

NOTES ON CHAPTER 7

BEST QUOTE

Color isn't just decoration; it attracts readers.

BY THE NUMBERS

26

Pages in this chapter

8%

Bending the rules

15%

The Leno variations

8%

Wraparounds and skews

4%

Photo cutouts

4%

Mortises and insets

8%

Screens and reverses

8%

Display headlines

35%

Color

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

BENDING THE RULES

Newspapers are livelier than ever. Headlines are red, backgrounds are neon blue, and photos run in eyepoppingly true colors. Feature pages look flashy. News pages look flashy. Even business pages look flashy.

If your newspaper insists on being serious, respectable and gray — locking everything into rigid gray rows — you're falling behind the times. You may even be falling asleep (along with your readers).

THE STEWART VARIATIONS

Harrower presents 12 variations of one page about Jon Stewart for students to evaluate.

WRAPAROUNDS AND SKEWS

When text flows around photos, larger type or graphics, it's called a wraparound (or runaround or skew).

Wraparounds let designers place graphics in the middle of a layout without disrupting the flow of text, let a story's artwork interact with its words, and let designers run art elements at their optimum sizes.

Guidelines

- Don't overdo it.
- Anchor the text block.
- Keep text readable.
- Maintain contrast.
- Don't cut out photos if it changes the image's meaning.
- Smooth out skews.
- Choose sides carefully.
- Don't force the reader to jump over any graphic element.

PHOTO CUTOUTS

Also called cutouts, COBs (cut-out background), or silhouettes, they are usually done for dramatic effect to eliminate a distracting background. Respect the photograph. Use cutouts on features, rarely on hard news. Use images with crisp, dark edges.

MORTISES AND INSETS

Mortise — when one text block, illustration or photo overlap.

Inset — when one image is placed inside another.

Tips:

- Overlap only into dead space or to cover questionable elements.
- Mortise only photos of different scale.
- Maintain contrast between overlapping elements.

SCREENS AND REVERSES

Screen densities are measured in percentages referring to the amount of ink in a given area. When screens are used to create background tints, they impair the legibility of type.

Reversed type — white type printed on a black or colored background.

Tips:

- Don't overdo it.
- Don't diminish the readability of text.
- Don't screen small text type.
- Position type thoughtfully.
- Don't print type against distracting backgrounds.

DISPLAY HEADLINES

It can take hours — days — to write the perfect headline for a special story. Good display headlines should match the tone of the story. They're generally short and punchy. Don't overdo the gimmicks. Use a grid internal to the headline.

COLOR

Spot color — a solid color of ink

Full color — use of the four process colors (cyan, magenta, yellow and black) that, when mixed together, can form almost any hue.

Tips on using color:

- Go easy. A little goes a long way.
- Don't use color for color's sake.
- Beware of colorizing false relationships.
- Use appropriate colors
- Keep background screens as pastel as possible.
- Don't overreach your technology.
- Watch the volume level of your colors.
- Consult a color chart before you create new colors.

Remember, there's a world of difference between the colors you see on your computer monitor and the colors your press actually prints on the paper.