

# NOTES ON CHAPTER 1

## BEST QUOTE

*It's tempting to bypass dummy-drawing and, instead, noodle aimlessly on the computer for hours until you discover the solution. Wrong.*

## BY THE NUMBERS

# 31

Pages in this chapter

## 6.5%

What's it called

## 6.5%

Tools of the trade

## 12.9%

Basic Typography

## 3.2%

The Four Basic Elements

## 9.7%

Headlines

## 6.5%

Text

## 6.5%

Photos

## 6.5%

Cutlines

## 19.3%

Dummies

## WHAT'S IT CALLED?

Students should be able to define terms, including bastard measure, byline, cutline, cutoff rule, cut-out, deck, display head, flag, folio, gutter, index, inditial cap, infographic, jump headline, jump line, jump line, liftout quote, logo, mug shot, photo credit, headline, reverse type, sidebar, sign, standing head, standing head, subhead, teachers, text

## TOOLS OF THE TRADE

Students should be able to identify traditional tools of the trade, including a calculator, grease pencil, knife (X-ACTO), pencil, pica pole and proportion wheel. They should also identify the following computer devices: storage media (CD/DVD/hard drive), scanner, printer as well as the make and model of the computer they use and the software on it for page design.

*Point*: a unit of measurement of rule lines and type; there are 72 points in an inch

*Pica*: a unit of measurement in page design; there are 12 picas in an inch

*Inch*: the vertical measurement in page design

## BASIC TYPOGRAPHY

A *font* is a complete set of characters in one size, style and weight of a typeface, including numbers and punctuation marks.

All of the individual fonts are grouped into a font *family* such as the Futura family or the Garamond family.

Font families can be classified into four main *groups*: serif, sans serif, cursive and novelty.

The *point size* of the type is measured from the top of an ascender to the bottom of a descender. Students should also know the terms *x-height* and *baseline*.

*Leading* is the vertical space between the lines of type. The default leading in most computer pagination software packages is 120 percent of the point size. More than that would be to set the type "loose." Less than that would be to set the type "tight."

Also know the terms *tracking*,  *Kerning* and *set width/scaling* and how to apply them.

## THE FOUR BASIC ELEMENTS

Four elements, the headline, text, photo and cutline, occupy the majority of the page.

## HEADLINES

Tips for writing good headlines

- Keep the conversational
- Write in present tense, active voice
- Avoid bad splits

Headlines serve four functions

1. Summarize story contents
2. Prioritize stories
3. Entice readers into text
4. Help organize the page

Today's headlines are generally written downstyle, run flush left, usually wide rather than narrow and use decks optionally.

When specing headlines on page, traditional headline writers used a numbering scheme that told the writer how many columns, what point size and how many lines. A 3-30-2, for example, would be a three-column head, 30 points tall and two lines deep.

## TEXT

Students should be able to define and apply the following terms related to body text:

agate type, boldface type, editor's note, extra leading, flush left type, flush right type, hanging indents, italic type, justified type, leading, paragraph indents, sans serif type, set width, tracking, typeface, typesize

## PHOTOS

Photojournalism lies at the very heart of newspaper design. Today's readers' expect photos.

## CUTLINES

It's the cutline's job to tell the story behind the picture: who's involved, what's happening, when and where the event took place. Cutlines are also called captions and should be designed to look different from the text.

## DRAWING A DUMMY

A "dummy" is a thumbnail sketch of the page that gives the page designer a guide. It also serves to remind the designer to include everything from jump lines to captions. For some designers, it's tempting to bypass dummy-drawing and, instead, noodle aimlessly on the computer for hours until they discover a solution. Big waste of time. They'll work much more efficiently if they draw up a dummy with indications for all text blocks, headline, photos and cutlines.