Name:

Date:

Psychology\_Alston

Development Magazine Project

**Directions:** *You and your group (no more than 4 people), are to design a magazine geared towards a specific developmental age group:* **either the parents of young children ages newborn- 10, adolescents ages 11-18, young adults ages 20-30, middle-aged adults ages 40-60, or senior citizens ages 60+.** *You are to include all of the following portions in your magazine in order to receive full credit. You magazine should be typed, and reflect extensive effort and understanding of concepts presented in class. All group members should play an active role in the construction of this magazine, and one group member will be named the editor. This person is responsible for making sure all group members have a job to do on this project, and that all aspects of the project are indeed completed on time. The editor will also assume responsibility for reporting to be the level of effort out forth by all group members, and the appropriateness of the team’s finished product. The editor can assist and work on numerous sections of this magazine; however the editor’s page will be their responsibility alone. Because of the extra responsibilities of the editor, they will receive an extra-credit assignment grade for their efforts. Your requirements for your magazine are as follows:*

* \_\_\_\_\_ Your group must decide on the age group you are selecting to design a magazine around. Then you much narrow your developmental age group down further to choosing a particular issue that this age group faces that you want to address. For example: If you choose children ages 1-12, you would make a magazine geared towards their parents. So, if you created a focus for you magazine, your theme may be Healthy kids: Addressing childhood obesity.

Another example could be if you addressed Middle adulthood, ages 40-60, you may focus on “getting your second wind in life”, discussing ways to reinvent yourself once the kids are gone and they’ve spent many years in a certain job or career.

* \_\_\_\_\_ Your magazine must have a title that best suites your target audience. On the cover of your magazine you must have:
  + The title
  + A picture relating to the subject matter and focus of your magazine. This could be a picture of someone or some issue featured in the magazine, an issue in the world relating to your target audience, etc.
  + On the side in smaller print, a few feature articles or topics discussed in your magazine.
  + An issue number, or date. (you can make this up)
* \_\_\_\_\_ Your magazine must contain on the next page, page 2, a table of contents. Just like in areal magazine, you should let your reader know on what page they can find information and specific articles and stories. Examples may be:
  + Issues and Views—addressing controversial topics that can make your reader form their own opinions. \*\*Editorial can be here.
  + Features
  + Interviews, etc.
* \_\_\_\_\_ Your magazine must contain at least 4-5 advertisements throughout the magazine that are spaced out within the pages of your content and other articles and stories. These advertisements are VERY important because they should be appropriate for the target audience of your magazine. You wouldn’t see an advertisement for depends or dentures in a magazine for parents of children from 1-12. You should choose to advertise products, events, or causes that fit with the flow of your magazine, and would be of interest and beneficial to your target audience. Good Example: if your magazine focuses on children’s health, you may advertise new brands of healthy snack substitutes that parents may want to try with their kids.
* \_\_\_\_\_ Your magazine must contain a feature story, that addresses the focus of you magazine. If you refer back to the example of child nutrition, focusing on childhood obesity, a feature article could be about the “epidemic of childhood obesity”. You could talk about the ethnic groups that suffer the most from obesity, reasons why, why is obesity a problem, and what can be done to prevent this from happening to “your” child. \*\*This portion of the magazine will require you to research various issues that your target audience or group faces in today’s time, and effectively present that issue to your readers.
* \_\_\_\_\_ Your magazine must contain an interview with someone relevant to this age-group and issues your magazine addresses. The interview can be with an actual person, or hypothetical, but the point of this section is to provide a person, “inside-look”, to the lives of this ages group, and how people are dealing with your chosen issue. Example: referring back to middle-aged adults finding their “second wind in life”, maybe you could interview a parent or someone who has changed their careers, decided to change their habits, lives, started traveling and doing all the things they never had a chance to do, etc, and discuss how that has changed their life.
* \_\_\_\_\_ Your magazine should include an advice or tip section, that includes a catchy section that give 1-5, 1-10 tips that help your reader achieve the better alternative to your issue or focus in their lives. Example, referring to the middle age adult example, you may include a “10 ways to Make the Most of Life…..Twice!” and include 10 things your group decides would be tips of how a middle aged adult could reinvent themselves and find activities to engage in that give them that “second wind”.
* \_\_\_\_\_ Your magazine should include an editorial page. This should be done by the editor and it should be an opinionated piece expressing his/her views, or the collected opinion of the group on the main focus of your magazine. This should be heartfelt and reflect an understanding of the issues. This section should be an attempt to persuade your audience that the issues raised in your magazine are important and the how they reflect the best way to approach life and why.

Please work hard and do your best. Push yourselves to utilize technology in its most advances forms. Play with fonts and various programs such as publisher or powerpoint. Manipulate text and images, resize pictures, use color, enhance fonts, etc. Remember it’s about effort, content, appropriateness, and a demonstration of your understanding of course content. The details ALWAYS matter. This project will count not only as a project grade but also as a quiz grade and will be due at the **Tuesday December 19th 2017**