Creative Critical Reflection Transcript

My product challenges many conventions towards teenage girls. Your typical teen magazine is flooded with pop stars and bright colors, as seen on the left. While this is okay to do because it's proven to have worked, it's important to notice that these magazines haven't been updated in years while society continuously changes. Instead of making teenage girls out to be bright and "girly" (not that there's anything wrong with that, just many girls aren't), my magazine will bring a more mature style to teen magazines that will be better suited for young girls in our modern society, as seen in the rightmost image. In addition, it will place teen girls in a better light, which modern teen magazines fail to do, and in the process I will prove that there is more to us than pop stars and bubbly colors. Our society is constantly trying to push women’s empowerment and girls in stem, but when our entertainment industry tries to deprecate us to just pop stars and romance from such a young age, our growth is immediately hindered by setting a wrong example to teen girls.

By challenging these conventions and stereotypes put upon teenage girls, I believe I am representing us as well. When you have magazines that are written and designed by adults attempting to recreate what teenage girls want, no matter how close they believe they are getting it will never be truly authentic. Because I am writing to a target audience that I am a part of, I believe that I can properly create a magazine that fits our generation. Additionally, I will be using ideas and themes that teen magazines capture well, but I will be reshaping and molding their design to be more appealing to teenage girls.

With the conventions I am challenging and the proper representation I will be giving teenage girls, my product easily engages with my target audience. Additionally it is something unique that isn’t commonly seen with teen magazines, which will allow for my product to stand out in their eyes and catch their attention.  
My product will be distributed through a website that will be promoted on Twitter or Instagram because that is where my target audience spends a lot of their time. Additionally, videos can be made about the articles in my magazine on TikTok to gain more attention as well. As for physical copies, they will be distributed through stores like Barnes and Noble, Publix, and Target who have magazines in their checkouts. My product will also be able to be purchased through the website previously mentioned earlier.

My production skills have developed immensely through this project. I now have experience working with applications that I didn't even know existed before, such as Canva and Flipsnack, and I have a more trained eye on things like color combinations and overall appearance. I also learned why things belong where they do on a page, and I know how to optimize the mood that my magazine gives through proper placement, sizes, colors, and fonts. Additionally, I feel I have a better overall knowledge of how the print media industry works and what goes on behind the scenes. For example, the way that media is marketed and sold.

In order to integrate technologies into this project, I used new software such as Canva and Flipsnack in order to get the look that I needed while using the resources that were readily available to me. One thing I found interesting when designing my magazine was that I didn’t pull from many of Flipsnack’s templates under the teen magazine section. I realized that this is because I wanted mine to stick with the more mature feeling I decided on, and by using their templates under teen magazine I wouldn’t be doing that and my magazine would end up being just another teen magazine. Aside from using Flipsnack, I also used Canva where I felt it was easier, such as for my table of contents. In the end I decided to integrate and mix both softwares to create my final product in order to make the process as simple as possible while getting my vision across perfectly. I also used the app PicsArt in order to edit my photos and make them fit the mood, vibe, and color scheme of my magazine to perfection.