't be able to provide. It also creates the idea of the Little White Lies taking 'ownership' of the film and representing in their own style.

The presence of the black feathers is a subtle but significant feature - making this more than just a sketch of Natalie Portman but a Black Swan specific one. **The feather and swan link is obvious, but the scattered composition and frayed nature of the plumage illustrates the hectic and chaotic mind of lead character in the film.** Natalie Portman plays the role of a dancer who's grip on sanity and reality is loosened when she has to fulfil the role of the Black and White Swan in Swan Lake and this fragmented mind-set is again evoke through the bold use of the cover-line that is placed right over the main image. Conventionally magazines try to find dead or clear space on the cover for cover lines and hits, here it dominates the composition. The choice of font, however,



allows for the portrait to be visible thanks to the thin almost stencilled look to the typography. **There's no leading for the typography so the type creates a lattice effect across the main image - something to look through.** Another bold design choice concerns the page furniture specifically the barcode. On many magazines the barcode is placed in the corner or down the side, but here Little White Lies uses it as part of the masthead and logo. Rather than being marginalised **the barcode is a central part of the look of Little White Lies cover format.** It suggests to the reader that this magazine is not conventional and is capable of surprising design choices. Despite the full bleed and the full use of the cover there's actually little information in terms of what else can be found in the magazine. In a classical and elaborate font below the title of the magazine is the somewhat pretentious statement of 'Truth & Movies', but there are no cover lines mentioning any exclusive content, any key features or mention of any other films apart from The Black Swan.

