


Cut out the cards and challenge your classmate to a game of dominoes! There are a number of terms each of which correspond to their definition.


Divide the cards equally. You then take turns to 'match up' your card explaining the link to the last played card.



ANCHORAGE	Where written text is used to 'pin down' the meaning of an image.	COVER LINES	Used on the front cover to give readers an insight into the content and main articles in the magazine.
BRAND IDENTITY	This communicates a clear message about the magazine to the target audience, it includes the image of the magazine (masthead, style, design etc.) as well as its ethos and values.	FEATURE	A main article or story, often an extended article (two pages or more).
CAPTION	Words that accompany an image and explain its meaning.	HEADLINE	Written text that indicates the content of an article, usually in a large font, and positioned at the top of the page.
COPY	The written text in an article or feature.	HOUSE STYLE	Consistent use of stylistic features (e.g. fonts, layout, colour palette) throughout the magazine.

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LAYOUT	The design of a page of a magazine, including the composition of written text, images, graphics etc.	SIDEBAR	A brief article related to the main story on a page – may be placed in a box or written in a different font to separate it from the main article.
MAIN IMAGE	A key visual element of the front cover that usually dominates the page. It could be a model/celebrity or other picture that is relevant to the magazine content.	STANDFIRST	Short piece of written text between the headline and main article, to give more information about the article.
MASTHEAD	The title of the magazine, usually positioned at the top of the front cover and on the contents page, it establishes a sense of the magazine's brand identity.	STRAPLINE	Short phrase encapsulating the essence of the magazine, usually positioned below the masthead.
PULL QUOTES	Key phrases from an article that are featured in a larger font to attract attention.	TYPOGRAPHY	The visual appearance of written text, including the font style, size, spacing etc.