Basics of Newspaper Layout and Design

Now, a few things to note:
1. A page nobody reads is a wasted page.

2. Publishers spend thousands, even millions to research what will make people look at their pages.

3. A well-written story just isn’t enough. If it were, then our newspapers would still look like this…
WAR!
OAHU BOMBED BY JAPANESE

LINDBERGH LANDS SAFELY IN PARIS

NEW TITANIC SINKS
1800 PERSONS GO TO WATERY GRAVES
THE PEORIA HERALD-TRANSCRIPT

PEORIA JOURNAL STAR
Armstrong Steps Into History
U.S. PUTS TRACKS ON THE MOON

The Philadelphia Inquirer.
MURDER

WASHINGTON - A test of man's invention came off Tuesday at 8:59 A.M. when a rocket carrying the American hero, Dr. H. Allen Frances Armstrong, blasted off from the Kennedy Space Center. The rocket, a 12-foot-tall missile, was firing at a speed of 5,000 miles per hour when it hit the Moon surface. Armstrong, a 32-year-old astronaut, became the first man to walk on the Moon's surface.

The rocket was launched from a 10-story tower, and Armstrong was strapped into a seat that was part of the rocket's guidance system. The launch was watched by thousands of spectators at the Kennedy Space Center.

Armstrong, who was born in 1920, graduated from West Point and then went on to become a test pilot. He was selected as one of the first astronauts in 1959 and has since made several successful flights into space.

The rocket's mission was to place a lander on the Moon's surface, and it was successfully completed. Armstrong reported back to Earth that the landing was a success and that he and his crew would be returning.

The mission was funded by the National Aeronautics and Space Administration, which has been working on space exploration for over 50 years. The agency has successfully placed spacecraft on the Moon and Mars, and it plans to send humans to Mars by 2030.
Newspapers of the past crammed news into every available space on a page.

*Space = ad money = no white spots.

*Not a problem since people were reading for pleasure and accustomed type blocks.

*However, it’s becoming increasingly difficult for our society to focus on text longer than a Facebook status update.

This is why you’re seeing more pages look like…
CAMPAIGN 2008: As this historic election draws to a close, the candidates frantically vie for the attention of voters

Closing the deal

WILLIAM VITALE :

Barack Obama's bid for the presidency faces a crucial challenge today as he seeks to solidify his lead over John McCain, who has come within striking distance of the Democratic front-runner in recent polls. McCain's momentum, fueled by his strong showing in the New Hampshire primary, has put Obama on the defensive. The two candidates are set to battle it out in the final stretch of the campaign, with both vying for the crucial swing states. Obama, who has been leading in the polls, is expected to focus on his message of change and hope, while McCain is likely to emphasize his experience and conservative values.

The latest news on Obama's Grant Park rally

Fresh off his historic victory in the New Hampshire primary, Barack Obama is set to address a massive rally at Grant Park in Chicago today. The event is expected to draw thousands of supporters and will serve as a defining moment in the campaign. Obama will use his speech to rally his base and outline his vision for America. Palin in 2012?

The controversy surrounding Sarah Palin's political future continues to grip the nation. After her vice presidential run, speculation has swirled about her potential for a 2012 presidential bid. Palin has remained mum on the matter, but her supporters remain hopeful. Anxiety in America

With the economy reeling and the nation's future in doubt, anxiety is a palpable sentiment across the country. The uncertainty surrounding the election and the direction of the country has left many feeling vulnerable and uncertain. Federal cuts key interest rate to 1%

In an unprecedented move, the Federal Reserve cut the key interest rate to 1%, the lowest level in history. The move is aimed at stimulating the economy and providing relief to those struggling in the current economic climate.
State Voters’ Faith Is Broken
Residents Want Their Own Shot At Making Laws

By SPEAK PROFFER

A constitutional convention is a unique opportunity for the people of Connecticut to make a direct decision on how they wish to govern themselves. The convention, which is being proposed by the Connecticut Council of Governments, would give residents a chance to create a new constitution that better reflects their values and priorities. This is an important step in the democratic process, as it allows people to have a direct say in how their government operates. The convention is scheduled to be held in 2020, and it will be up to the people of Connecticut to decide whether to vote for or against it. If it passes, the convention will proceed, and a new constitution will be written. If it fails, the current constitution will remain unchanged. The outcome of this vote will have far-reaching implications for the state of Connecticut, and it is important that every resident consideration its implications before voting.

BUDGET CUTS
Trickling Down Into A Flood
Towns, Cities Fasting Economic Pleth

By ROBIN KIENE

While the state budget cuts have had a significant impact on towns and cities, there is still hope for economic growth. The state’s recent reduction in spending has led to a decrease in property tax revenue, which in turn has caused towns and cities to cut back on services and programs. However, there are signs that the economy is beginning to recover, with job growth and increased tourism. The state has also invested in initiatives to promote economic development, such as the creation of innovation districts and the expansion of broadband access. These efforts are expected to create new jobs and stimulate growth in the coming years. In addition, the state has made progress in reducing its debt burden, which will allow it to focus its resources on other areas. Overall, while the budget cuts have been difficult, there are reasons to be optimistic about the state’s economic future.

ENERGY
FED POWER TRIP
Could State Lose Control Over Transmission Lines?

By SPEAK SHIMBY

The Federal Energy Regulatory Commission (FERC) is proposing to allow private companies to manage the nation’s grid, including Connecticut’s. This proposal has raised concerns about the ability of the state to control its own energy infrastructure. The grid is a vital part of the state’s economy, and it is important that the state has the ability to make decisions about how it is managed. The proposal has been met with resistance from environmental groups and consumer advocates, who fear that private companies will prioritize profit over public interest. The state is currently working to establish a plan to ensure that renewable energy sources are integrated into the grid, and it is important that this plan is not compromised by the FERC proposal. The state’s lawmakers are expected to take up the issue in the coming months, and it is important that they consider the concerns of residents and advocate for a plan that will protect the state’s energy infrastructure.
State braces for record voter turnout

GET READY, MICHIGAN

Election officials add poll workers and voting booths ahead of big day

Banks to clamp down on credit card holders

INSIDE: DEMS GO ALL-OUT TO CAPTURE WALDORF'S HOUSE SEAT, 6A / NOTES, 4A / LOCAL NEWS: CAMPAIGN MONEY FLOWS TO 2 KEY FOES OF A 2ND BRIDGE, 1B

Why U.S. help for a GM deal is coming soon

DELTA, NORTHWEST MERGE

Poor results, plus the election may force quick action

Northwest-Delta merger is finally a done deal

IT goes into effect today

Detroit Free Press
But it’s not just about putting more photos and pretty colors in a publication so that people pick it up from the newsstand.

In fact, research has been conducted to determine where our eyes go in a picture or on a page.

This has helped page designers determine where to place items.
Knowing what we know about how people look at pages we have found some interesting facts about page design that might be helpful to you.

Mechanical Center - Reflects the actual center of the page determined mathematically by measuring.
Then there’s the **Optical Center** of a page. This is where your eye goes first.

According to the research, this is the most likely place for your eye to “pick up” the page and begin looking.

The **optical center** is about 3/8 down and in about the first or second column of a standard newspaper page.
We also don’t scan a page sharply from left to right, but we scan in a pattern the researchers call a “Lazy S” pattern, like this.
We also don’t scan a page sharply from left to right, but we scan in a pattern the researchers call a “Lazy S” pattern, like this.

So items in the upper left hand corner will be the most likely to be seen, whereas those tucked into the lower left are less likely to have prominence.
Speaking of prominence we need to know what the most important elements on the page are if we want to determine the design.

The element on the page that carries the most “weight” in the design is called a dominant element.
DO THE CAPS FIT?

Coming vote on property tax caps isn’t as simple as it may seem

Schools feel brunt of funding changes

By Jordan Offers

D evelopers and developers believe the proposed legislation for property tax caps will be beneficial for the state. However, the bill also has its drawbacks, school officials said. The bill will be voted on in the coming weeks and the Indiana School Board of Directors are against the bill.

"I came to Regan's home to see a property. I want to stay in a property."

— David kino, Indiana School Board of Directors

While some see savings, others are left questioning

Indiana voters will decide in November whether to put property tax caps into the state constitution.

By Jordan Offers

"We need a fair system. We need to keep the taxes low. We need to make sure that the money goes to where it needs to go."

— Mayor Greg Hughes

More about the tax caps: Polls show support for the bill, but it's unclear if it will pass. In a surprise move, the Indiana House of Representatives voted to override the governor's veto of the bill. In this edition, we look at the bill's impact on schools and the overall economy.

News of the day: New courts open at Baker Park

SAM PIERCE CHEVROLET

MONDAY: New courts open at Baker Park
Fairly hot at the fairgrounds

People, animals try to beat the heat on opening day of Elkhart County 4-H Fair.

Fair facts

135

Cows for Junior's Ice Cream

13

Horse entries in the balloon show

212

Overflow booths at the 4-H fair

Dog rewarded for saving lives

Storm damage

The Elkhart Truth
Saturdays, July 18, 2015 - B04

ELKHART COUNTY 4-H FAIR

INDY S00 CHAMP VILLENEUVE IS BACK AT IMS

SPORTS

TUNING UP FOR THE BRICKYARD

Two killed when South Shore train hits car

NEWS

AS

We build community. | 125th Year, No. 340.
'SPIRIT' lives on
The Star Press

SPIRIT OF SOUTH CLAIMS DELAWARE COUNTY FAIR CONTEST

By: April Caven

S
outh Bend High senior Tonya Lucas scored a perfect 10 in her solo Leonardo da Vinci biplane routine, which included flying around the gymnasium, rolling down the track, and doing a midair flip, for the first place win in the Delaware County Fair's art contest. Lucas' performance earned her the title of "Best of Show" for her engineering and creativity.

Delaware County Fair
Saturday, Sept. 17, 2011

Can't get enough?
Go to www.thestarpress.com for a photo gallery from Friday night's event. Also on Sunday pick up a copy of The Star Press for an extra photo page of fun scenes.

BSU board OKs 2010-2011 budget

The Board of Trustees voted to approve the 2010-2011 budget on Wednesday, July 14. The budget includes a 5.7% increase in tuition and fees, and a 2.8% increase in other operating expenses. The board also approved a $1.5 million increase in grants and contracts. The budget also includes a $1 million increase in state and federal grants, and a $500,000 increase in tuition and fees. The budget is expected to be finalized by the end of the year.
Another aspect of design is balance, or where we choose to put the “heaviest” elements.

Though text, photos, graphics, or artwork, can all be dominant, most often pictures provide the page dominance.
Three Types of balance

Horizontal Balances on a center axis.

A good basic design style, but gets boring after the first few times.
Three Types of balance

Vertical
Balances on a center axis.

Invites tombstoning and other problems due to crowding. Also causes “zippers” on pages.
Three Types of balance

Diagonal Balances on a center axis.

Probably the best because it follows the natural tendency of the eye to scan at a diagonal.
Choice of a balance style will depend on the shape and size of your photos and the length of the text blocks.
Now, how do we get people to the stories on a page?

Add some “Points of Entry”

These and other methods help drag an audience to the content
Gone.
Mugshots

SHOOTING RAMPAGE AT VIRGINIA TECH

He Wrote About Death and Spoke in Whispers, But Few Imagined What Cho Seung Hui Would Do

By JES SACHS and SCOTT E. RUMSEY

HEBRON, Va., April 17 — The second-floor window of Virginia Tech’s West Village Dormitory was first opened to let in smoke from the flames rising from the building’s basement. The evidence inside, now publicly displayed, shows the intimate details of a mass murder.

The fire was part of a larger scheme by Virginia Tech student Cho Seung Hui to establish an intimate, dark reign of terror in a dormitory where he had been a resident for two years. In a series of letters and videos, Hui wrote about his desire to die and posted details of his plan to murder classmates and himself.

The university, which had been searching for answers to why Hui killed 32 people and himself, has now planned a week of activities to remember the victims.

The Amazon-Bowling and The Washington Post

Kaine Orders Independent Investigation

By DENNIS R. BORMAN and ANDY HANZAN

RICHMOND, Va., April 17 — Governor Tim Kaine announced today that he would appoint an independent investigation into the shootings at Virginia Tech.

Kaine’s decision comes as the university faces criticism for its response to Hui’s threat to “decimate” the campus.

“I have been here for more than two decades and have never seen anything like this,” Kaine said. “We must find out what went wrong and ensure that this never happens again.”

The Amazon-Bowling and The Washington Post

The Lives Lost

EMILY from Woodrow, Va., wanted to be a vet. Ryan from Georgia was in neuroscience. Mary was an Annandale High grad, and Reema came from Westfield High in Fairfax County. Caitlin, a New Yorker, dreamed of being a lawyer. Juan was a newshound from Puerto Rico.

They and other victims of the shooting rampage at Virginia Tech are profiled on pages A14 to A16.

FRANKLIN, Va., April 17 — Creators of drinking games and memorabilia honor the victims of the deadly shooting.

The Amazon-Bowling and The Washington Post

Hokie Nation Spirit Pierces Fog of Tragedy in Blacksburg

By KRISTEN HUEBEL

BLACKSBURG, Va., April 17 — The normal pace of a Virginia Tech campus might not be noticeably different for the two weeks after April 16, when 32 people were killed in a shooting rampage.

But in the town of Blacksburg, where the university is located, the community is coming together to honor the victims and remember the day.

The Amazon-Bowling and The Washington Post

In Style

LIBERTY (N.C.) — New orders in the classic skinny jeans are coming.

JEGGINGS, from $10, are made of shiny spandex and look like skinny jeans. They are worn under skirts to the school or work.
The extraordinary good that he did live on.

— President Obama on Senator Edward M. Kennedy

Kennedy mourned near and far

By Susan Milligan and Matt Viser

Fellow Democrats to Oprah Winfrey, from Washington to capitals around the world, the week and the powerfully struck by the death of Massachusetts Senator Edward M. Kennedy, while his family prepared for the funeral home and to journey to his native Arkansas for final resting place at his beloved home in Hyannis Port, Kennedy's health and legacy is being carried by his family and friends, who have been pillars of strength and support in the wake of his passing.

President Obama ordered flags flown at half-staff on all public buildings, military bases, and US embassies across the world. Kennedy's family — including his widow Vanna, his sons Patrick and Ted, and his daughters Victoria andEncoding not provided

Patrick backs push to appoint successor

By Matt Viser

Governor Deval Patrick, breaking his silence on the passing of Edward M. Kennedy's Senate seat, yesterday expressed Kennedy's impact on the state and nation. What would it have been like for Massachusetts to have had a Senate seat for the Commonwealth? Kennedy, who served as a Senator for more than 40 years, will be remembered for his dedication to public service and his commitment to improving the lives of all Americans.

Kennedy's legacy lives on, and it will be up to his successor to carry on his work and vision for the future.
Infographics
<table>
<thead>
<tr>
<th><strong>FAST-FACT BOX</strong></th>
<th><strong>Q&amp;A</strong></th>
<th><strong>TABLE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Nuggets pulled from the story to give readers a quick grasp of who, what, when, where or why.</td>
<td>A format that captures the verbatim dialogue between the reporter and the subject of an interview.</td>
<td>A way to arrange data into columns or rows so readers can make side-by-side comparisons.</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th><strong>BIO BOX</strong></th>
<th><strong>PUBLIC-OPINION POLLS</strong></th>
<th><strong>RATINGS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Brief profiles of people, places, products or organizations, itemized by key characteristics.</td>
<td>A survey that samples opinion on a current topic, collating responses into key categories and statistics.</td>
<td>A list of people or products (sports teams, movies, etc.) that lets critics make predictions or evaluations.</td>
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<tr>
<th><strong>LIST</strong></th>
<th><strong>QUOTE COLLECTION</strong></th>
<th><strong>TIMELINE</strong></th>
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<tbody>
<tr>
<td>A series of names, tips, components, previous events — any categories that add context to a story.</td>
<td>A series of relevant comments on a topic by newsmakers, readers or random passers-by.</td>
<td>A chronological table or list of events highlighting key moments in the history of a person, place or issue.</td>
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<tr>
<th><strong>GLOSSARY</strong></th>
<th><strong>FEVER CHART</strong></th>
<th><strong>STEP-BY-STEP GUIDE</strong></th>
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<tr>
<td>A list of specialized words with definitions (and/or pronunciations) to help clarify complex topics.</td>
<td>A way to measure changing quantities over time by plotting key statistics as points on a graph.</td>
<td>A brief “how-to” that explains a complex process by walking readers through it one step at a time.</td>
</tr>
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<tr>
<th><strong>CHECKLIST</strong></th>
<th><strong>BAR CHART</strong></th>
<th><strong>DIAGRAM</strong></th>
</tr>
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<tbody>
<tr>
<td>A list of questions or guidelines that itemize key points or help readers assess their own needs.</td>
<td>A way to compare two or more items visually by representing them as columns parked side by side.</td>
<td>A plan or drawing designed to show how something works or to explain key parts of an object or process.</td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th><strong>QUIZ</strong></th>
<th><strong>PIE CHART</strong></th>
<th><strong>MAP</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>A short list of questions that let readers interact with a story by testing their understanding of the topic.</td>
<td>A way to compare the parts that make up a whole — usually measuring money or population percentages.</td>
<td>A quick way to give readers geographical information by showing the location of events relevant to a story.</td>
</tr>
</tbody>
</table>
You’ve seen what goes into a design, so here are some general rules from myself and a really, really smart guy:

* All stories should look like rectangles (“modular”)
* Every page should have a dominant visual element
  * Use italics, boldface, and any other “special” effects on VERY rare occasions
* Type less than 8pt. may be too small to read
* EVERY story has a headline, EVERY photo a cutline
* 5 to 10 words is typically good enough for a headline
  * One BIG photo is better than two small ones
* A well-designed page has variety and PLENTY of art
  * You REALLY don’t need to use EVERY font
Headline Goes Here

Every headline needs a secondary component that acts as a bridge between the main headline and the copy block.

Copy Package

Folio

Spread Content 000

DO NOT PLACE ANY TYPE OR GRAPHICS OUTSIDE OF DASHED LINE

BLEED PHOTOS MUST EXTEND TO OUTSIDE EDGE OF BLEED LINE

Caption

Internal Spacing

Eyeline

Exterior Margins

BLEED PHOTOS MUST EXTEND TO OUTSIDE EDGE OF BLEED LINE
DO NOT PLACE ANY TYPE OR GRAPHICS OUTSIDE OF DASHED LINE
Traditional Design

Accommodates traditional coverage

Vertical columns
5-7 photographs
Story/headline package
Recognizable verbal/visual trademarks
Theme & section-unifying templates
Traditional Design

Guidelines

Establish column structure
Create eyeline
Place dominant element
Place story/headline package
Add contrasting photos
Determine caption placement
Integrate trademarks
Eyeline
Making It... Clique
Friends Made All the Difference

You can't live with them and you can't live without them. "Friends," said one analyst. It is true.

Making friends has been the most important aspect of my life. I have been fortunate enough to have a group of friends who have always been there for me.

I would never have made it through high school without my friends. They have been a constant source of support and encouragement.

Keeping the list of friends is not easy. We all have different schedules and commitments, but we try our best to meet up whenever possible.

We spend most of our time together doing homework, going out, or just hanging out. We always have a good time and make each other laugh.

I feel lucky to have such great friends and I am grateful for their presence in my life.

(Pink Power)
Choosing for the team was a fun and rewarding experience. It was a great honor to represent my school and to be a part of something so important.

(Making it)
Making friends is not just about hanging out and having fun. It's about supporting each other and being there for each other in times of need.

I feel lucky to have such great friends and I am grateful for their presence in my life.