

Basics of Newspaper Design

Principles of Publication Design

TODAY

*We will learn **basic**
elements of
newspaper design.*

*I will **draw a basic**
design *using the rules for*
*newspaper layout.**

ON YOUR OWN

Choose any page you do not like visually at all out of a previously published newspaper.

With your group, talk about why you don't like it.

YOU SHOULD HAVE LEARNED

- 1. Lay out color-block rectangles first to set what packages go where and to avoid L, T and U shaped packages, then fill in the content one section at a time — filling each block edge to edge.*
- 2. Dollar-bill rule a dollar bill should be touching at least one visual element wherever it is placed.*
- 3. Plan for the most visually interesting content to be on color page.*
- 4. Eliminate orphans and widows at the top and bottom of columns.*
- 5. More important story packages should go at the top.*
- 6. More important stories get bigger visual elements.*

BASIC NEWSPAPER LAYOUT

Must have:

- *Four story packages*
- *6 total photos, each with captions*
- *Every margin must be established & each content block filled edge to edge*
- *No photos or text outside of the margins*
- *Headlines must touch the story they describe at least once*