

NOTES ON CHAPTER 5

BEST QUOTE

Most readers browse the paper by scanning headlines.

BY THE NUMBERS

18

Pages in this chapter

6%

The flag

17%

Logos and sigs

11%

Liftout quotes

11%

Decks and summaries

11%

Bylines and credit lines

6%

Spacing

6%

Rules and boxes

6%

Refers, teasers and promos

6%

Breaking up text

6%

Jumps

Percentages may not total to 100% due to the addition of structural pages and exercises.

THE FLAG

Editors at more traditional papers argue that the flag should evoke a sense of tradition, trust, and sobriety. Others argue that flags, also called nameplates, should be fresh, bold and innovative. Most of all, they should reflect the overall feel of the paper and community.

LOGOS AND SIGS

Standing heads and section logos must differ from the ordinary text, headlines and cutlines they accompany. Together with the flag, they give the paper an identity and should have a consistent look and feel through the paper. Column heads, sigs and bugs carry the design identity further down into the paper.

LIFTOUT QUOTES

- They should be quotations.
- They should be attributed.
- They should be bigger and bolder than text type.
- They should be 1-2 inches deep.
- Mug/quote combinations are among the best ways to hook passing readers.
- Be sure you have a quote worth lifting.

DECKS AND SUMMARIES

- Use decks for all long or important stories.
- Use decks with all hammer or display headlines.
- Give decks contrast in size and weight.

SUMMARY GUIDELINES

- Don't rehash the headline or the lead.
- Use conversational language.
- Don't worry about bad breaks.
- Feel free to improvise.

BYLINES

Every paper should adopt one standard byline style.

CREDIT LINES

Artwork, like stories, should be credited. Credit lines provide the name and affiliation of the author of the work.

SPACING

Every paper should standardize its spacing guidelines.

RULES AND BOXES

Rule lines serve to keep things together or to separate elements. They can also be used to add decoration to the page.

Rule thickness is measured in points.

Vertical rules can be used to define columns and separate stories.

It's best to box stories only if they're special or if they need to be set apart from other stories on the page.

Go easy on the use of decorative borders.

REFERS, TEASERS AND PROMOS

Refers advise the reader where to turn for related information and should

- Stand out typographically.
- Be specific.
- Be tightly written.
- Be consistently positioned.

Teasers, also called promos, skylines or boxcars, advertise.

BREAKING UP TEXT

Use subheads, initial caps, dingbats to break up text.

JUMPS

Orphan — a short word or phrase that's carried over to the top of a new column or page.

- Label jumps clearly, running the "continued on" line flush right and the "continued from" line flush left.
- Give each jump a key word or phrase then highlight it typographically.
- Give attention to the design of jumps.