

Product Analysis

Size & Shape

The pack is just larger than A4 sized so it can hold the A4 sized magazine and free gifts. It had the following dimensions: - Height 353 mm
Width 244 mm

The pack is quite a good size because quite a few items can be kept in it, although it's not too big to carry around.

The shape of the pack is a plain rectangle, because the magazine it holds is rectangle so this is the easiest shape to use. However the graphics are quite consuming, so a plain shaped pack doesn't look boring.

Layout

The layout is quite complex, with lots of graphics and text spread over the cover. The pack is quite overwhelming to look at because the background is made up of the graphics from a computer game, consisting of two cartoon characters. There is also text situated around the edge of the page, so you can still see most of the picture. The issue number, barcode and price of the magazine are all situated in the bottom right hand corner, along with the guidance rating.

Text

There is quite a lot of text on the product, most of it white, black or red coloured. The writing is a simple font, and quite large so it can be easily read. Important text is also in bold, or outlined with a thick black line to make it more noticeable and stand out from the rest of the text.

In this page, I will analyse in detail an existing product, which is similar to the one that I am designing. Although the theme is completely different, the idea of packaging a magazine is the same, so I will look at shape and size, layout, materials etc. of the pack to get an idea of how my pack could be made. Although the target market is different, I have decided to look at Xbox magazine which is aimed towards boys that play video games.



Logo

The logo has been featured about 8 times on this one A4 page, which shows the company, Nintendo, is advertising their product, Xbox, very heavily. The main logo is situated in the top left hand corner of the pack. The logo is quite simple, a fluorescent green cross, with the word Xbox below it in bright green, plain font. Although straightforward, I think the logo is quite effective as the neon cross on the black background is eye-catching.

Processes Used

The pack has been mass manufactured, and has been vacuum formed to produce the plastic bag container; Cad/Cam may have been used to design the net of the pack. Also, a special type of printing, perhaps lithography, was used to transfer the text and graphics onto the pack.

Materials

The pack is made of a soft plastic, which is quite a good material to use for this purpose as it is waterproof and can easily be opened. It is also quite flexible so a lot can be placed in the 'plastic bag'. The pack is sealed by a flap glued down, which is not a reusable opening (once you have opened it, you can't close it again). The packaging is recyclable as it is a form of plastic so can be made into a lower quality material.