

5.4 DESIGN A PULL QUOTE

DIRECTIONS: A sure way to make readers curious about a story is to display a wise, witty or controversial quote in one of the columns of text. For this exercise, design a pull quote that reflects the design of your publication. Remember the following guidelines from chapter 5.

- They should be quotations.
- They should be attributed.
- They should be bigger and bolder than text type.
- They should be 1-2 inches deep.

Knowing that a mug/quote combination is one of the best ways to hook a passing reader, you can design your pull quote with or without a mug shot. Or do one with and one without.



“The surest way to make a monkey of a man is to quote him.”

ROBERT BENCHLEY
NEWSPAPER COLUMNIST



“The surest way to make a monkey of a man is to quote him.”

ROBERT BENCHLEY, NEWSPAPER COLUMNIST