Introduction to Newspaper Design for Print
The Six Modules

Module 1       Overview
Module 2       Terms
Module 3       Page layout grids and styles
Module 4       Words—heeadlines and decks
Module 5       Words—bylines, story text, cutlines, credits
Module 6       Images—photos, illustrations, infographics

Appendix
AJEEP SYLLABUS
Introduction to Newspaper Design for Print

Course Description
An introduction to newspaper design for print covering an overview of the history of Western newspapers, standard terms used to identify elements, page layout, word, and image conventions used for reporting the news. The six learning modules are designed to be one-hour sessions but time may vary depending on the number of students and discussions. Obviously, six hours of learning does not substitute for years of practical experience and learning but it can be a start.

Course Goals and Student Learning Objectives
This course will give the student a basic understanding of newspaper design for print:
- Western historical context
- Terms
- Design and layout organization

Course Content Learning Outcomes
Upon successful completion of this course, students will be able to:
- LO1 Identify industry standard and successful newspaper design
- LO2 Understand and discuss how newspapers use words and images to ethically inform readers
- LO3 Learn and use relevant vocabulary for the industry

Required Texts/Readings
Textbook
There is no required text although a textbook by Tim Harrower about newspaper design is available in at least seven versions. *Newspaper Designer’s Handbook, ver. 6*, by Tim Harrower; McGraw-Hill, Columbus, OH, U.S.A. This is the reference book for newspaper design sessions and its ISBN is 978-0-07-299669-2.

Other Readings
The instructor’s appendix section has further reading suggestions.

Other Equipment / Material Requirements (Optional)
Enhanced learning can be realized with Internet access and by using a computer with publishing software like InDesign 2.0 or later versions.
Assignments and Grading Policy

Class instruction will include a lecture, discussion, and homework review. Lectures will be given based on the module information, discussion will be through student class participation, and homework will include answering the quizzes and bringing in print samples of newspapers.

Assignments will be given in each class and may be just a quiz or a quiz and other work. Assignments will be due the following class session.

Each class, except the first one, will cover learning objectives 1, 2, and 3.

Grading will based on earning a total of 100 points by the end of the six classes.

| 6 classes x 10 points for class participation | = 60 points possible |
| 6 quizzes x 5 points each possible | = 30 points possible |
| 1 final class newspaper critique by each student | = 10 points possible |

=100 points total

Any late work will receive a maximum of half credit. There is no extra credit. Participation in class involves discussion, critical thinking, use of relevant vocabulary, and questions about the material covered. An F grade is a fail.

Introduction to Newspaper Design for Print Course Schedule

<table>
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<tr>
<th>Class</th>
<th>Date</th>
<th>Topics, Readings, Assignments, Deadlines</th>
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<tr>
<td>1</td>
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<td>Overview of newspapers</td>
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<td>Terms used for newspapers</td>
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<td>Images—photos, illustrations, infographics</td>
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The schedule is subject to change with fair notice by e-mail and in the previous class.
Newspapers

Designed to be read; read to be informed
“American press is the bible of democracy, the book in which a people determines its conduct.”

Walter Lippman, 1925
Module 1
Overview
Newspaper eras

Colonial era — book style designs
(1690>)

Traditional design era — larger format
(1850s>)

Optimum format era — evolved design
(1937>) with better technologies available

Redesign era — digital allows design
(present) ideas to flourish
Early newspapers

- Newsletter format
- Small size
- Poor quality results.
- Not all local news.
Early newspapers

- The first newspaper in the Americas was called *Publick Occurrences*.
- Dense text
- No photos just decorative elements
- Weeklies became dailies.
Early newspapers

- Virginia Gazette
  Dec. 9, 1775,

Front Cover

Back Cover
WILLIAMSBURG, Nov. 25.

By his Excellency the Right Honourable JOHN EARL of DUNMORE, his Majesty's Lieutenant and Governor General of the Colony and Dominion of Virginia, and Five Admiral of the same:

A PROCLAMATION.

As I have ever entertained hopes that an accommodation might have taken place between Great Britain and this colony, without being compelled, by my duty, to this most disagreeable, but now absolutely necessary, step, rendered so by a body of armed men, unlawfully assembled, lying on his Majesty's tenders, and the formation of an army, and that army now on their march to attack his Majesty's troops, and destroy the well disposed subjects of this colony: To defeat such treasonable purposes, and that all such traitors, and their abettors may be brought to justice, and that the peace and good order of this colony may be again restored, which the ordinary course of the civil law is unable to effect, I have thought fit to issue this my proclamation, hereby declaring, that until the aforesaid good purposes can be obtained, I do, in virtue of the power and authority to me given, by his Majesty's despatch to execute martial law, and cause the same to be executed throughout this colony; and to the end that peace and good order may the sooner be restored, I do require every person capable of bearing arms to return to his Majesty's STANDARD, or be looked upon as traitors to his Majesty's crown and government, and thereby become liable to the penalties the law inflicts upon such offenders, such as forfeiture of life, confiscation of lands, &c. &c. And I do hereby further declare all indented servants, Negroes, or others (appertaining to rebels) free, that are able and willing to bear arms, they joining his Majesty's troops, as soon as may be, for the more speedily reducing this colony to a proper sense of their duty to their Majesty's crown and dignity. I do further order, and require, all his Majesty's huge subjects to retain their quitrents, or any other taxes due, or that may become due, in their own custody, till such time as peace may be again restored to this present most unhappy country, or demanded of them for their former involuntary purporses, by officers properly authorized to receive the same.

GIVEN under my hand, on board the ship William, off Norfolk, the 4th day of November, in the 16th year of his Majesty's Reign.

DUNMORE.

GOD SAVE THE KING.

LONDON, Aug. 19.

MOST of the printers of the London papers have been served with notices, that the Attorney General has filed informations against them. The subject matter of these informations is not yet known, but it is imagined the foundation of them is the advertisement from the Constitutional Society.

Aug. 22. Yesterday advice was received of the late arrival of the Sally, Capt. Bagley, at Milford, from New York, after a fine passage of 12 days; she has brought over some dispatches for Government.

Letters from New York, brought by the Sen Nymph, Captain Hitchinham, who is arrived at Plymouth in 33 days, being an account, that the principal families have left New York, and are returned into the mountainous part of that province, where they live in tents and huts, till some convenient houses can be erected for them; and that they are supplied with all the necessaries of life, and that in great plenty, from the back settlers, who enjoy the fruits of their labours, being out of the reach of any ships of war.

Some very disagreeable news, it is said, was received on Sunday night from Lord Granthem, our Ambassador at Madrid, an express was sent off immediately to the members of the Privy Council, directing their attendance to-morrow at St. James's.

We can give it to the public, on some degree of authority, that if there will not be a speedy change in the Ministry, it is expected there will in that of a Premier; as a Great Personage and Lord North have had several conferences on two points relative to America, which they could not agree in; in consequence of which the latter was not summoned to the last Cabinet Council. London Evening Post.

It is now said that the Congress petition will be presented on Wednesday, and that on Friday it will be laid before the Privy Council.

Letters from Paris advise, that orders are given there to fill all the magazines with the necessary provisions for 50,000 men.

Orders are issued from the war office for all officers and subalterns, who are absent on furlows in Great Britain and Ireland, to join their regiments directly, preparatory to then being reviewed by the staff officers in their respective districts.

Twelve months provisions are ordered to be put on board each of the men of war now fitting out for America.
Early papers

- San Francisco’s The Call Post, Dec. 10, 1913

- "Tombstone" style four-line heads

- Unusual, cutout images (usually rectangular)

- Wallpaper-like columns of text

- Short, 2-column-inch stories with small text type
Modern newspapers

- News organizations depend on more than print to get out the news.
- Once sources are checked, newspapers post news to their websites, blogs, and other social media accounts faster.
- The economic model for profiting from news on the Internet is not consistently working.
- Now designers produce print pages, websites, and mobile apps for viewing news.
Modern papers

- Use digital type, digital images, direct-to-plates digital printing technology
Modern newspapers

- Journalists want to be paid for their online reporting.
- Readers like getting access to online journalism for free.
- Some newspapers limit access beyond headlines and story summaries.
- Some trustworthy online news sources have started to charge.
Internet-linked pubs

- Most trusted publications offer a companion website.
- Online advantages
- There should be a conscious effort to drive readers to and from the web for content.
- Avoid starting a story in print and asking the reader to finish it by reading online.
Print>web

- Scan and view

Quick Reference codes (QR codes)
QR codes (quick reference codes)

- Quick Reference codes are encoded images that computers with a camera and appropriate software can decipher.
- When using a QRC also include the human-readable URL.
- Make sure QRCs are high-enough quality and resolution for the print medium by testing.
- Some are free and some cost because of data capture.
More codes

- Other types of two-dimensional codes:

  - QR Code
  - Datamatrix Code
  - Microsoft Tag
  - Bee Tag
  - ScanLife

Get the free app for your phone at http://gettag.mobi
QR codes with images

- Some QRCs can be made to work with images embedded in them for context.

http://jmc.sjsu.edu/cuba

fountainbluesfestival.com
Quiz
Newspaper Design  Module 1

1. What is the newspaper era we are in now and how is it different from previous ones?

2. Information source checking is an important part of trustworthy news reporting. T or F?

3. Name some advantages of news online.

4. What is a QR code and how would you use one?
Introduction to Newspaper Design for Print

Module 2 Terms
Newspaper terms

- **Teasers**
  Skyboxes on page one that preview content

- **Flag**
  The title of the publication

- **Sidebar**
  A separate design element from main stories
Newspaper terms

- **Headline**
  Large type above or “touching” (very near) the start of the story that summarizes the article

- **Deck**
  A follow-on to the headline that explains the story beyond the headline

- **Infographic**
  A visual storytelling informational graphic that makes it easier to understand details.
Spartan Daily

Celebrating the nation’s future by remembering its past

Students follow the footsteps of the Civil Rights movement en route to inauguration

For 10 days, a group of SJSU students explored the Civil Rights movement and the events that shaped the nation’s history en route to the inauguration of Barack Obama, the first African American president. The following are excerpts from the blog used to chronicle the students’ trip through parts of the deep south. To view the full blog, including more images from the trip, visit spartandaily.com.
Newspaper terms

- **Jump**
  A line of information that says what page to turn to for a continuation of the story.

- **Cutoff rule**
  A line that helps visually separate stories.

- **Byline**
  A credit line identifying the author or authors and source/s of information.
Newspaper terms

- **Photo**
  An image from a camera that should visually support the news story without alterations

- **Cutline**
  The image’s verbal description providing details

- **Credit**
  The name of the image maker and affiliation
Newspaper terms

- **Column rule**
  A vertical line that helps organize and separate columns of text

- **Sig**
  A small, brief label for a regular feature or column

- **Text & column**
  Story information kept within visually-organized zones

- **Gutter**
  Space between text columns and outside edge
Newspaper terms

- **Refer**
  A reference to another story or information

- **Subhead**
  A secondary level headline that explains groups of content that follow

- **Index**
  A sorted list of information often used to assist with navigation through the material.
Newspaper terms

- Refer
- Subhead
- Content list
- Index
Newspaper terms

- **Folio line**
  A line of type describing the publication with name, date, page number, section, etc.

- **Standing Head**
  A word or phrase defining a section or type of information as a header from issue to issue

- **Banner head**
  A headline whose measure is the page width

- **Five columns-wide photo**
  One way to describe the width of a photo spanning the columns in its story
Students use scores of shoes to turn a profit

Three students hone business skills through sneaker collection

JULIANNE SHAPIRO
	

Chuck Taylor All-Stars, Dumas, Adidas and Nike — for some students, it's just a fashion preference. But for the SJU students Jason Wong, Aaron Chung and Addison Liu, it's a business.

These three roommates have an unusual hobby — they collect limited edition Nike sneakers. Their collection is currently made up of more than 100 pairs of shoes and worth more than $30,000, they said.

Wong, a kinesiology major, has more than 50 pairs of these limited edition shoes that he stores in his closet. One of his prized pairs of shoes is the Nike Air Max 90 San Francisco edition. Only 100 pairs were made of these sneakers, he said.

"I bought it at retail around $600 something. The last couple times I checked out after sections, the price was around $400 something," Wong said.

His roommate Chung, a marketing major who works at a Nike store in San Jose, has over 100 pairs of special edition Nikes, including Nike in the apparel.

"I bought a pair of Air Maxs for $200 and I wear them almost every day," he said.

Chung, who is a film minor, said he aspires to create commercials for Nike, after college.

(From left to right) Jason Wong, Aaron Chung and Addison Liu, roommates and SJU students, lay on a collection of shoes that estimate to 130 pairs at their apartment in San Jose. All three roommates collect their shoes together.

"When I'm in need of money, I sell the shoes. I don't have a couple of pairs I can't part with," said Jason Wong.

"When I first got to SJU, I didn't have a lot of money," he said. "My phone bill would run over $200 every month and I would have no money for snacks at the student union."
Newspaper terms

- **Mug shot**
  A small photo of a person

- **Pull quote**
  Emphasized text that pulls out content from a story
Newspaper terms

- **Editorial cartoon**
  Personal, interpretive imagery on opinion page

- **Tint screen**
  The area made up of halftone dots to simulate a tint of a color instead of full coverage of ink/s

- **Masthead**
  The area where staff, contact, and subscription information is listed.
Quiz
Newspaper Design  Module 2

1. Identify and match 10 newspaper terms to a printed copy of a newspaper

2. Do any newspapers NOT use skyboxes/teasers?

3. What is a refer?

4. What is a banner head?

5. It is common practice for the most important stories to start at the top of the page and headlines get progressively smaller in font size for stories descending on page. T or F?
Module 3
Page layout grids and styles
Design grids and styles

- Design grids provide a way to maintain consistent layout placement.
- Styles provide a way to maintain consistent typography, objects, and tables.
- Both of these design techniques support the identity of the publication.
- An established publication should have guidelines.
The grid is an invisible design structure of the page.
Grids can be geometric, organically shaped, and combined structures for a page.
A publication can use just one grid for all pages or a combination of grids for different pages.
There is usually a common grid line for consistent placement of folios or visual elements like top and bottom rules.
Design grids

- Many newspapers use basic grids with five or six columns.
- A six-column grid doesn’t mean you always must design with six columns of text.
The grid is an invisible design structure of the page.
This topmost design grid can be used to place the folio line.
Grids

This design grid is for three equal sized columns.
This design grid is for three equally-sized columns.
This design grid is for six columns on the page.
A page design based on a six-column grid
This design grid is for five columns on the page with one wider.
This design grid is for four columns on the page with two wider outside columns and two narrower centered columns.
Styles for type

- Use consistent applications of fonts for headlines, text, etc. to maintain the publication’s identity.
- Publishing software allows the use of styles.
- Fonts with styles attached to them can be globally changed by altering the style parameters.
Styles for type

This headline used these style settings:

Stinky fruit makes for a sweet smoothie

BY Jon Xavier
Senior Staff Writer

I can blend it, mix it with some frozen yogurt and have myself a frozen treat. I don’t feel guilty establishments sell smoothies with junk sweeteners. I prefer simply combining fruit ratios and calling it a day.

It’s long been my opinion that smoothies to be properly made require a pen knife and a julep strainer. But what if you were tempted to use that fruit trifling on smoothies stick to sandwich fixings? How would you do it? -T.M.
Styles for type

This text used these style settings:

- **Style Name**: Text
- **Font Family**: Times New Roman
- **Font Style**: Italic
- **Size**: 10 pt
- **Leading**: 13 pt
- **Kerning**: Optical

Additional settings:
- Underline
- Strikethrough

Smootherie

It’s long past time for smoothies to become a regular feature, not just an occasional peach creation served up at the local juice bar.

Eating fruit the way nature intended just seems outmoded when there are milkshakes. Even specialty establishments focused solely on smoothies stick to the staples, simply combining them in different ratios and calling it a wide selection.

Enter Lee’s Sandwiches.
The logo, also called the nameplate or flag, should be designed to support the publication’s identity, be memorable, and integrate with any skyboxes and news on page one.
Styles for the pub title

A modular logo
More design variety is possible with a modular logo.
Quiz
Newspaper Design  Module 3

1. What is a design grid?

2. What is a common number of grid columns for a newspaper?

3. A style can be used to make universal changes to type that already has an applied style. T or F?

4. Text type will often change from story to story. T or F?

5. What is another name for the publication’s title?
Introduction to Newspaper Design for Print

Module 4

**Words**—headlines and decks
Headlines

- Anchor story
- Story importance
- Make it easier for reader to scan page and determine what to read or read first
Headlines

- Design to emphasize writing in present tense
- Set type with focus on conversational nature
- Avoid line breaks with prepositions (of, for, to, etc.)
- Work closely with editor or headline writer
- Short column-width headlines are difficult to write and design
Headlines

- Be aware of previous issues of the publication design
- Let story content determine where and how you design the page layout
- Design to contain headlines to their stories
Headline categories

- Banner
- Kicker
- Tripod
- Hammer
- Raw wrap
- Sidesaddle
- Slammer
- Standing
- Display
Try different headline styles instead of always one throughout:

Banner head with deck

SJSU boxing lives on 49 years after tragic death

A tragic death in NCAA boxing in 1960 halted SJSU’s prolific team from becoming a dynasty.

JUANNE SHAPIRO
Staff Writer

SJSU boxer Stu Bartell collapsed outside University of Wisconsin–Madison’s campus in 1960. Bartell was known for his boxing skills and was considered one of the best in the country. However, he collapsed during a fight and died immediately. The cause of death was later attributed to a heart attack. Bartell’s death had a significant impact on SJSU’s boxing team and the sport of boxing in general.

Bartell had been a successful boxer and had won many titles, including the NCAA individual championship in 1960. His death was a shock to the boxing community and left a lasting impact on SJSU. Bartell’s legacy lives on through his achievements and the memories of those who knew him.

Bartell’s death was a tragic loss for SJSU and the boxing community. His death served as a reminder of the dangers of the sport and the importance of safety measures. His memory continues to inspire SJSU’s boxing team to this day, as they work to uphold the traditions and values that Bartell embodied.

The SJSU Boxing Team

The SJSU Boxing Team is committed to honoring Bartell’s legacy and continuing his traditions. They train hard and compete fiercely, aiming to bring home the NCAA championship. Their dedication to the sport is a testament to Bartell’s impact on the team and the community.

The SJSU Boxing Team is proud to carry on Bartell’s legacy and continue to compete at the highest level. They strive to honor the memory of Bartell and his dedication to the sport of boxing.

SJSU Boxing Timeline

- 1960: Bartell wins NCAA individual championship
- 1960: Bartell collapses and dies during a fight
- 1960: Bartell’s death has a significant impact on SJSU’s boxing team
- SJSU Boxing Team continues to honor Bartell’s legacy and compete at the NCAA level
Johnny would have stomped this movie

Movie Review: "Johnny Cash at Folsom Prison"

Johnny Cash during his 1955 performance at Folsom State Prison.

By: Amanda Shapley

Hip, trendy, and a genius, director Jim Mora made "Johnny Cash at Folsom Prison." Mora's documentary explores the story of Cash's historic concert, and the documentary doesn't even get into Cash's life story. The concert itself is a highlight, but the documentary does not focus on Cash's personal life. Instead, it focuses on the impact of the concert on the prison and the community. The documentary is a must-watch for any fan of Cash's music and for anyone interested in the history of rock and roll.
Thai this restaurant in a bow and give it as a gift

Let the smiling welcome bring you back to the boathouse, where you can gaze and be amazed by stately and dusty old steamers. Then, sit in the giant fish tank, while you wait for your food. At last, the best bang for your buck in the specialty, which are under seven bucks.

There is a huge variety of all the popular Thai dishes. Most popular is pad Thai, a dish full of noodles, meat, and egg, with vegetables. 

The yellow curry is a dish that includes coconut milk, flavored with curry, provene, and winter spices. 

If you're not a fan of bananas, then you might get a little nutty for corn. Sa-ly's sticky rice and mango offers the freshest mangoes you'll have ever seen in this town, accompanied by the sweet, coconut-y rice that melts in your mouth. It's not often I compliment dishes that claim to be desserts, yet show no trace of chocolate.

If you're looking for something new, then look no further than two meals from the menu. The first favorite to find an angelical, little restaurant, ready to impress you with its big flavors.
Debate heats up between students over recent Israeli-Palestinian conflict
Tripod head

CAMPUS VOICES: The Student Union fees will be going up $30 every semester after this one. If you didn’t have to pay that $30 to SJSU, what would you do with it?

SHIRLEY MEDINA
“Something more useful: rent, my electric bill, Comcast.”

RACHEL TSE
“I would probably use it for more art supplies.”

DANIEL RUELAS
“I would save my $30 to either pay for books, or maybe other expenses.”

JESSICA SILVA

KIFEL YOHANES
“Something more useful: rent, my electric bill, Comcast.”

PAUL TRAN

Tim Mitchell
$1M
Alumni give; LGBT Center receives

DAN LU
Staff Writer

A living trust of $1 million was made to the Lesbian, Gay, Bisexual and Transgender Resource Center from two SJSU alumni, the first major gift to SJSU's Division of Student Affairs under which the LGBT resource center operates.

"It's a great investment to the future of the LGBT center, friends and allies of the university," said Bonnie Sugiyama, the assistant director of the university's LGBT Resource Center. "It is money we will use in the future."

The gift from philanthropists
Student “shoe box” satellite to be launched

JUSTIN PERRY
Staff Writer

Members of CubeSat Team SJSU reach for the skies as they continue to build “ReadySat Go,” a small cube-shaped satellite that will one day be launched into orbit.

ReadySat Go, which will be about the size of a small Kleenex box, is a communications satellite.

“The quickest way to say it is, it’s an answering machine in space,” said Eric Stackpole, a senior mechanical engineering major and the club president. “You send a message up and it records that message. Then when it flies over a different part of the Earth, it can send that message back down.”

According to the official CubeSat Web site, the project was originally started by Cal Poly, San Luis Obispo, and was designed to give educational institutions “practical, reliable, and cost-effective launch opportunities for small satellites and their payloads.”

The SJSU team is taking this idea to a higher level with their satellite. Stackpole said in addition to saving money by using older space-grade solar cells, which were donated to them, they are employing creative construction techniques that make the project more practical and cost effective.

“A lot of CubeSats are built using really fancy tools in machine shops,” Stackpole said. “What we’re trying to do is build a satellite in a new way using sheet metal and it’s riveted together which makes it lighter weight and makes it so you can build it in a common shop.”

CubeSats are attached to larger commercial satellites in a device called a poly picosatellite orbital deployer, known as a...
Headlines

- Sidesaddle head

SJSU meteorology future is mostly cloudy

Budget woes slash incoming enrollment

Ralph Warner
Staff Writer

Despite averaging about 40 applicants each year, the meteorology department will be one of the SJSU programs to limit fall enrollment to students within Santa Clara County.

The SJSU meteorology department is the only department of its kind in the California State University system and one of three meteorology departments in the state — the others are located at UC Davis and UCLA.

Shawn Padrick, a junior meteorology major, said since he is originally from Hollister, the limit on enrollment would have affected him, and he sees no point in impacting such a specialized department.

“It’s illogical and not practical, as the department is already so small, as it is the only one in the CSU system,” Padrick said. “It would hurt students who would look to stay in California because of cost issues or location convenience.”

Alison Bridger, chair of the meteorology department, said limitations on enrollment would affect the vast majority of applicants, since very few meteorology

See SCIENCE, page 2
Headlines

- Slammer head

Goosebumps: 62nd SJSU Reed magazine delivers

MICHAEL LE ROY
Staff Writer

More than 50 students and faculty members marched on cheese steaks, ate ice cream and listened to the band PolyLux as they celebrated the launch of the 62nd issue of Reed Magazine on Monday at the Spartan Memorial.

Students who were featured in the magazine were also at the event to read their stories to the audience. "It was really cool to have some of the contributors come up and talk about their work," said senior English major Sara Verches.

Reed Magazine is a publication produced by students in the English department. The magazine is a general showcase of art, poetry, prose, literature, fiction and nonfiction. According to Reed Magazine's Web site, Reed is one of the oldest student publications west of Mississippi.

Nick Taylor, the faculty advisor for Reed Magazine, said the magazine took two semesters for students to produce.

Students in the first semester choose stories for the magazine.

This year, Taylor said the magazine received more than 800 submissions from around the world. Writers from more than 40 countries and every state in the US submitted their work.

"This was the first year we decided to use online submissions, and we were not really prepared for what that was going to mean," said Tanja Nathanad, an English graduate student and fiction co-...
Headlines

- Editorial cartoon standing head

**HERD ON CAMPUS**

I wish there was a reality TV show that's like the opposite of a reality TV show.

Dude... Wouldn't that just be a TV show?
Trustee urges improvement of dialogue with students
Humboldt State professor speaks about the need for change

by Robin Hill

The island may never become a reality, but the idea that the island will ever come into existence is a dream that the faculty and students have been holding onto for many years.

The idea of an island has been around for decades, and has been a topic of discussion among the faculty and students. The idea of an island has been a topic of discussion among the faculty and students. The idea of an island has been a topic of discussion among the faculty and students. The idea of an island has been a topic of discussion among the faculty and students. The idea of an island has been a topic of discussion among the faculty and students.

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Fit the head
to the space

A world premiere from another world

SJSS assistant professor Matthew Spangler’s adaptation reeks in the soaring plot of this Afghan story.

The plotless novel, “The Kite Runner,” was shown in a new theatrical production at the San Jose Repertory Theatre on Saturday, Mar. 16, 2008.

The novel, by author Khaled Hosseini, was adapted by SJSS Assistant Professor Matthew Spangler for a theatre production when it was selected by the SJSS campus reading program for the campus book for 2006.

Spangler originally adapted the book for an SJSS student production, which premiered in Spring 2007. The script took about a month to write and over a year to review, Spangler said.

“SJSS is a wonderful environment for coming projects and developing ideas,” Spangler said. “The students had a great learning experience, immersing themselves in Afghan culture for over a year.”

Lam Young, an advertising graduate student, played Hassan in the student production and now plays Hassan in the professional production.

“The character Hassan, played by Lam Young, was a main character in the novel and was a main character in the professional production. He was a very important character in the novel, and he was a main character in the professional production.”

The play will be at the San Jose Repertory Theatre until Sunday.

Actions: Craig Morgan as Young Amir (left) and Lowell McRill as Hassan gleefully catch the kite.

Photos courtesy of Kevin Bauer
Beyond the headline

Decks support the headline.

Folding and flying their way to victory

Students compete in paper airplane competition in sport club

BRETT GIFFORD
Staff Writer

SJSU students tried their hand at aviation greatness on Friday morning, as they participated in the Red Bull Paper Wings competition.

A total of 1,800 entrants from 85 participating countries on May 1 and 2.

Daniel Rothstein, a Red Bull student brand manager, said the first-place winners from the long distance and hang time competitions also won an indoor skydiving experience in a vertical wind tunnel at iFly in Fremont.

The first place winner in the aerobatics competition won a Thrillbillies DVD, featuring dirt bike riding.

Daniel Rothstein brought his own design and performed a dramatic sliding catch just before it broke in two in his hand.

Sean Dunson, a senior justice studies major, won the longest hang time competition with a flight of 4.59 seconds.

“I came here to win the distance competition, unfortunately it didn’t work out that way,” Dunson said. “I might not be going to Austria, but I get to go skydiving indoors, which in my opinion is pretty awesome.”

The competition takes place through May, with the winners advancing to the world finals in Austria.

Money will allow university to conduct tests on embryonic stem cells

MINH PHAM
Staff Writer

Campus in the California State University system will receive about $16 million for stem cell research, one of the first grants after President Barack Obama's lift on federal funding for embryonic stem cell research.

Embryonic stem cells are the beginning cells where all tissues are formed and research in the sector has been opposed due to many seeing it as destruction of human life, as embryos are destroyed in the process of extracting the stem cells, according to WebMD.com.
Quiz
Newspaper Design  Module 4

1. Name at least 5 kinds of headline categories.

2. Which letter represents the best answer to what is a standing head?
   a. A single headline that stands alone on the page
   b. A headline that is vertical
   c. A headline that is above the story
   d. A label that appears with a story

3. A good headline should be written in a conversational tone. T or F?

4. A deck is a cutline for an image. T or F?
Module 5

Words—bylines, story text, cutlines, credits
Words as design elements

- Words provide content details that images cannot completely show.
- Words and pictures together are best.
- Words have different looks and styles depending on the role they play.
- Part of the publication’s identity is typography.
- Headlines used as feature-story art, are often called display type.
Words as feature heads

- Special type effects can lend visual interest and relevance.
At the start of a story is the name of the author and his/her affiliation.
An average font size for text is 9 to 12 points with an additional 10%–20% for line space.
Ads are planned on a six-column grid.
Cordero also said microwave is the most energy-efficient method of cooking.

SJSU’s department of meteorology and its students are doing more than cooking burgers. The department is currently experimenting with instruments on campus to measure the air quality on campus in real time.

This weekend, meteorology students are going to Joseph D. Grant County Park to get more experience using various instruments in a field experiment. Short said that measurements will be taken in a valley and they will use the two tripods they used at the barbecue and a 40-meter tower. They hope to take over 24 hours of measurements at the park.

“Additionally we have what’s called a SODAR (Sonic Detection And Ranging) and it uses sound to measure wind speed in the atmosphere,” Short said.

Palgutt said the data taken from the barbecue will be analyzed in a week or two, and they hope to hold the barbecue annually.
Elements

- **Story text**
  Indents can be defined in the paragraphs style palette.
Elements

Story text Justification settings vary for every font, font size, line spacing, and column measure.
Elements

The resulting column of text is based on the settings below. No one solution fits all situations. Note the even type “color.”

Iran rejected any compromise with the West over its nuclear program Wednesday, as blunt comments from the Obama administration over Tehran’s bomb-making capability suggested that the two sides were headed toward a renewed diplomatic crisis.
Pull quotes, subheads

The pull quote has an “indent hang” so the open quote mark is to the left of the optically aligned left margin of text.
Elements

- Image cutlines

Captioning images requires good writing and editing skills as there is not much room to write.
Elements

- Image cutlines

Creating a two-column cutline makes for easier reading when the image is very wide.
Elements

• Image cutlines

Not all cutlines need to run under images so different rectangular image shapes can be used.
Elements

- Image credit

The image creator is identified with an image credit in proximity to the photo or illustration and in a consistent fashion.
Elements

- Image credit

When one person, or more are responsible for the creation of an image and when a photo has been altered from the original it all needs to be identified in the image credit area so it will be ethically represented as non factual.
Elements

- Folio lines

On most pages is a line of information that identifies the publication, issue date, page, section, etc.
Advertisements

Ads as rectangular shapes fitting the six-column grid are modular and easier to flow columns of text around.
Elements

- Ad schemes — a challenge for story design

Harder to design stories to fit open space

- Pyramid or stepped ads
- Well ads

Easier to design stories to fit open space

- Modular ads
- Magazine ads
Made to fit

- Making the words fit into the layout

Copyfitting can be challenging and is like a puzzle to get the right about of story text in the space allotted.
Made to fit

- Making the words fit into the space

The story text can be measured in column inches, how deep the text columns run, or in word count.

The crowd watched intensely as two men prepared themselves for battle; the next few minutes were full of uncertainty.

With one well-timed submission move, the fight was over and pockets of people jumped out of their seats in exultation.

Jeff Fong of SJSU had won gold in the 66 kilogram (145 pound) weight class by using a painful arm lock against Nathan Horswill of the Olympic Academy at National Championships last summer. The arm was wrapped, hyperextended, and eventually have his arm broken,” said Fong, a junior politi-
Made to fit

- **Story elements to work together**

Various design approaches can be used like changing the size and shape of the images, pull quotes, head/deck, adding sidebars, infographics and even editing the story copy.
Elements in place

- Layout tactics

- All text story
- Text story + image
- Story, image, quote
Elements in place

- **Layout tactics**

  - **All text story**
    - Lots of words is visually uninviting
  - **Text story + images**
    - Photo is lost in ads at this location
  - **Story, images, quote**
    - Poor placement of dominant photo

  Short pull quote inserted between columns as a text wrap and distancing itself from ads
Thumbnail layouts are fast and easy ways to think about design solutions before working on the computer.
Quiz
Newspaper Design  Module 5

1. Words and pictures working together are powerful storytelling elements. T or F?

2. Name at least five of the roles words play in storytelling.

3. Typography plays a major role in the publication's brand identity. T or F?

4. Display type is a kind of byline. T or F?

5. Cutlines are text lines that will be deleted. T or F?

6. Thumbnail layouts are a fast way to design and consider options before using the computer. T or F?
Module 6

Images—photos, illustrations, infographics
Two words with similar meanings

Pictures and images

A design or representation made by various means
A visual representation of something

Photograph

A likeness obtained by use of a camera

Illustration

A rendering of something done with hand-drawing tools or with computer software

Infographic

An explanatory diagram composed of photographic and/or illustrative elements and/or words
**Photos**

- **Showing reality**

A good news photo is as important, or more so, than the words that accompany it. Photos capture a moment in news history.

There are ethical allowances for adjusting the photo to reproduce well, like tonal adjustment, color balance, and cropping.

A photo and its cutline should tell something about the who, what, where, why, how, and by whom or it shouldn’t be part of the story.
Photos

- Altered photos are unethical

Photographs that do not depict an actual event as it happened have no ethical place in visual news reporting.

There are situations in explanatory graphics where photos can be altered but in all cases they must be identified as photo illustrations and should not try to fool a reader.

Feature stories also use modified images in an illustrative fashion to convey concepts but these are clearly credited as illustrations and photo illustrations.
Showing reality

A good news photo is as important, or more so, than the words that accompany it. It should be unaltered since it represents a moment in news history. There are ethical allowances for adjusting the photo to reproduce well like tonal adjustment, color balance, and cropping.

Demonstrator Alex Arreola leads a chant during the May Day march in San Jose yesterday. Arreola helped carry a long banner that bore hundreds of signatures of supporters for workers and immigrant rights. Arreola is chanting “Si se puede,” which means “yes we can.” Photo by Raphaei Kluznick / Spartan Daily

SEE PHOTO ESSAY PAGE 8
An unusual photographic height, not from the standard 5 feet above the ground.
An inflatable turtle is tossed around a large crowd during electronic DJ Bassnectar’s concert at the SJSU Event Center on Saturday. Photo by Raphael Kluzniok / Spartan Daily

Artificial light.
Depth of field

Photo by James Tensuan / Spartan Daily
In your face perspective

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Ready to rumble

Josh Thomson, a San Jose native MMA fighter, strikes a pose at the American Kickboxing Academy gym in San Jose on Thursday. Thomson will face Gilbert Melendez for the Strikeforce Lightweight title on May 19 at the HP Pavilion in San Jose. Photo by Raphael Kluzniok / Spartan Daily

SEE SPORTS PAGE 4
A viewpoint that can show an establishing shot.
Photos

- Showing reality

These infographic photos are organized with a consistent presentation.

- The subjects’ heads are about the same size.
- The rectangles containing names, photos and comments are the same.
- The vertical space between photos is consistent.
- The horizontal alignment of the subjects’ eyes is even.
Photos

• Cropping reality

This is a rectangular photo but it could be cropped to be square or have a vertical shape.
Photos

- Cropping reality

A square crop could show the football player going over the defensive blocker but in this case it will remove the height of his jump and his athletic prowess.
Photos

- Cropping reality

A vertical crop brings the viewer’s focus closer to the contact and cuts away more of the surrounding visual information.
Photos

- **Cropping reality**

Cropping for horizontal emphasis shows the diagonals of movement: the player’s legs and the angled runners.
Photos

- **Cropping reality**

Showing the height of the jump, the bodily trajectory, and implied action with other players tells a story.
Multiple images for storytelling

This story uses three images to help tell the story of the football coach’s uplifted spirit after a hard-fought win and the final upcoming game of the season.
To stand out from the Spartan Daily's regular issues, this top half of page one boldly depicts the theme topic of drugs.
Illustrations

Alternative image styles

An illustration can be hand drawn, computer drawn, manipulated from an original photo, or a combination of photos and hand/computer drawings to visualize an idea or story.
Infographics

- Visual explanations of information

Showing a map, depicting a process, linking events in a timeline, providing details that would make reading in standard text format difficult are all reasons to choose an infographic as a means of explanation.
Infographics

Common types that can be use alone or in combination to add information to the story they support

Facts list
(items related to the story that are in a list format)

Questions and answers
(interviewing technique for capturing dialogue)

Table
(rows and columns of data made easy to read and compare)

Quiz
(questions and answers related to a story)

Biography
(information about a person's history)

Opinion poll results
(survey response data from people)
Infographics
Common types that can be use alone or in combination to add information to the story they support

Ratings
(opinions of how good or bad something is)

Quotes from sources
(actual words used by people)

Timeline of events
(events depicted over time)

Glossary of terms
(explanation of word meanings)

Sequential list
(show ordered progression of steps)

Series list
(items not requiring a certain order)
Infographics

Common types that can be used alone or in combination to add information to the story they support

Checklist
Questions or guidelines allowing reader to check them off

Fever chart
line chart connecting data points

Bar chart
Rectangles extending to points representing data

Pie chart
visually representing data with parts of a whole

Diagram
depiction of how something works or looks

Map
location and detailed version can work in pairs
Budding sustainability trend may intersect with Passover

by Samantha Clark

The Hillel House of Silicon Valley is getting a sustainable food spin on its Passover Seder meal.

Passover brings Friday, and the Hillel House will celebrate the Seder meal Sunday at 6 p.m. as part of the Jews, Food and Sustainability year-long series on food sustainability within the Jewish community put on by the SFJU Jewish studies program and the Nutrition, food science & packaging program.

The Hillel House is a Jewish organization that supports students from SFJU, Santa Clara University, Fullerton College and De Anza College.

Vanessa Sandel, assistant director at the Hillel House, said the event will discuss how food, environmental sustainability, social justice and farm workers’ rights are not only important universally, but also Jewish as well.

Passover is an eight-day festival that celebrates spring and freedom and commemorates the exodus of the Jews from Egypt.

“The celebration of Passover is not about food,” Sandel said. “It’s about freedom. However, there are a lot of food components with a lot of different meanings behind the food relating to the Exodus story.”

The symbolism of Passover food helps Jews remember freedom and be more conscious about food, which leads to food sustainability, she said.

Fundamental to the holiday is the Passover Seder, a ceremony carried out at home that includes reading the Haggadah, a narration of the Exodus and a celebration meal full of symbolism.

Kathryn Scharf, a nutrition professor who is Jewish, said different Haggadahs make broader connections to relevant issues of today, such as sustainability.

She said the reading facilitates “great discussion at Passover about how you — materially, intellectually and morally — deal with issues of conformity and personal beliefs of what’s important.”

“Eco-Kashrut” is a new Jewish movement that combines making sustainable food choices and Jewish dietary laws and serves as a guideline for a more modern set of dietary laws because the old laws were made when issues such as pesticides and farm workers’ rights weren’t an issue, according to Scharf.

“Eating sustainability is the best way to eat as a person, and eating kosher is the best way to eat as a religious Jew, so you can overlap the two,” said Eli Lamberg, vice president of the Jewish Student Union.

According to Scharf, kashrut is the Jewish dietary laws and is concerned with what food is fit for consumption.

A few dietary laws state that certain animals may not be eaten at all, blood must be drained from the allowed animals and meat and dairy products must not be mixed.

“Taking kosher laws and doing it with this eco-style would be a really cool idea for modern-day reform Jews to do,” said Eric Messinger, a member of the Jewish Student Union and Spartans for Israel. “That’s what reform Judaism is about — taking Judaism and choosing what fits best for you.”

Scharf said the Jewish dietary laws are about spiritual health, not physical health or any other factors.

Lamberg said, “combining kosher laws and eco-kashrut is good for your body, mind and soul.”

Scharf sees a connection between food sustainability and “tikun olam,” which means “repairing the world,” because the concept sits at a medium where Jews can address contemporary food issues.

Tikun olam is a major point of the Judaism that we are in charge of the Earth, therefore, we need to maintain it, Lamberg said.

“Eco-kashrut is not just about food, but also about recognizing the role of food in our lives because it matters not only sustenance but also respect gratitude and humility.”

From a humanitarian perspective, people are drawn to eating sustainably because sustainability is the issue of today, Lamberg said. “Connecting the two seems like a good step.”

See more Passover recipes online at spartandaily.com

A Passover Recipe

Photos by Samantha Clark / Spartan Daily

This sidebar is an infographic with a recipe and photos.
Digital journal connects students from all over the world

Meet the staff

Editors of the Student Research Journal live around the world and work together to aggregate manuscripts. This is a map of where editors on the Student Research Journal live, and below, how far from SJSU they live.

1. Stacey Nordlund, Editor-in-chief
   Toronto 2,568 miles
2. Cynthia Cohen, Content editor
   Los Angeles 340 miles
3. Samantha Godoy, Content editor
   Oakland 41 miles
4. Sue Mainscott, Managing editor
   Las Vegas 522 miles
5. Ross Love Cuen, Content editor
   Washington D.C. 2,852 miles
6. Amanda Heath, Content editor
   San Diego 460 miles
7. James Hojo, Content editor
   Japan 7,578 miles
8. Robin Marer, Content editor
   San Diego 460 miles
9. Bye Moyo, Copy editor
   Los Angeles 340 miles

Infographic by Margaret Baum, Brittany Patterson and Leo Pastorek / Spartan Daily

Use of white space, a horizontal column rule and design elements
Infographics

- Visual explanations of information

Bringing data alive with graphic emphasis on numbers arranged in an interesting layout can make the information more accessible.
Quiz
Newspaper design  Module 6

1. Photos add visual appeal and they should be used to fill up a page. T or F?

2. If a photographer is adept at using Photoshop then it is ethical to move one element of the photo to make a better composition without telling the photo editor if it is well done. T or F?

3. Cropping a photo can either strengthen or weaken its value in storytelling. T or F?

4. Can, or cannot, illustrations can be part of a newspaper’s visual collection?
Quiz answers
Newspaper Design  Module 1

1. What is the newspaper era we are in now and how is it different from previous ones?
Answer: Redesign era where previous limitations have been lifted regarding images, type, manipulation, and other techniques to present informations even beyond print.

2. Information source checking is an important part of trustworthy news reporting. T or F?
Answer: T

3. Name some advantages of news online.
Answer: post late-breaking news, host multimedia, and expand on content limited by space in print.

4. What is a QR code and how would you use one?
Answer: encoded images that computers with a camera and appropriate software can decipher to instantly let a reader see websites or text for more information. How you use it will be answered in different ways but the main idea is that it will be to take people to a specific website for more information.
1. Identify and match 10 newspaper terms to a printed copy of a newspaper
   
   **Answer:** Depends on specific publications

2. Do any newspapers NOT use skyboxes/teasers?
   
   **Answer:** yes. Some include the Los Angeles Times and the New York Times.

3. What is a refer?
   
   **Answer:** A refer is a reference to another story usually including the page number or location to go to.

4. What is a banner head?
   
   **Answer:** a headline that runs the across the story and the page.

5. It is common practice for the most important stories to start at the top of the page and headlines get progressively smaller in font size for stories descending on page. T or F?
   
   **Answer:** T
Quiz answers
Newspaper Design  Module 3

1. What is a design grid?
Answer: A design grid is an invisible (because it doesn't print) aid to design to help align elements on a page and from page to page.

2. What is a common number of grid columns for a newspaper?
Answer: A six-column grid is common for newspapers but it's not the only kind of grid that can be used.

3. A style can be used to make universal changes to type that already has an applied style. T or F?
Answer: T. It is good practice to assign styles to typography so that changes can be made to all instances for consistency.

4. Text type will often change from story to story. T or F?
Answer: F. Consistency is part of the publication's brand.

5. What is another name for a publication’s title?
Answer: logo, nameplate, or flag.
1. Name at least 5 kinds of headline categories.
   **Answer**: Banner, Kicker, Tripod, Hammer, Raw wrap, Sidesaddle, Slammer, Standing, Display

2. Which letter represents the best answer to what is a standing head?
   a. A single headline that stands alone on the page
   b. A headline that is vertical
   c. A headline that is above the story
   d. A label that appears with a story

   **Answer**: d.

3. A good headline should be written in a conversational tone. T or F?
   **Answer**: T

4. A deck is a cutline for an image. T or F?
   **Answer**: F. It is an explanatory phrase about the story to further explain the headline which gets the reader's attention.
1. Words and pictures working together are powerful story telling elements. T or F?  
**Answer:** T.

2. Name at least five of the roles words play in storytelling.  
**Answer:** Headlines, bylines, story text, subheads, pull quotes, image cutlines, image credits.

3. Typography plays a major role in the publication's brand identity. T or F?  
**Answer:** T. Publications need their own look and feel for differentiation from the competition and typography is one design tool as part of the identity. Other identity elements include use of color, the logo, the grid, folios, photo style, cutlines and credit lines, bylines, mug shots, and accuracy.

4. Display type is a kind of byline. T or F?  
**Answer:** F. Display type is large and used as or with images for attention.

5. Cutlines are text lines that will be deleted. T or F?  
**Answer:** F. A cutline is another name for a caption and it explains images.

6. Thumbnail layouts are a fast way to design and consider options before using the computer. T or F?  
**Answer:** T. Hand drawing layouts is a fast way to consider alternatives before using the computer to finalize the design thinking.
1. Photos add visual appeal and they should be used to fill up a page. T or F?
Answer: F. Photos do add visual appeal but they should only be used in support of a story and not for decoration.

2. If a photographer is adept at using Photoshop then it is ethical to move one element of the photo to make a better composition without telling the photo editor if it is well done. T or F?
Answer: F. It is not ethical to alter a news photo even if a photographer is good at Photoshop and/or if an editor is advised of it. The only exceptions are when the photo is made clearer through tonal adjustments, color balance, and it should all be discussed with the editors. Any alterations to a photo should be clear to the reader and labeled as a photo illustration so it is obvious it’s not an image of reality as it happened.

3. Cropping a photo can either strengthen or weaken its value in storytelling. T or F?
Answer: T. Cropping is vital to the final presentation. The designer faces challenges in fitting a photo to the layout and cropping can further help to make elements fit without sacrificing impact.

4. Can, or cannot, illustrations can be part of a newspaper’s visual collection?
Answer: They can because they allow visualization of concepts, hard to photograph depictions, infographics, editorial cartoons, and unique viewpoints.
1. Bring in print examples of newspapers for class discussion.

2. Go to the publications companion website and note similarities and differences.

3. Does the website maintain the print brand identity?

4. How much emphasis is placed on visual compared to words?

5. Are there any QR codes in your papers and, if so, do they work?
Discussion & Practice
Newspaper Design Module 2

1. Bring in print examples of newspapers for class discussion.

2. Identify parts of the newspaper using standard terminology.
Discussion & Practice
Newspaper Design  Module 3

1. Bring in print examples of newspapers for class discussion.

2. Draw what you think is the design grid for the publication and compare it to each page to verify it.
1. Bring in print examples of magazines and newspapers for class discussion.

2. Identify as many categories of headlines as possible.

3. How effective are any decks in bridging the headline to the story?

4. Draw a thumbnail layout of a printed page, basically working backwards from the way it’s normally done, so you can practice drawing and thinking about design.
Discussion & Practice
Newspaper Design   Module 5

1. Bring in print examples of newspapers for class discussion.

2. Discuss how a page of ads have shaped the space for a story design.

3. How could you have designed the page differently?

4. How effective are the cutlines for images? Should any of them been written differently?
Discussion & practice
Newspaper design  Module 6

1. Bring in print examples of magazines and newspapers for class discussion.
2. Identify a photo that could have been cropped tighter for more impact.
3. Show a photo that best supports the story.
4. Did an infographic function well in further explaining a story?
1. Use the folder of files called **InDesign_p3_layout** to design a story using the software publishing program InDesign. The InDesign file, .indd, is compatible with InDesign CS2 and later versions.

   The folder contains the headline, deck, byline, story, photo credits, photos, and the InDesign page with the ads already place in position on a bottom layer.

   You can design the page in a way you think works best but the ads must stay in place as you see them.

### InDesign_p3_layout (folder contents on CD)

<table>
<thead>
<tr>
<th>File name</th>
<th>Description of file</th>
</tr>
</thead>
<tbody>
<tr>
<td>SD_p3_CS2.indd</td>
<td>InDesign file to start working on</td>
</tr>
<tr>
<td>SpartanDaily_p3_layout.png</td>
<td>Small image of the completed page</td>
</tr>
<tr>
<td>StoryText.txt</td>
<td>All of the text for the story</td>
</tr>
<tr>
<td>20111119_Football_SJSU_Navy_VM-34.jpg</td>
<td>Photo (cutline is in StoryText.txt)</td>
</tr>
<tr>
<td>20111119_Football_SJSU_Navy_VM-40.jpg</td>
<td>Photo (cutline is in StoryText.txt)</td>
</tr>
<tr>
<td>20111119_Football_SJSU_Navy_VM-50.jpg</td>
<td>Photo (cutline is in StoryText.txt)</td>
</tr>
</tbody>
</table>
More discussion & practice

Newspaper Design

For further reading and design observation, consider these websites:

http://www.newseum.org/todaysfrontpages/
Through a special agreement with more than 800 newspapers worldwide, the Newseum displays these front pages each day on its website. The front pages are in their original, unedited form, and some may contain material that is deemed objectionable to some visitors. Discretion is advised.

http://www.snd.org/
The mission of the Society for News Design is to enhance communication around the world through excellence in visual journalism.
QR codes (quick reference codes)

2D QR code resources (always check for viruses when downloading software)

- [http://marksprague.wordpress.com/understanding-qr-codes/](http://marksprague.wordpress.com/understanding-qr-codes/) wonderful and detailed resource
- [http://2d-code.co.uk/qr-code-generators](http://2d-code.co.uk/qr-code-generators) – QR code generators
- [http://2d-code.co.uk/](http://2d-code.co.uk/) – blog concentrated on 2D codes with campaign examples and resources
- [http://www.beetagg.com/beetaggsystem/default.aspx](http://www.beetagg.com/beetaggsystem/default.aspx) – Bee Tag – good explanation of different codes
- QR Code explanation video used by Detroit Red Wings promotion (explanation video is on the bottom of the article) [http://mashable.com/2010/02/10/red-wings-qr-codes/](http://mashable.com/2010/02/10/red-wings-qr-codes/)
- [http://uQR.me](http://uQR.me) — QRC creation software
- [http://qrblaster.com](http://qrblaster.com) — QRC creation software
Appendix

Instructor materials: slide set with added comments
Introduction to Newspaper Design for Print

Module 1
Overview
Newspaper eras

**Colonial era** — book style designs (1690+)
- Benjamin Harris created *Publick Occurrences, Both Foreign and Domestic* on Sept. 25, 1690
- John Campbell, U.S. Postmaster, made the *Boston News-Letter* in 1704

**Traditional design era** — larger format (1850s+)
- *New York Herald* ran two-column headlines
- Headline styles: inverted pyramid, step, hanging indent

**Optimum format era** — evolved design with better technologies available (1937+)
- *Los Angeles Times* and others followed

**Redesign era** — digital allows design ideas to flourish (now)
Early newspapers

- The newsletter was the precursor of the modern newspaper.
- Colonial newspapers were small format and printed with limited letterpress techniques.
- Results were poor and inconsistent quality but legible.
- The printed news was about the Colonies and England rather than all local news.
Early newspapers

- The first newspaper in the Americas was called *Publick Occurrences*.
- It was formatted like other colonial papers with wide, single-to-triple columns, and dense text.
- Images were simply decorative elements.
- Weeklies became dailies and the text columns narrowed.
Early newspapers

- **Virginia Gazette**
  Dec. 9, 1775, colonial news

- Used metal type

**Single-line head**
**Initial drop cap**

Front Cover

Back Cover
WILLIAMSBURG, Nov. 25.

By his Excellency the Right Honorable JOHN EARL OF DUNMORE, his Majesty's Lieutenant and Governor General of the Colony and Dominion of Virginia, and First Admiral of the same:

A PROCLAMATION.

As I have never entertained hopes that an accommodation might have taken place between Great Britain and this colony, without being compelled, by my duty, to this most disagreeable, but now absolutely necessary step, rendered so by a body of armed men, unlawfully assembled, firing on his Majesty's tenders, and the formation of an army, and that army now on their march to attack his Majesty's troops, and destroy the well disposed subjects of this colony: To defend such treasonable purposes, and that all such traitors, and their abettors may be brought to justice, and that the peace and good order of this colony may be again restored, which the ordinary course of the civil law is unable to effect, I have thought fit to issue this my proclamation, hereby declaring, that until the aforesaid good purposes can be obtained, I do, in virtue of the power and authority to me given, by his Majesty, determine to execute martial law, and cause the same to be executed throughout this colony; and to the end that peace and good order may the sooner be restored, I do require every person capable of bearing arms to return to his Majesty's STANDARD, or be looked upon as traitors to his Majesty's crown and government, and thereby become liable to the penalty the law inflict's upon such offenders, such as forfeiture of life, confiscation of lands, &c. &c. And I do hereby further declare all indented servants, Negroes, or others (apprertaining to rebels) free, that are able and willing to bear arms, they joining his Majesty's troops, as soon as may be, for the more speedily reducing this colony to a proper sense of their duty to his Majesty's crown and dignity. I do further order, and require, all his Majesty's subjects to return their quitrents, or any other taxes due, or that may become due, in their own custody, till such time as peace may be again restored to this present most unhappy country, or demanded of them for their former solitary purposes, by officers properly authorized to receive the same.

GIVEN under my hand, on board the ship William, off Norfolk, the 7th day of November, in the 16th year of his Majesty's Reign.

DUNMORE.

GOD SAVE THE KING.

LONDON, Aug. 19.

Most of the printers of the London papers have been served with notices, that the Attorney General has filed informations against them. The subject matter of these prosecutions is not yet known, but it is imagined the foundation of them is the advertisement from the Constitutional Society.

Aug. 25. Yesterday advice was received of the safe arrival of the Sally, Capt. Bagley, at Milford, from New York, after a fine passage of 12 days; she has brought over some dispatches for Government.

Letters from New York, brought by the Sen Nymph, Captain Hitchinham, who is arrived at Plymouth in 33 days, being an account, that the principal families have left New York, and are returned into the mountainous part of that province, where they live in tents and huts, till some convenient houses can be erected for them; and that they are supplied with all the necessaries of life, and that in great plenty, from the back settlers, who enjoy the fruits of their labours, being out of the reach of any ships of war.

Some very disagreeable news, it is said, was received on Sunday night from Lord Grantham, our Ambassador at Madrid, an express was sent off immediately to the members of the Privy Council, directing their attendance tomorrow at St. James's.

We can give it to the public, on some degree of authority, that if there will not be a speedy change in the Ministry, it is expected there will in that of a Premier; as a great Personage and Lord North have had several conferences on two points relative to America, which they could not agree in; in consequence of which the latter was not summoned to the last Cabinet Council. London Evening Post.

It is now said that the Congress petition will be presented on Wednesday, and that on Friday it will be laid before the Privy Council.

Letters from Paris advise, that orders are given there to fill all the magazines with the necessary provisions for 50,000 men.

Orders are issued from the war office for all officers and subalterns, who are absent on furlows in Great Britain and Ireland, to join their regiments directly, preparatory to then being reviewed by the staff officers in their respective districts.

Twelve months provisions are ordered to be put on board each of the men of war now fitting out for America.
Early papers

San Francisco’s The Call Post, Dec. 10, 1913

Used metal type

- "Tombstone" style four-line heads
- Unusual, cutout images (usually rectangular)
- Wallpaper-like columns of text
- Short, 2-column-inch stories with small text type
Modern newspapers

- News organizations depend on more than print to get out the news.
- Once sources are checked, newspapers post news to their websites, blogs, and other social media accounts faster and with fewer space restrictions than in print.
- The economic model for profiting from news on the Internet is not consistently working.
- Now designers produce print pages, websites, and mobile apps for viewing news.
Modern papers

- Use digital type, digital images (digitally halftoned into dots), direct-to-plates digital printing technology and full color (when budget allows)
Modern newspapers

- Journalists want to be paid for their online reporting.
- Readers like getting access to online journalism for free.
- Some newspapers limit access beyond headlines and story summaries.
- Some trustworthy online news sources have started to charge for deeper* access to their content (*New York Times* newspaper)

* Access beyond a limit of full stories per month from one computer
Internet-linked pubs

- Most trusted publications offer a companion website because readers want it for more content.
- Advantages include posting late-breaking news, hosting multimedia, and expanding on content limited by space in print.
- There should be a conscious effort to drive readers to the web for content and, likewise, to drive them from the web to the print version.
- Avoid starting a story in print and asking the reader to finish it by reading online.
Mobile devices are capable of scanning these printed symbols or codes to easily get the reader to a specific website.
QR codes (quick reference codes)

- Quick Reference codes are encoded images that computers with a camera and appropriate software can decipher to instantly let a reader see websites or text for more information.
- When using a QRC also include the human-readable URL so people without scanning devices will be able to read and type in the website from a browser.
- Make sure QRCs are high-enough quality and resolution for the print medium by testing.
- Some are free and some cost to generate with back-end data analytics.
More codes

- Other types of two-dimensional codes:

  - QR Code
  - Datamatrix Code
  - Microsoft Tag
  - Bee Tag
  - ScanLife

And others that are part of images and image borders.
QR codes with images

- Some QRCs can be made to work with images embedded in them for context.

http://jmc.sjsu.edu/cuba

fountainbluesfestival.com
Module 2
Terms
Newspaper terms

- **Teasers**
  Skyboxes on page one that preview content, point to a page, and entice the reader

- **Flag**
  The title of the publication that reinforces the identity

- **Sidebar**
  A separate design element from main stories that can add peripheral detail and stand apart from other page elements
Newspaper terms

- **Headline**
  Large type above or “touching” the start of the story that summarizes the article and can even grab the reader’s attention

- **Deck**
  A follow-on to the headline that explains the story beyond the headline and before the text starts the story in detail

- **Infographic**
  A visual storytelling informational graphic that makes it easier to understand details through maps, diagrams, tables, charts, and text.
Celebrating the nation’s future
by remembering its past

Students follow the footsteps of the Civil Rights movement en route to inauguration

For 10 days, a group of SJU students admired the Civil Rights movement and the events that shaped the nation’s history en route to the inauguration of Barack Obama, the first African American president. The following are excerpts from the blog used to chronicle the students’ trip through parts of the deep south. To view the full blog, including more images from the trip, visit sjunewscenter.com.
Newspaper terms

- **Jump**
  A line of information that says what page to turn to for a continuation of the story that should also appear at the start of the continued portion of the text showing where the story came from.

- **Cutoff rule**
  A line that helps visually separate stories and information so it doesn’t run together.

- **Byline**
  A credit line identifying the author or authors and source/s of information.
Newspaper terms

- **Photo**
  An image from a camera that should visually support the news story without alterations (for ethical reasons of true news reporting)

- **Cutline**
  The image’s verbal description providing details like names, places, dates, times, clarifications

- **Credit**
  The name of the image maker and affiliation, also where statements can be made about any alterations to the image which may cause it to be called an illustration rather than a photo
Newspaper terms

- **Column rule**
  A vertical line that helps organize and separate columns of text of one story from another

- **Sig**
  A small, brief label for a regular feature or column to help the reader understand the nature of the information (specific news theme, opinion/commentary, advertisement, etc.)

- **Text & column**
  Story information kept with visual zones

- **Gutter**
  Space between text columns and outside edge
Newspaper terms

- **Refer**
  A reference to another story or information in the publication or on a website

- **Subhead**
  A secondary level headline that explains groups of content that follow and helps to visually break up large amounts of contiguous text

- **Index**
  A sorted list of information often used to assist with navigation through the material and provide a high-level summary
Newspaper terms

- Folio line
  A line of type describing the publication with name, date, page number, section, etc.

- Standing Head
  A word or phrase defining a section or type of information as a header from issue to issue

- Banner head
  A headline whose measure is the page width

- Five columns-wide photo
  One way to describe the width of a photo spanning the columns in its story
Students use scores of shoes to turn a profit

Three students hone business skills through sneaker collection

JULIANNE SHAPIRO

Wong, a finance major, has more than 50 pairs of these limited edition shoes that he stuffs into his closet. One of his prized pairs is the Nike Air Max 90 San Francisco edition. Only 100 pairs were made of these sneakers, he said.

"I bought it for retail around $900 something. The last couple times I checked out after sections, the price was around $400 something," Wong said.

His roommate, Chiang, a marketing major who works at a Nike store in San Jose, has over 100 pairs of special edition Nike shoes. He is the largest collector of the group.

"When I'm in need of money, I try to sell them and I have a couple of shoes, I put them on the back of a table and say, 'I need this money. Help me out." Chiang said. He said he has been collecting shoes since 1985, when he first started to collect.

"When I'm in need of money, I try to sell them and I have a couple of shoes, I put them on the back of a table and say, 'I need this money. Help me out," Chiang said. He said he has been collecting shoes since 1985, when he first started to collect.

From left to right, Jason Wong, Aaron Chiang and Adrian Lu, roommates and SJSU students, lay on a collection of shoes that estimate to 120 pairs at their apartment in San Jose. All three roommates collect their shoes together.

"When I'm in need of money, I try to sell them and I have a couple of shoes, I put them on the back of a table and say, 'I need this money. Help me out."

CARL J. NICHOLSON / Spicier Daily
Newspaper terms

- **Mug shot**
  A small photo of a person, usually one column wide cropped to show mostly the person’s head.

- **Pull quote**
  Emphasized text that pulls out content from a story to make it more visible and possibly engage the reader as an entry portal into the story. It makes type an image element.
Newspaper terms

- **Editorial cartoon**
  Personal, interpretive imagery on opinion page

- **Tint screen**
  The area made up of halftone dots to simulate a tint of a color instead of full coverage of ink/s. It should be used carefully to avoid legibility problems where type is against a background that is too dark to easily read.

- **Masthead**
  The area where staff, contact, and subscription information is listed.
Module 3
Page layout grids and styles
Design grids and styles

- Design grids provide a way to maintain consistent layout placement from page to page.
- Styles provide a way to maintain consistent typography in the publication.
- Both of these design techniques support the identity of the publication.
- An established publication should have guidelines for use of design grids and styles for headline type and images consistently.
Design grids

- The grid is an invisible design structure of the page that helps make placement of elements consistent.
- Grids can be geometric, organically shaped, and combined structures for a page.
- A publication can use just one grid for all pages or a combination of grids for different pages.
- There is usually a common grid line for consistent placement of folios or visual elements like top and bottom rules.
Many newspapers use basic grids with five or six columns.

A six-column grid doesn’t mean you always must design with six columns of text.

For example, a single column of text can span the width of two grid columns.

A more complex single grid can be used for many page layouts because of its modularity.
The grid is an invisible design structure of the page that makes placement of elements consistent from page to page.
This topmost design grid can be used to place the folio line at the top of each page.
This design grid is for three equal sized columns evenly spaced on the page.
This design grid is for three equally-sized columns not symmetrically placed on the page.
This design grid is for six columns on the page.
Grids

A page design based on a six-column grid with blue lines showing the six columns.
Grids

The page without the grid lines made visible
This design grid is for five columns on the page with one wider column on the left and four smaller and equal columns to the right.
This design grid is for four columns on the page with two wider outside columns and two narrower centered columns.
Styles for type

- Use consistent applications of fonts for headlines, text, etc. to maintain the publication’s identity.
- Publishing software allows the use of styles that can simply apply complex attributes to fonts.
- Fonts with styles attached to them can be globally changed by altering the style parameters. This is much more efficient than manipulating each instance of a font needing change.
This headline used these style settings:
This text used these style settings:
The logo, also called the nameplate or flag, should be designed to support the publication’s identity, be memorable, and integrate with any skyboxes and news on page one.
A modular logo can be flexible in arranging page one layouts.
More design variety is possible with a modular logo while retaining the identity of the publication.
Introduction to Newspaper Design for Print

Module 4
Words—headlines and decks
Headlines

- Anchor story: larger type at the start of a story that summarizes, pulls reader into story, determines importance of news by relative page size and page placement

- Story importance: stories at bottom of page should have smaller-sized headline fonts than at the top

- Make it easier for reader to scan page and determine what to read or read first
Headlines

- Design to emphasize writing in present tense with carefully selected verbs
- Set type with focus on conversational nature by breaking lines where phrases and speech would break or pause
- Avoid line breaks with prepositions (of, for, to, etc.)
- Work closely with editor or headline writer to craft easy to read headlines set in type
- Short column-width headlines are difficult to write and design
Headlines

- Be aware of previous issues of the publication design and don’t repeat layouts with similar headline placements—show variety
- Let story content determine where and how you design the page layout using the headline, text, images, and cutlines
- Design to contain headlines to their stories and not let adjacent headlines and stories intermingle
Headline categories

- Banner
- Kicker
- Tripod
- Hammer
- Raw wrap
- Sidesaddle
- Slammer
- Standing
- Display
Try different headline styles instead of always one throughout:

Banner head with deck

SJSU boxing lives on 49 years after tragic death

A tragic death in NCAA boxing in 1960 halted SJSU's prolific team from becoming a dynasty.

JULIANNE SHAPIRO Staff Writer

SJSU boxer Stu Bortell knocked out University of Wisconsin boxer Charles Mohr for the first and last time of Mohr's career during the NCAA boxing championships on April 2, 1960.

Mohr collapsed after walking into the dressing room and fell into a coma. He died eight days later from a brain hemorrhage.

According to the book "The Six-Minute Priority: The Rise and Fall of NCAA Tournament Boxing, 1933-66," John Walsh, Mohr's boxing coach, said he believed Mohr suffered from an aneurysm and that his predispasion to that condition meant a strong blow might have caused hemorrhaging.

he said, "It used to be a big thing at San Jose State."

NCAA Boxing Ban
Boxing was banned as an NCAA sport in 1961. According to the NCAA Boxing Web site, some coaches said Mohr's death contributed to the end of NCAA boxing.

SJSU's current boxing club coach Candidorio Lopez said a movement to abolish NCAA boxing existed before Mohr's death.

"NCAA has a requirement that at least (a certain) amount of schools must have that varsity sport in order for it to be sanctioned by NCAA," he said. "At that time boxing was right on the edge of being abolished by NCAA because there were not enough major universities having boxing."

Lopez also agreed that the ban should be lifted.

"Amateur boxing is a very safe sport," he said. "I took handoff shots in football and playing soccer than I took in all of my years of boxing, and I found a lot of years."

A New Era in SJSU Boxing

Now, more than 49 years since Bortell's deadly blow, SJSU once again has a national boxing champion.

Sanchez won the 113-pound boxing title on April 4, breaking the school's 49-year drought of not having a national title winner.

"For me to be the first champion since 1960, I'm honored," Sanchez said. "It's also a great responsibility."

Uchida said Sanchez's win was great accomplishment because

SJSU Boxing Timeline
Banner head

Context sensitive so it integrates the image and the meaning of the head to reinforce the message used sparingly and where appropriate.
Banner head

Smart and engaging headlines can bring in readers and make heads fun to write for less serious news but use sparingly.
Headlines

- Kicker

A word or phrase leading into the head

Debate heats up between students over recent Israeli-Palestinian conflict
Headlines

- **Tripod head**

Three part: bold with two-line adjacent deck

---

**CAMPUS VOICES:** The Student Union fees will be going up $30 every semester after this one. If you didn’t have to pay that $30 to SJSU, what would you do with it?

- **SHIRLEY MEDINA**
  - Stacie, health sciences
  - “Something more useful: rent, my electric bill, Comcast.”

- **RACHEL TSE**
  - Public policy
  - “I would probably use it for more art supplies.”

- **DANIEL RUELAS**
  - Economics management
  - “I would save my $30 to either pay for books, or maybe other expenses.”

- **JESSICA SILVA**
  - Undeclared

- **KIFEL YOHANNES**
  - Aerospace engineering

- **PAUL TRAN**
  - Public policy

---
Hammer head

Big and bold initial word or phase to get attention followed by a supporting deck in a lighter weight font

$1M
Alumni give; LGBT Center receives

DAN LU
Staff Writer

A living trust of $1 million was made to the Lesbian, Gay, Bisexual and Transgender Resource Center from two SJSU alumni, the first major gift to SJSU’s Division of Student Affairs under which the LGBT resource center operates.

“It’s a great investment to the future of the LGBT center, friends and allies of the university,” said Bonnie Sugiyama, the assistant director of the university’s LGBT Resource Center. “It is money we will use in the future.”

The gift from philanthropists...
Headlines

- Raw wrap head

A way to run the head next to the story instead of across the top and it helps with modular layouts — can be more than one-column wide

---

Student “shoe box” satellite to be launched

JUSTIN PERRY
Staff Writer

Members of CubeSat Team SJSU reach for the skies as they continue to build “ReadySat Go,” a small cube-shaped satellite that will one day be launched into orbit.

ReadySat Go, which will be about the size of a small Kleenex box, is a communications satellite.

“The quickest way to say it is, it’s an answering machine in space,” said Eric Stackpole, a senior mechanical engineering major and the club president. “You send a message up and it records that message. Then when it flies over a different part of the Earth, it can send that message back down.”

According to the official CubeSat Web site, the project was originally started by Cal Poly, San Luis Obispo, and was designed to give educational institutions “practical, reliable, and cost-effective launch opportunities for small satellites and their payloads.”

The SJSU team is taking this idea to a higher level with their satellite. Stackpole said in addition to saving money by using older space-grade solar cells, which were donated to them, they are employing creative construction techniques that make the project more practical and cost effective.

“A lot of CubeSats are built using really fancy tools in machine shops,” Stackpole said. “What we’re trying to do is build a satellite in a new way using sheet metal and it’s riveted together which makes it lighter weight and makes it so you can build it in a common shop.”

CubeSats are attached to larger commercial satellites in a device called a poly picosatellite orbital deployer, known as a

See SATELLITE, page 2
Sidesaddle head

SJSU meteorology future is mostly cloudy

Budget woes slash incoming enrollment

RALPH WARNER
Staff Writer

Despite averaging about 40 applicants each year, the meteorology department will be one of the SJSU programs to limit fall enrollment to students within Santa Clara County.

The SJSU meteorology department is the only department of its kind in the California State University system and one of three meteorology departments in the state — the others are located at UC Davis and UCLA.

Shawn Padrick, a junior meteorology major, said since he is originally from Hollister, the limit on enrollment would have affected him, and he sees no point in impacting such a specialized department.

“’It’s illogical and not practical, as the department is already so small, as it is the only one in the CSU system,” Padrick said. “It would hurt students who would look to stay in California because of cost issues or location convenience.”

Alison Bridger, chair of the meteorology department, said limitations on enrollment would affect the vast majority of applicants, since very few meteorology

See SCIENCE, page 2

This is another way to place a headline next to its story columns to fit into a short and wide area of the page.
Headlines

- **Slammer head**

  Attention grabbing bold word or phrase followed by a explanatory word or phrase in non-bold
Editorial cartoon standing head

This head is a label for a cartoon series about talking cattle (it’s the herd reference).
Limited use of special type treatments can make concepts come alive and intrigue the reader to look further.
Fit the head to the space

Succinct writing summarizing the story with one or more lines of text and using type that doesn’t distort the original font is ideal.
Decks

Beyond the headline

Decks support the headline by clarifying and bridging the reader to the start of the story.

Folding and flying their way to victory

Students compete in paper airplane competition in sport club

SJSU students tried their hand at aviation greatness on Friday morning, as they participated in the Red Bull Paper Wings competition.

Each student attempted to demonstrate how the friendly rivalry of the competition helped spur him on.

“I tried out some planes and they all kind of sucked,” Martinez said. “My [wrestling] coach was like, ‘You’re never going to win with any of these.’ So I bust-ed out my schoolyard moves.”

Martinez, who finished with a distance of 68 feet, 11 inches, said he felt bad for the nearest runner-up, which flew about 65 feet.

It looked like he won the competition, but shortly after landing, he began to slide down and perform a dramatic sliding catch just before it broke in two in his hand.

Daniel Rothstein, a Red Bull student brand manager, said the first-place winners from the long distance and hang time competitions also won an indoor skydiving experience in a vertical wind tunnel at iFly in Fremont.

The first place winner in the aerobatics competition won a Thrillbillies DVD, featuring dirt bike riding.

“The competition was a lot of fun,” Martinez said. “I’ve never done anything like it.”

Science

Stem cell grant on way to SJSU

Money will allow university to conduct tests on embryonic stem cells

Campuses in the California State University system will receive about $16 million for stem cell research, one of the first grants after President Barack Obama’s lift on federal funding for embryonic stem cell research.

Embryonic stem cells are the beginning cells where all tissues are formed and research in the sector has been opposed due to many seeing it as destruction of human life, as embryos are destroyed in the process of extracting the stem cells, according to WebMD.com.
Module 5

Words—bylines, story text, cutlines, credits
Words as design elements

- Words provide content details that images cannot completely show.
- Words and pictures together are best.
- Words have different looks and styles depending on the role they play as headlines, bylines, story text, subheads, pull quotes, image cutlines, image credits, folio lines, advertisements, etc.
- Part of the publication’s identity is established by consistent style application of typography.
- Headlines used as feature-story art, are often called display type.
Words as feature heads

- Special type effects can lend visual interest and relevance to feature stories using display heads.
Elements

- **Bylines**

At the start of a story is the name of the author and his/her affiliation.

Maintaining a consistent style brings uniformity to the presentation.
An average font size for text is 9 to 12 points with an additional 10% for line space.

Wider column widths make reading easier with added line space.
On a six-column page grid, three-columns (non-standard bastard measure) can add visual variety to help separate stories.

Ads are planned on a six-column grid.
Cordero also said microwave is the most energy-efficient method of cooking.

SJSU’s department of meteorology and its students are doing more than cooking burgers. The department is currently experimenting with instruments on campus to measure the air quality on campus in real time.

This weekend, meteorology students are going to Joseph D. Grant County Park to get more experience using various instruments in a field experiment. Short said that measurements will be taken in a valley and they will use the two tripods they used at the barbecue and a 40-meter tower. They hope to take over 24 hours of measurements at the park.

“Additionally we have what’s called a SODAR (Sonic Detection And Ranging) and it uses sound to measure wind speed in the atmosphere,” Short said.

Palgutt said the data taken from the barbecue will be analyzed in a week or two, and they hope to hold the barbecue annually.
Elements

- **Story text**
  Indents can be defined in the paragraphs style palette (InDesign shown here).
Story text **Justification** settings vary for every font, font size, line spacing, and column measure. Here is just one (InDesign shown here).
Elements

The resulting column of text is based on the settings below. No one solution fits all situations. Note the even type “color.”

Iran rejected any compromise with the West over its nuclear program Wednesday, as blunt comments from the Obama administration over Tehran’s bomb-making capability suggested that the two sides were headed toward a renewed diplomatic crisis.
Elements

- **Pull quotes, subheads**

  The pull quote has an “indent hang” so the open quote mark is to the left of the optically aligned left margin of text.

  Subheads break the text op and aid faster reader comprehension.
Elements

- **Image cutlines**

  Captioning images requires good writing and editing skills as there is not much room to write.

  Write to answer questions the reader may have about the image.
Elements

- Image cutlines

Creating a two-column cutline makes for easier reading when the image is very wide.

Cutlines should use a contrasting font from the main story text so they won’t run together in a tight-fitting layout.
Elements

- Image cutlines

Not all cutlines need to run under images so different rectangular image shapes can be used.

Long horizontal runs of cutline text can be broken into columns.
Elements

- Image credit

The image creator is identified with an image credit in proximity to the photo or illustration and in a consistent fashion.
Elements

- Image credit

When one person, or more are responsible for the creation of an image and when a photo has been altered from the original it all needs to be identified ethically in the image credit area so it will not be identified as visually factual.
Elements

Folio lines

On most pages is a line of information that identifies the publication, issue date, page, section, etc. Some papers group the info and others let it run across the top of the page.
Advertisements

Ads as rectangular shapes fitting the six-column grid are modular and easier to flow columns of text around.

These two ads are placed on the page before the designer lays out the news.
Elements

- Ad schemes — a challenge for story design

```
Harder to design stories to fit open space

Pyramid or stepped ads

Well ads

Easier to design stories to fit open space

Modular ads

Magazine ads
```
Made to fit

- Making the words fit into the layout

Copyfitting can be challenging and is like a puzzle to get the right about of story text in the space allotted with a headline, possible images, pull quotes, subheads, cutlines, and credits.
Made to fit

Making the words fit into the space

The story text can be measured in column inches, how deep the text columns run, or in word count which publishing software can determine. The editor can help deliver a story to fit or cut to fit.

The crowd watched intensely as two men prepared themselves for battle; the next few minutes were full of uncertainty.

With one well-timed submission move, the fight was over and pockets of people jumped out of their seats in exultation.

Jeff Fong of SJSU had won gold in the 66 kilogram (145 pound) weight class by using a painful arm lock against Nathan Horswill of the Australian Academy at National Collegiate Championships last week.

"He extended, trapped, eventually have his arm broken," said Fong, a junior politi-
Made to fit

- Story elements to work together

Various design approaches can be used like changing the size and shape of the images, pull quotes, head/deck, adding sidebars, infographics and even editing the story copy.
Elements in place

- Layout tactics

- All text story

- Text story + image

- Story, image, quote
Elements in place

- Layout tactics

<table>
<thead>
<tr>
<th>All text story</th>
<th>Text story + images</th>
<th>Story, images, quote</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Diagram" /></td>
<td><img src="image2" alt="Diagram" /></td>
<td><img src="image3" alt="Diagram" /></td>
</tr>
</tbody>
</table>

- Lots of words is visually uninviting
- Photo is lost in ads at this location
- Poor placement of dominant photo

Short pull quote inserted between columns as a text wrap and distancing itself from ads
Design first

- Thumbnail layouts

Thumbnail-sized layouts are fast and easy ways to think about design solutions before working on the computer. They don’t need to be carefully drawn but good enough to show details for work sometimes done by others.
Module 6
Images—photos, illustrations, infographics
Two words with similar meanings

**Pictures and images**

- A design or representation made by various means
- A visual representation of something

**Photograph**
- A likeness obtained by use of a camera

**Illustration**
- A rendering of something done with hand-drawing tools or with computer software

**Infographic**
- An explanatory diagram composed of photographic and/or illustrative elements and/or words
Photos

• Showing reality

A good news photo is as important, or more so, than the words that accompany it. Photos capture a moment in news history.

There are ethical allowances for adjusting the photo to reproduce well, like tonal adjustment, color balance, and cropping (as long as it doesn’t cut out something important or make two adjacent cropped photos look like they are one, otherwise it requires an obvious illustration label to avoid confusion with reality.

A photo and it’s cutline should tell something about the who, what, where, why, how, and by whom or it shouldn’t be part of the story.
Photos

Altered photos are unethical

Photographs that do not depict an actual event as it happened have no ethical place in visual news reporting. News photos are assumed to be historical documents and once they are published it is almost impossible to erase the memory of readers.

There are situations in explanatory graphics where photos can be altered but in all cases they must be identified as photo illustrations and should not try to fool a reader.

Feature stories also use modified images in an illustrative fashion to convey concepts but these are clearly credited as illustrations and photo illustrations. Credits can be given to each person and what they did to make the image, like Source photos: Xxxx; Illustration: Xxxx.
Showing reality

A good news photo is as important, or more so, than the words that accompany it. It should be unaltered since it represents a moment in news history. There are ethical allowances for adjusting the photo to reproduce well like tonal adjustment, color balance, and cropping.

Framing and cropping this image adds interest, almost making the banner a speech balloon from the protester’s mouth.

Demonstrator Alex Arreola leads a chant during the May Day march in San Jose yesterday. Arreola helped carry a long banner that bore hundreds of signatures of supporters for workers and immigrant rights. Arreola is chanting “Si se puede,” which means “yes we can.” Photo by Raphae1 Kluzniok / Spartan Daily
Unusual photographic heights, not from the standard 5 feet above the ground, can add interest and further tell the story.
An inflatable turtle is tossed around a large crowd during electronic DJ Bassnectar’s concert at the SJSU Event Center on Saturday. 
Photo by Raphael Kluzniok / Spartan Daily

Artificial light can present problems or can become one of the elements of photo interest. Note how the color gradient emanates energy from the stage.
Depth of field simplifies the image details so what the photographer considers important to the reader is put into focus.
In your face perspective can be an attention grabber for an otherwise posed shot.
A viewpoint that can show an establishing shot of the event is helpful in a series of images.
Photos

- Showing reality

These infographic photos are organized with a consistent presentation.

- The subjects’ heads are about the same size.
- The rectangles containing names, photos and comments are the same.
- The vertical space between photos is consistent.
- The horizontal alignment of the subjects’ eyes is even.
Cropping reality

This is a rectangular photo but it could be cropped to be square or have a vertical shape. Each change will refocus attention and change the information the image brings to the reader.
Photos

- Cropping reality

A square crop could show the football player going over the defensive blocker but in this case it will remove the height of his jump and his athletic prowess. A tight crop removes distractions to focus on the two players colliding.
Photos

- Cropping reality

A vertical crop brings the viewer’s focus closer to the contact and cuts away more of the surrounding visual information. But in this case it loses info about the aerial drama. They could both be on the ground.
Cropping for horizontal emphasis shows the diagonals of movement: the player’s legs and the angled runners.
Photos

- Cropping reality

Showing the height of the jump, the bodily trajectory, and implied action with other players tells a story.
Photos

- **Multiple images for storytelling**

This story uses three images to help tell the story of the football coach’s uplifted spirit after a hard-fought win and the final upcoming game of the season.

The dominant, largest photo is of the coach backed by his players and the other two images showcase the last victorious game. The headline is related to the dominant photograph of the coach.
To stand out from the Spartan Daily’s regular issues, this top half of page one boldly depicts the theme topic of drugs. Inside pages include student results of an online survey.
Illustrations

Alternative image styles

An illustration can be hand drawn, computer drawn, manipulated from an original photo, or a combination of photos and hand/computer drawings to visualize an idea or story.

Ethically, an illustration’s credit line should state that’s what it is so there is no confusion with it being assumed as a photo of historical record.
Infographics

- Visual explanations of information

Showing a map, depicting a process, linking events in a timeline, providing details that would make reading in standard text format difficult are all reasons to choose an infographic as a means of explanation.

In support of the story, this multifaceted infographic offers tips about locking up bicycles on campus using a step-by-step approach with drawings and a security-cages map.
Infographics

Common types that can be use alone or in combination to add information to the story they support

Facts list
(items related to the story that are in a list format)

Questions and answers
(interviewing technique for capturing dialogue)

Table
(rows and columns of data made easy to read and compare)

Quiz
(questions and answers related to a story)

Biography
(information about a person's history)

Opinion poll results
(survey response data from people)
Infographics

Common types that can be use alone or in combination to add information to the story they support

Ratings
(opinions of how good or bad something is)

Quotes from sources
(actual words used by people)

Timeline of events
(events depicted over time)

Glossary of terms
(explanation of word meanings)

Sequential list
(show ordered progression of steps)

Series list
(items not requiring a certain order)
Infographics

Common types that can be use alone or in combination to add information to the story they support

Checklist
Questions or guidelines allowing reader to check them off

Fever chart
line chart connecting data points

Bar chart
Rectangles extending to points representing data

Pie chart
visually representing data with parts of a whole

Diagram
depiction of how something works or looks

Map
location and detailed version can work in pairs
This sidebar is an infographic with a recipe and photos that can bring readers in touch with the food of Passover if they want to make it themselves.
Use of white space, a horizontal column rule and design elements that differ from the six columns of type can make an infographic stand out without need for background tint screens and ruled boxes.
Visual explanations of information

Bringing data alive with graphic emphasis on numbers arranged in an interesting layout can make the information more accessible.

Use of large type and visuals invites the reader to dive into the presentation of data.

This bottom section captures comments left by some respondents, adding to the quantitative information above.