

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—headlines 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 be 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.

POINTS	GRADE
100–98	A+
97–94	A
93–90	A-
89–87	B+
86–83	B
82–80	B-
79–77	C+
76–73	C
72–70	C-
69–67	D+
66–63	D
62–60	D-
59–0	F

Introduction to Newspaper Design for Print **Course Schedule**

Class	Date	Topics, Readings, Assignments, Deadlines
1		Overview of newspapers
2		Terms used for newspapers
3		Page layout grids and styles
4		Words—headlines and decks
5		Words—bylines, story text, cutlines, credits
6		Images—photos, illustrations, infographics

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

Introduction
to Newspaper
Design for Print

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

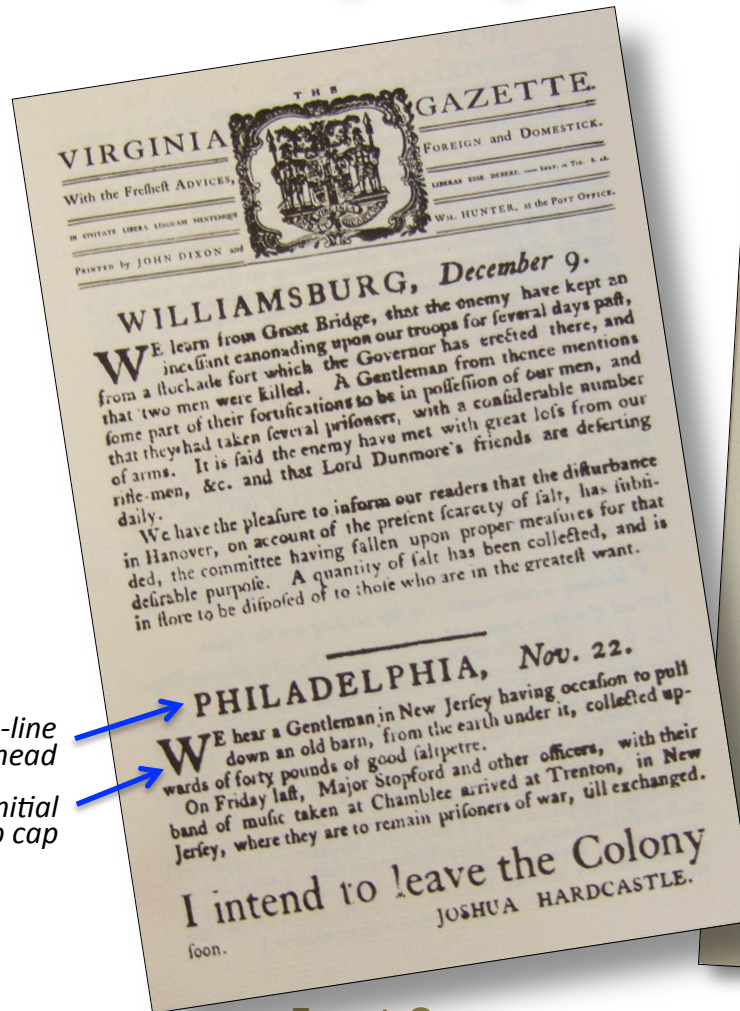
- Newsletter format
- Small size
- Poor quality results.
- Not all local news.

Early newspapers

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

Early newspapers

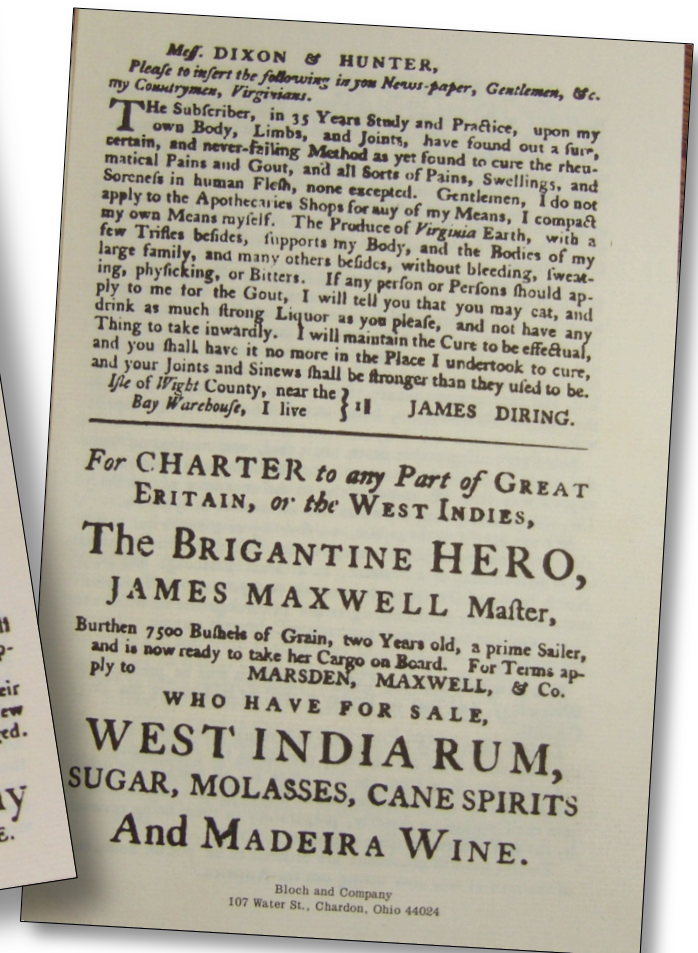
■ Virginia Gazette Dec. 9, 1775,



Single-line
head

Initial
drop cap

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 Vice 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, 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 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, 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 resort 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 inflicts upon such offences, such as forfeiture of life, confiscation of lands, &c. &c. And I do hereby further declare all indentured 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 his 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 at present most unhappy country, or demanded of them for their former salutary 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, August 19.

MOST of the printers of the London papers have been served with notices, that the Attorney General has filed informations *ex officio* 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.

August 22. Yesterday advice was received of the safe arrival of the Sally, Capt. Bagley, at Milford, from New York, after a fine passage of 28 days; she has brought over some despatches for Government.

Letters from New York, brought by the *Sea Nymph*, Captain Hitchinham, who is arrived at Plymouth in 32 days, bring an account, that the principal families have left New York, and are retired 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, desiring 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*.

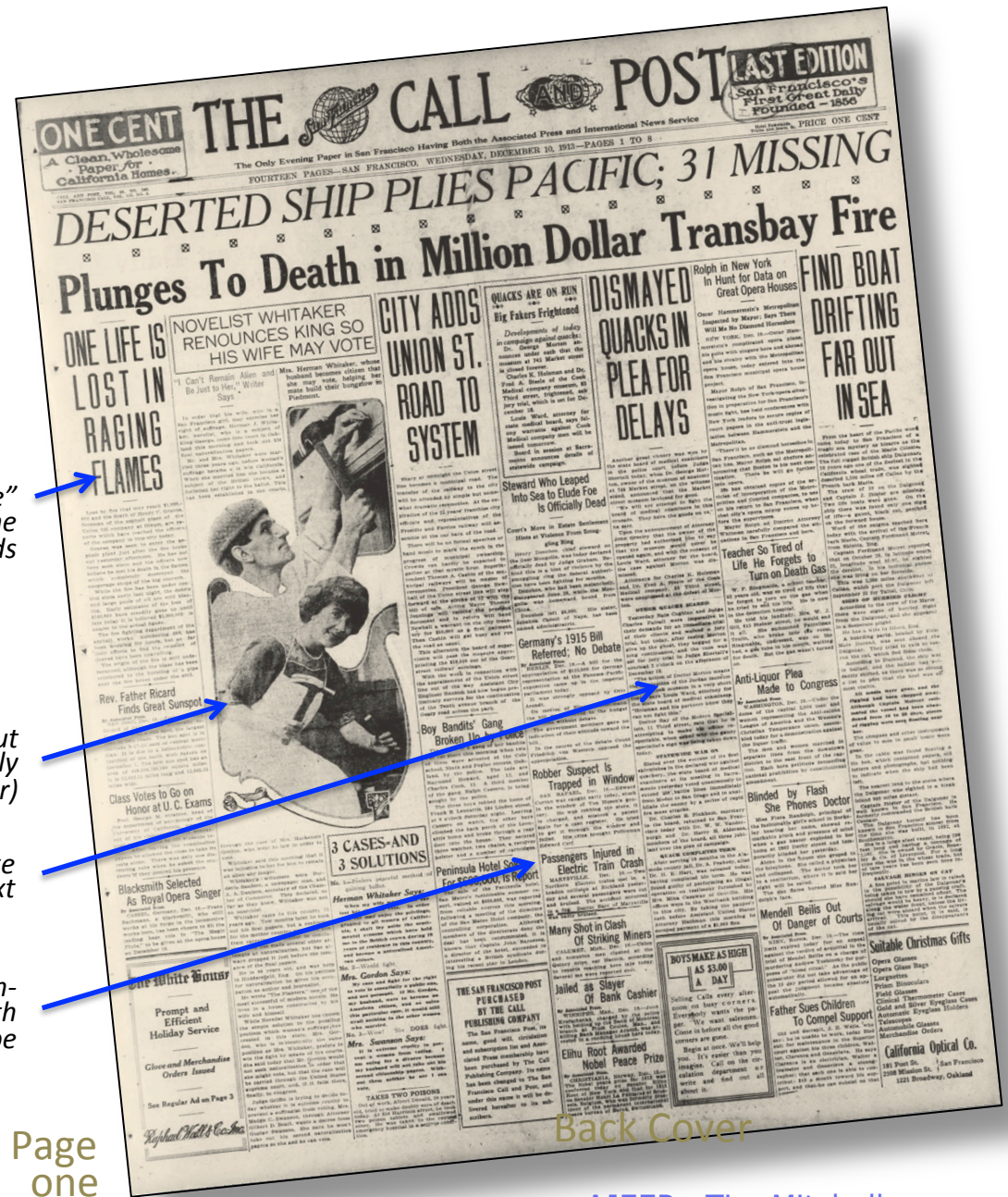
It is now said that the Congress petition will be presented on Wednesday, and that on Friday it will be laid before the Privy Council.

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 their 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.

AJEEP Tim Mitchell



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



QR codes with images

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



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.

Newspaper terms

Info-
graphic

Teasers
or
skyboxes

Flag
or
logo
or
nameplate

WHAT IS URINETOWN? P.7

SHARKS: BEST OF THE WEST? P.6

SLUMDOG MILLIONAIRE P.8

theSpartanDaily.com

Spartan Daily

Serving San Jose State University Since 1934

THURSDAY, JANUARY 22, 2009

Volume 132, Issue 1

THU	FRI	SAT	SUN	MON
58	59	59	57	57
51	46	46	42	46

THE WIRE

LOCAL

POLICE BELIEVE DEATH OF CAL POLY STUDENT WAS HAZING RELATED

SAN LUIS OBISPO — San Luis Obispo police say an 18-year-old student's death at California Polytechnic State University is being investigated as a hazing crime. Police said Wednesday in a statement that Carson Starkey died Dec. 2 while being initiated into the Sigma Alpha Epsilon fraternity. Autopsy results showed Starkey's blood-alcohol levels reached at least 0.39 percent. Sigma Alpha Epsilon was suspended after the party that Starkey attended the night before his death.

INAUGURATION

Celebrating the nation's future by remembering its past

Deck

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

For 10 days, a group of SJSU students relived the Civil Rights movement and the events that shaped the nation's history en route to the inauguration of Barack Obama, the nation's 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 [sjsuinauguration.wordpress.com](#)

Headline

Sidebar

7/3/15

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Text

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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

Kicker

Jump
or
continuation
line

Cutoff rule

Byline

Photo

Cutline

the other was empty for me. I walked toward the room and quickly diverted to a

San Jose State University students interview Kathleen Bunton in the 16th Street Baptist Church in Birmingham, Ala. Bunton lived in Birmingham when the infamous 1963 bombing of the church took the lives of four innocent girls.

DEREK SUIDER / Spartan Daily

See **INAUGURATION**, page 4

CAMPUS EMERGENCY

Following fire, Student Union floods

Alarm triggered early morning of New Year's, damaging first floor

KELLY ENOS
Staff Writer

At 4:28 a.m. on Jan. 1, an alarm went off in the Student Union notifying the University

Police Department that there was a fire and the sprinkler system was going off.

The sprinkler system and alarm were not turned off until 9:40 a.m., when the San Jose Fire Department arrived at the Student Union to turn off the alarm and water, allowing a five-hour gap of time in which 15,000 gallons of water flooded the first floor of the Student

Union, said Terry Gregory, the building's manager.

Pat Lopes Harris, director of media relations for SJSU, said a refrigerator unit inside the food court that held bottled drinks malfunctioned and caused a fire. The machine started to smoke, causing the sprinklers above the machine to trigger.

"It then continued to douse the area," Lopes Harris said.

"Water started pooling in the food court and down the stairs into the bowling alley and the mezzanine level of the Student Union."

There was no damage to the bookstore and all of the textbooks on the lower level were there and waiting for pick up.

See **FLOOD**, page 2

FACULTY

Previously at Nevada, new dean takes over CASA

KELLY ENOS
Staff Writer

Charles Bullock has been named the new dean of the College of Applied Sciences and Arts at SJSU. He was previously dean of the College of Health and Human Services at University of Nevada, Reno.

He replaces Barbara Conry, who served as dean of the College of Applied Sciences and Arts since the spring of 2007 on an interim basis.

Bullock said his experience was based on years of working in the university system.

"I have worked for many years in universities and understand the system well," he said. "Being

Large tubes dry the Student Union. **JOHN HORNBERG** / Spartan Daily

Closure due to flood. **ANDREW VILLA** / Spartan Daily

See **DEAN**, page 2

Credit

Column rule

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

Subhead

of war, the vast majority civilians. Israel says it has the names of about 500 dead Hamas fighters.

Large tubes dry the Student Union. JOHN HORNBERG / Spartan Daily

Refer → **THE SPARTAN DAILY.COM**

ONLINE NEWS

SJSU CELEBRATES MARTIN LUTHER KING'S BIRTHDAY IN LIGHT OF THE INAUGURATION.

MEN'S BASKETBALL WILL BATTLE FIRST PLACE TEAM UTAH STATE TOMORROW AT 7 IN THE EVENT CENTER.

THE LEGENDARY GLOBETROTTERS SOARED TO AN EASY VICTORY WITH "CURLY" NEAL AS AN HONORARY GUEST IN SAN JOSE.

Content list

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- Caffeine's effect on humans	- Drug-related movies and music
- A look at study drug abuse	
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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

Newspaper terms

**Section/
standing
head**

**Page
number**

Folio line
Can include pub name, date, page number

THURSDAY, JANUARY 22, 2009 **NEWS** **3**

Banner head

Students use scores of shoes to turn a profit

Three students hone business skills through sneaker collection

JULIANNE SHAPIRO
Staff Writer

Chuck Taylor All-Stars, Pumas, Adidas and Nike — for some students, it's just a fashion preference. But for SJSU seniors Jason Wong, Aaron Chiang and Adrian Lui, it's a lifestyle.

These three roommates have an unusual hobby — they collect limited edition Nike sneakers. Their collection is currently made up of more than 200 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 stuffs into his closet. One of his rarest 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 for retail around \$90 something. The last couple times I checked out eBay auctions, 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 sneakers. He is the newest

(From left to right) Jason Wong, Aaron Chiang and Adrian Lui, roommates and SJSU 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.

CARLOS A. MORENO / Spartan Daily

**Five
columns-wide
photo**

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.

Terms

Editorial cartoon

Tint screen

Pull quote or lift-out quote

Masthead

The world in a post-Bush era



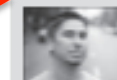
SARAH PALIN
South Dakota

Did you know of the world in a post-Bush era?



ILLUSTRATION BY JIM HARRIS

Students suffer in a down economy



STUDENT
High school senior

Students suffer in a down economy

Students suffer in a down economy

Students suffer in a down economy

Students suffer in a down economy

Students suffer in a down economy

Students suffer in a down economy

Students suffer in a down economy

Students suffer in a down economy

Students suffer in a down economy

Students suffer in a down economy

Students suffer in a down economy

The world in a post-Bush era

The world in a post-Bush era

The world in a post-Bush era

The world in a post-Bush era

The world in a post-Bush era

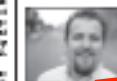
The world in a post-Bush era

The world in a post-Bush era

The world in a post-Bush era

The world in a post-Bush era

Life changing events that we seem to forget



MAN
New York

Life changing events that we seem to forget

Life changing events that we seem to forget

Life changing events that we seem to forget

Life changing events that we seem to forget

Life changing events that we seem to forget

Life changing events that we seem to forget

Life changing events that we seem to forget

Life changing events that we seem to forget

Life changing events that we seem to forget

Life changing events that we seem to forget



MAN
New York

Life changing events that we seem to forget

Life changing events that we seem to forget

Life changing events that we seem to forget

Life changing events that we seem to forget

Life changing events that we seem to forget

Life changing events that we seem to forget

Life changing events that we seem to forget

Life changing events that we seem to forget

Life changing events that we seem to forget

Life changing events that we seem to forget



MAN
New York

Life changing events that we seem to forget

Life changing events that we seem to forget

Life changing events that we seem to forget

Life changing events that we seem to forget

Life changing events that we seem to forget

Life changing events that we seem to forget

Life changing events that we seem to forget

Life changing events that we seem to forget

Life changing events that we seem to forget

DID YOU KNOW...

Barack Obama won a Grammy Award? He brought home the award in 2006 for Best Spoken Word Recording for the audio version of his book "Dreams From My Father."

- REUTERS

Mug shot

Infographic

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?

Introduction
to Newspaper
Design for Print

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.

Design grids

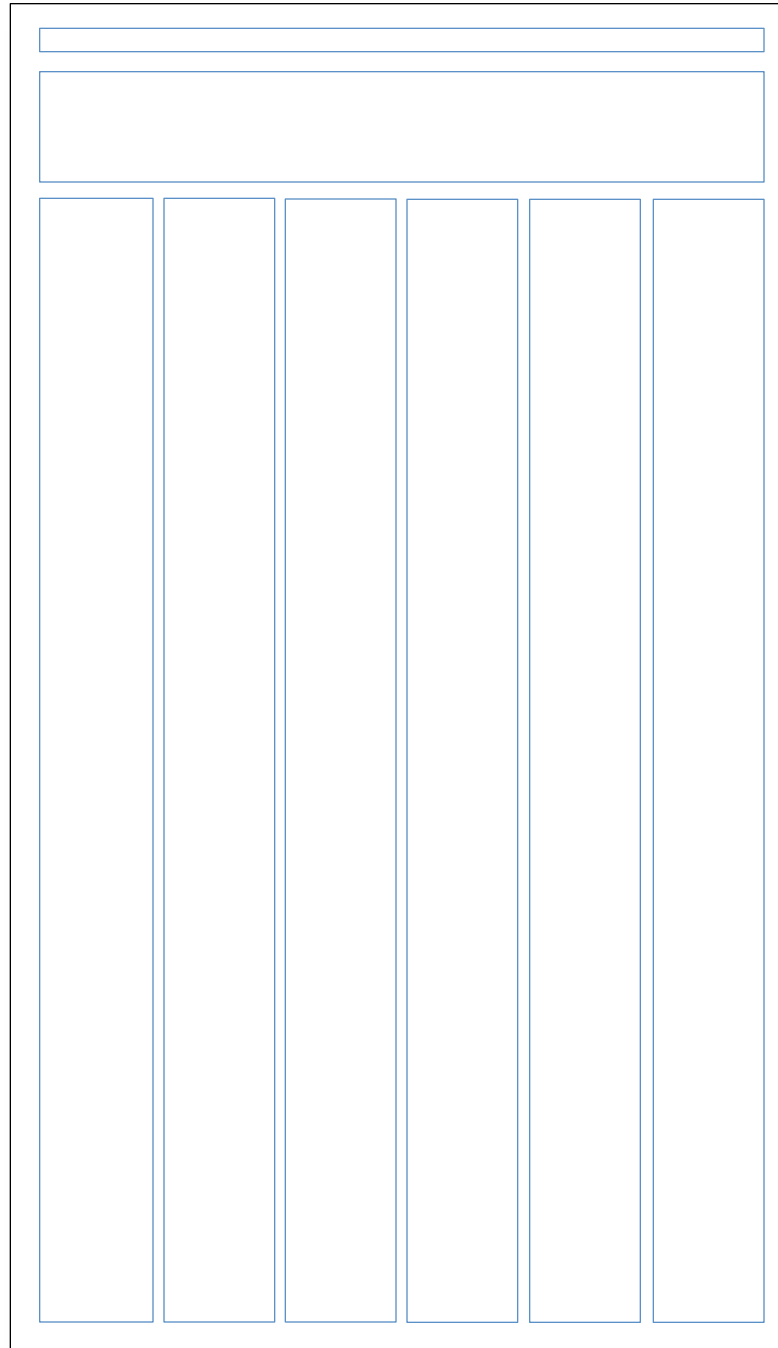
- The grid is an invisible design structure of the page.
- Grids can be geometric, organically shaped, and combined structures for a page.
- A publication can use just one grid for all pages or a combination of grids for different pages.
- There is usually a common grid line for consistent placement 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.

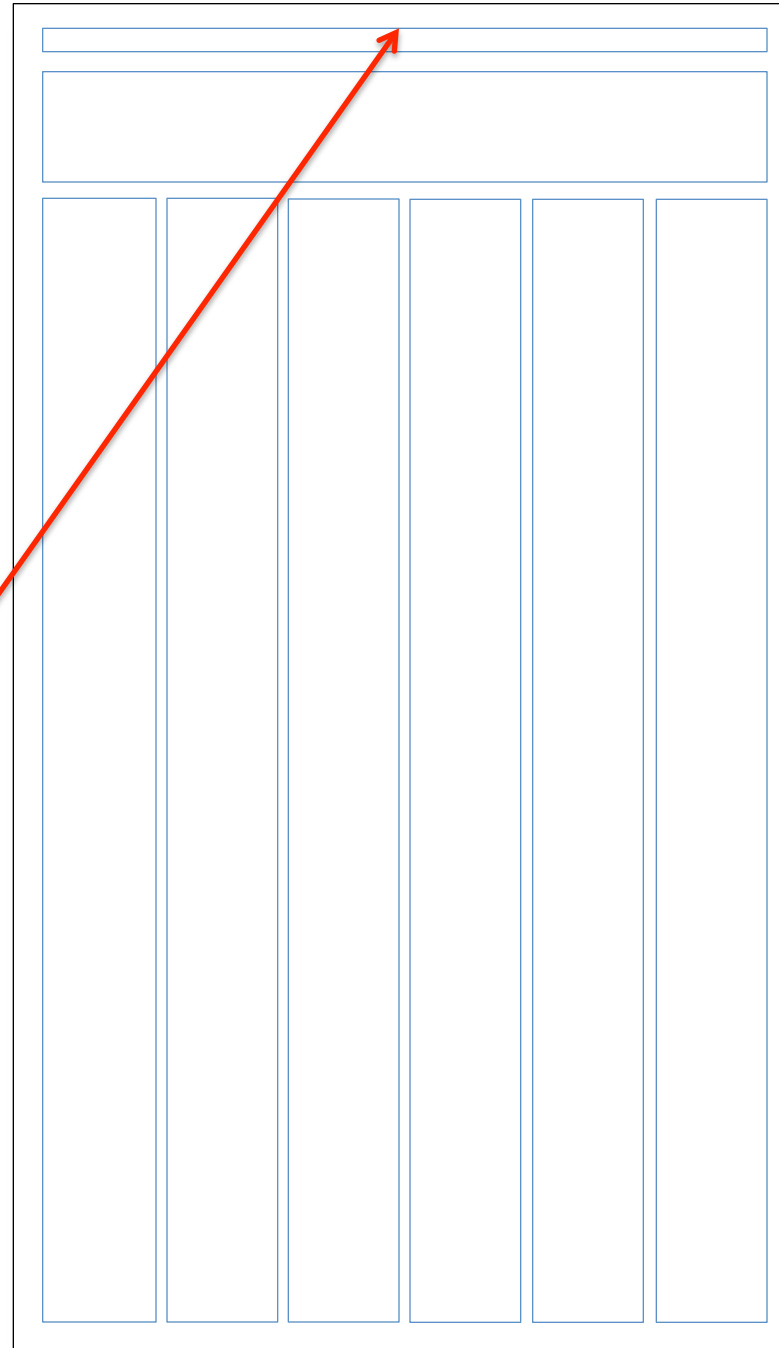
Grids

*The **grid**
is an invisible design
structure of the page.*



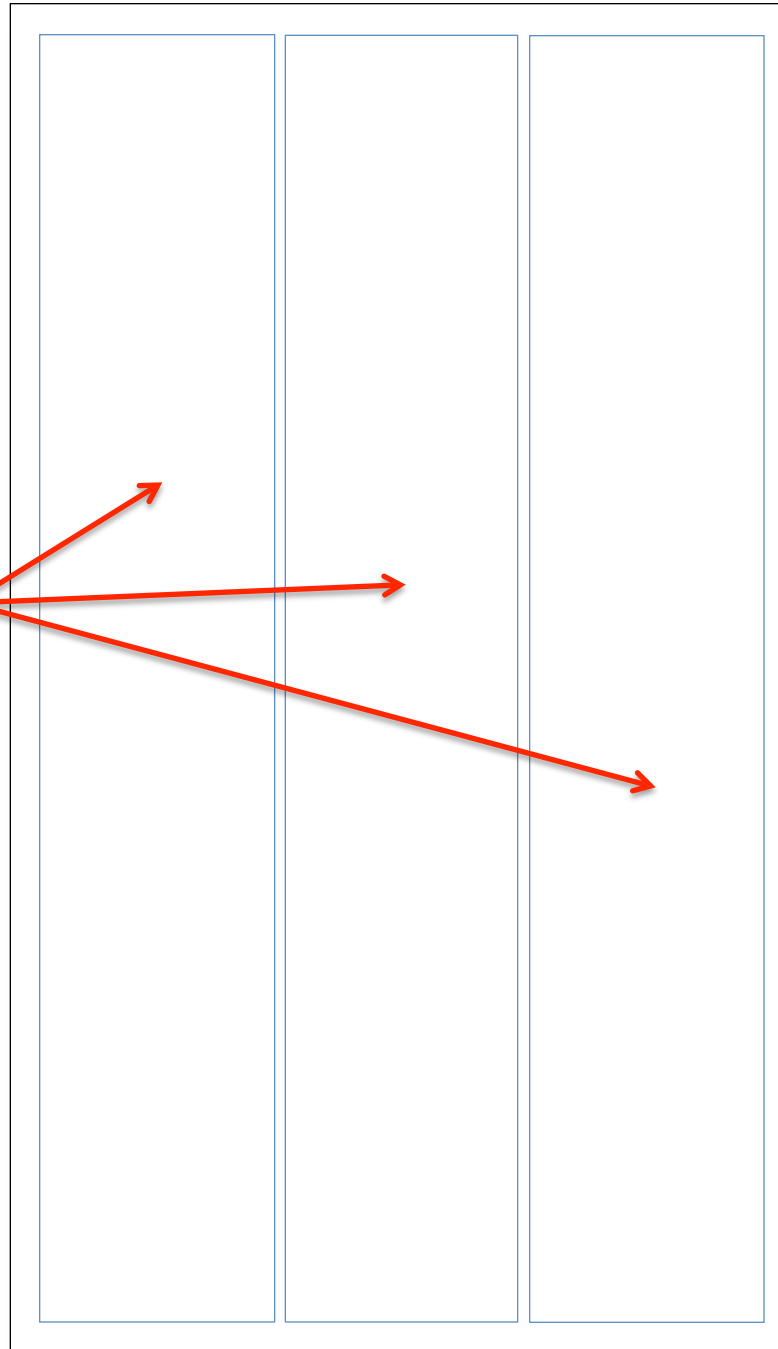
Grids

*This topmost
design grid can be
used to place the
folio line.*



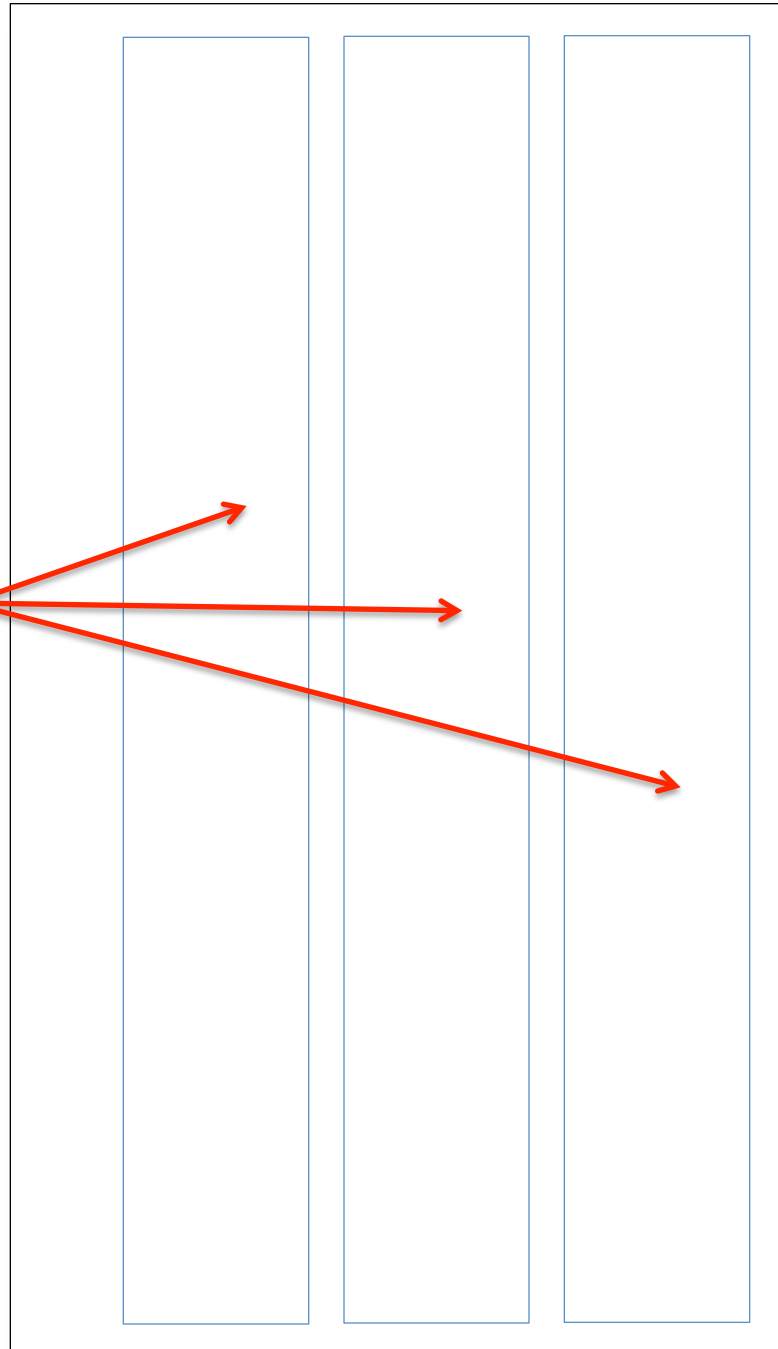
Grids

*This design grid
is for three equal
sized columns.*



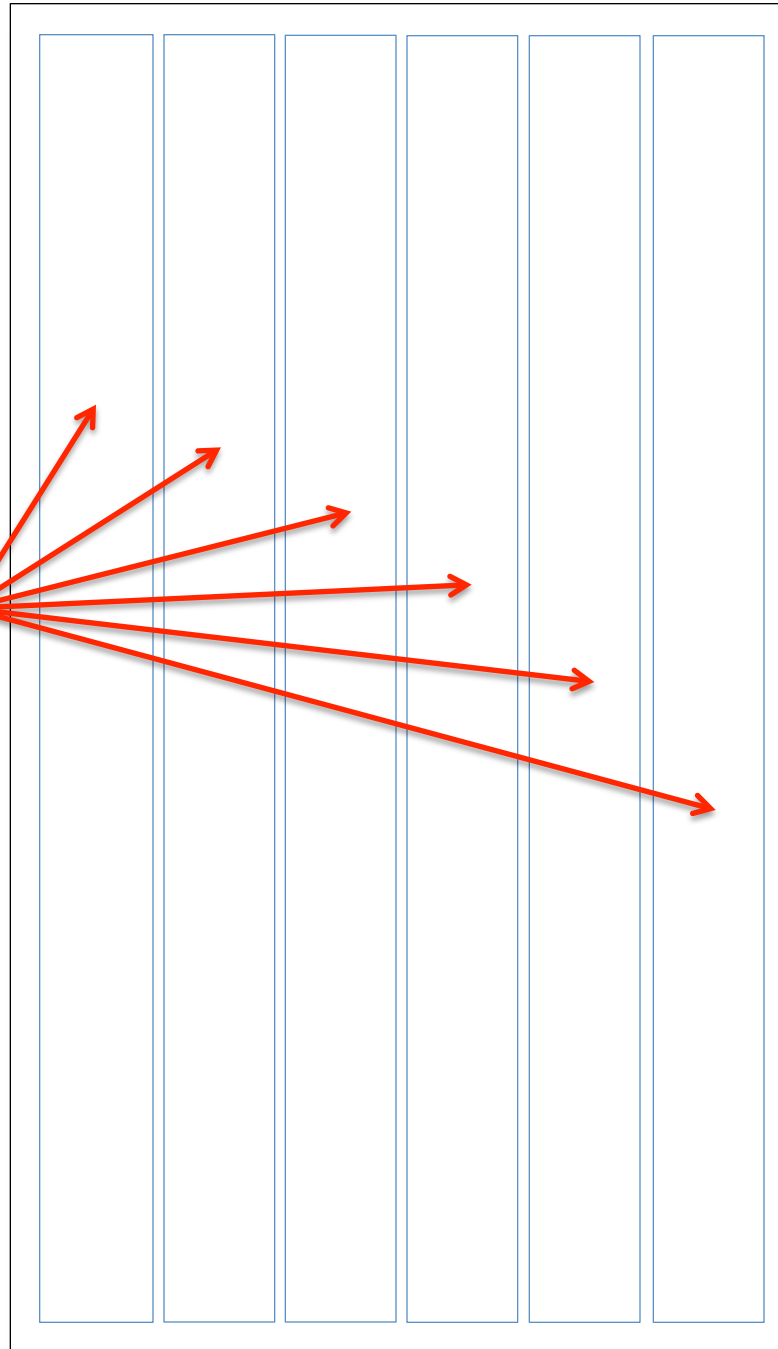
Grids

*This design grid
is for three equally-
sized columns.*



Grids

*This design grid
is for six columns
on the page.*



Grids

A page design
based on a
six-column grid



7/3/15

AJEEP Tim Mitchell

Grids

The page
without the grid
lines made visible

Cash film falls short P.4

Sharks lose to Dallas P.6

Take a tour of SJSU P.3

Documentary showing at Cinema about the

winning Police Place doesn't cut it

Joe Pawlowski gets ejected toward end of first period

as Sharks fall to the Dallas Stars, 4-1

Student ambassadors guide new students around

the landmarks on campus

WEDNESDAY, MARCH 04, 2009

Volume 102 Issue 12

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THU

FRI

SAT

SUN

63

60

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THE WIRE

STATE

Villa escapes with record

term as mayor of IA

LOS ANGELES—Mayor Antonio Villaraigosa easily

claimed a record term

Tuesday in an election that

could be a referendum on

immigration reform.

Official returns from 75

percent of precincts indicate

he won by a landslide, taking

55 percent of the vote.

Associated Press

One dead in sex attack

in California, still suspect

SONOMA, Calif.—A 30-

year-old man was killed

last night in a sex attack

in Sonoma County, Calif.

The victim, a 30-year-old

man, was found in a

parking lot near a hotel.

The suspect, a 30-year-old

man, was arrested

after a chase. He is being

held on charges of murder

and sexual assault.

Associated Press

Medical school

blamed for a \$100 million

cash

SALEEM, Pa.—A \$100-

million cash infusion

from the state to the

University of Medicine and

Dentistry in Philadelphia

has been delayed for

months. The state says

the school is not ready

to accept the money.

Associated Press

Student spends

semester in Thailand

ST. LOUIS, Mo.—A

student from St. Louis

spent the semester in

Thailand. He says he

enjoyed it and is

planning to go back.

Associated Press

Offering support for people

learning how to play the guitar

ST. LOUIS, Mo.—A

group of students is

offering support for

people learning how

to play the guitar.

Associated Press

PHOTO BLOG

See an audio slideshow by Daily

staff photographer Stefan Amato

of Mexican Nguyen's recall

election.

PHOTO BLOG: Check out the best

photos of the week from Spartan

Daily staff photographers.

Associated Press

NEWS

Exclusively Online:

Companies give money

to departments at SJSU

and say the naming

benefits

NEWS BLOG: Check out the best

photos of the week from

Spartan Daily staff photographers.

Associated Press

Get the latest news

from the Spartan Daily

Follow us on our new

Twitter feed:

www.spartandaily.com/

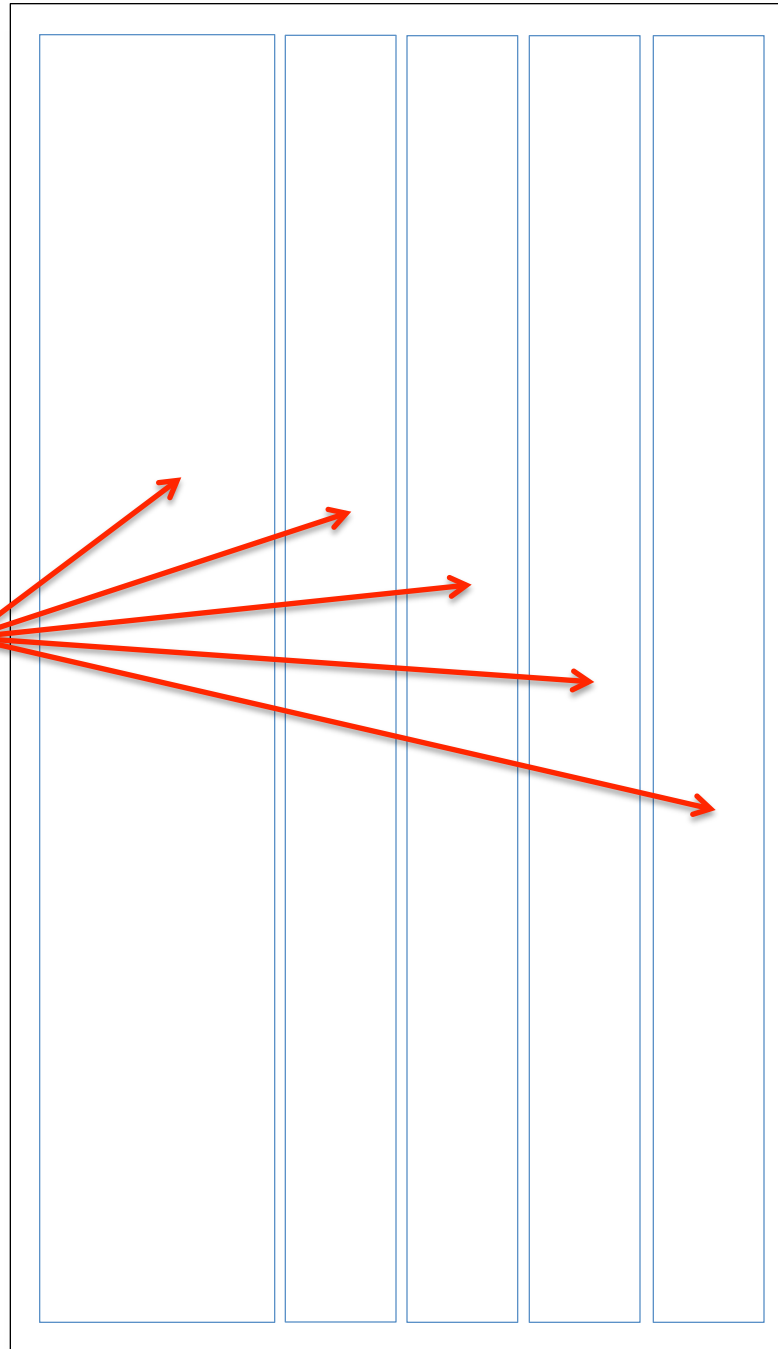
twitterfeed

7/3/15

AJEEP Tim Mitchell

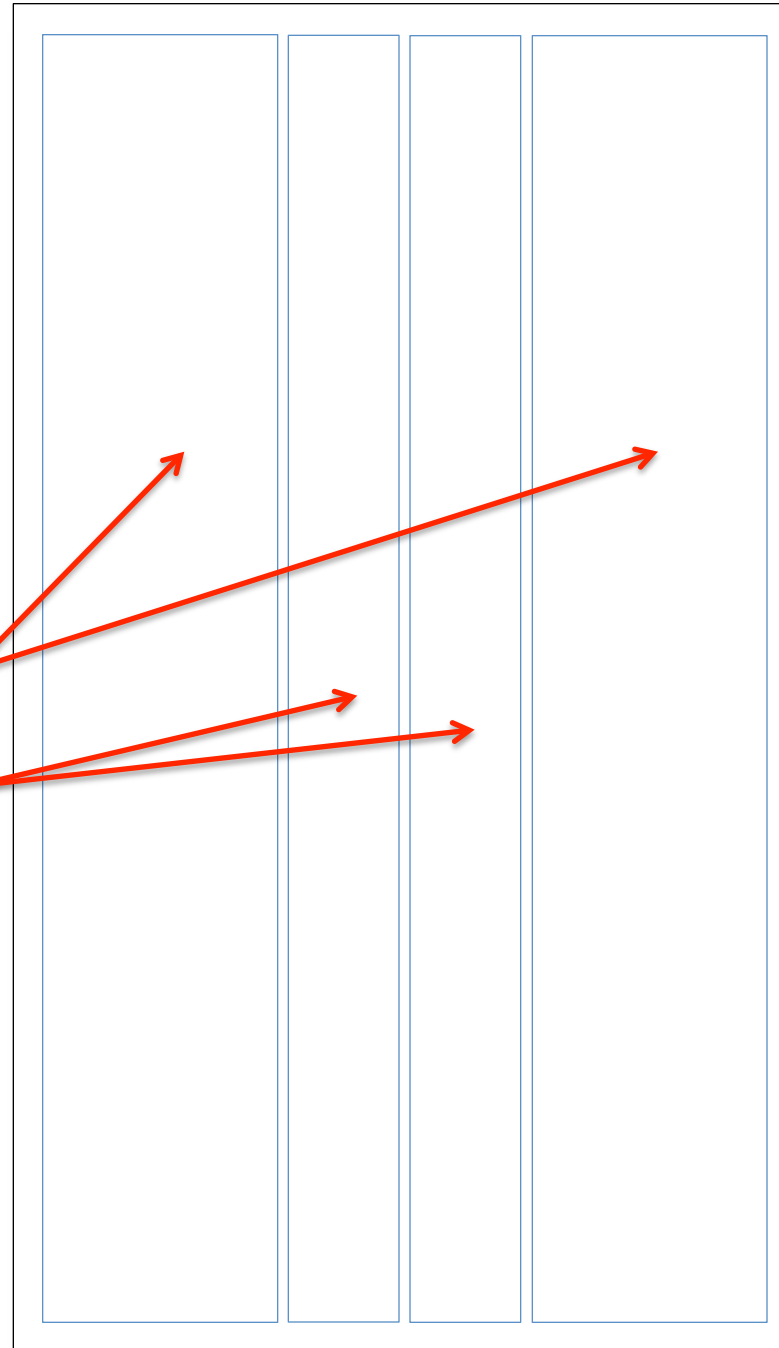
Grids

***This design grid
is for five columns on
the page with one
wider.***



Grids

This design grid is for four columns on the page with two wider outside columns and two narrower centered columns.



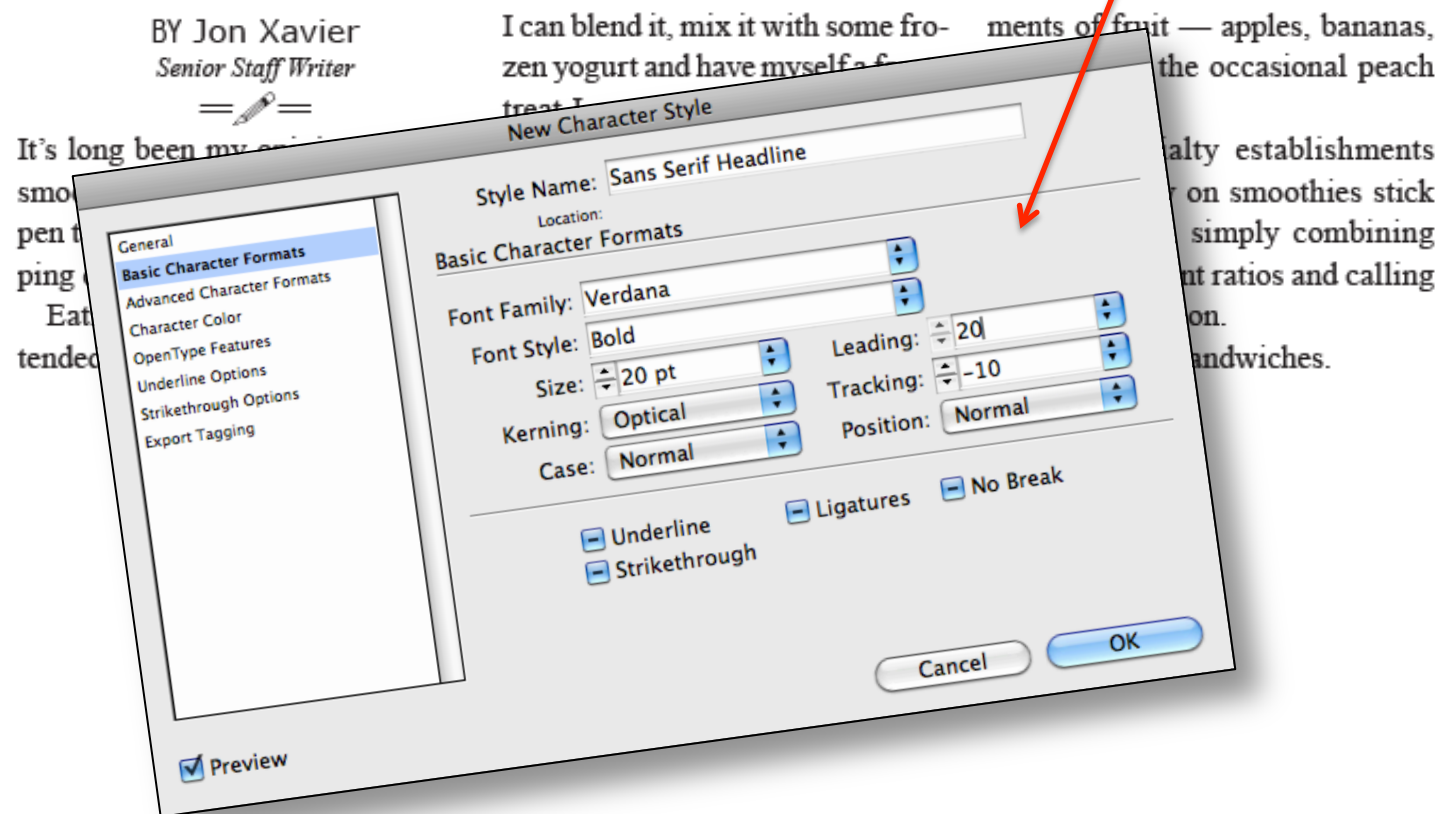
Styles for type

- 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

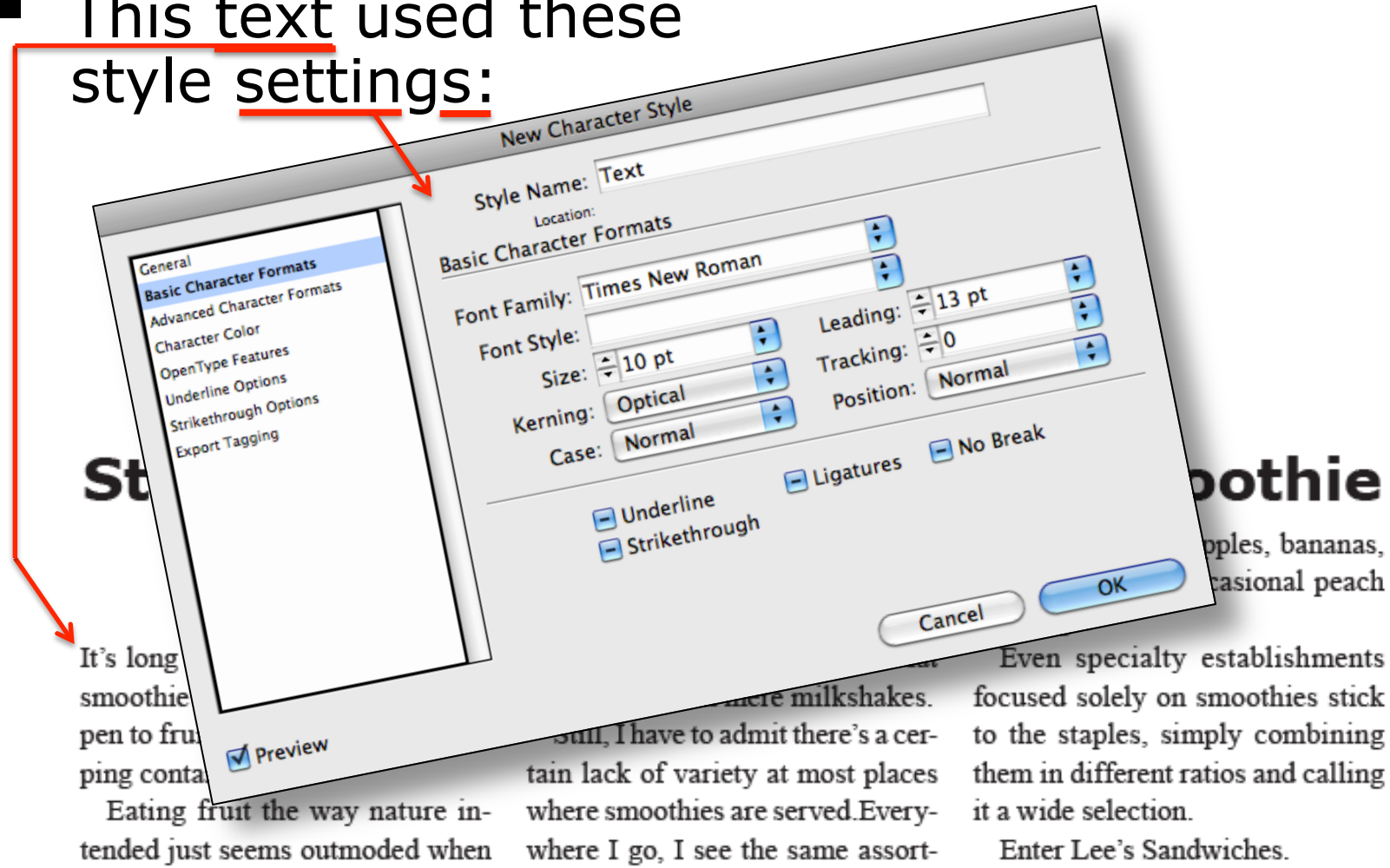
- This headline used these style settings:

→ **Stinky fruit makes for a sweet smoothie**



Styles for type

- This text used these style settings:



Styles for the pub title

- 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.

TAROT TELLS ALL P.9

DISTURBED COMES TO SJ P.7

MEN'S BASKETBALL WINS P.5



theSpartanDaily.com

Spartan Daily

Serving San Jose State University Since 1934

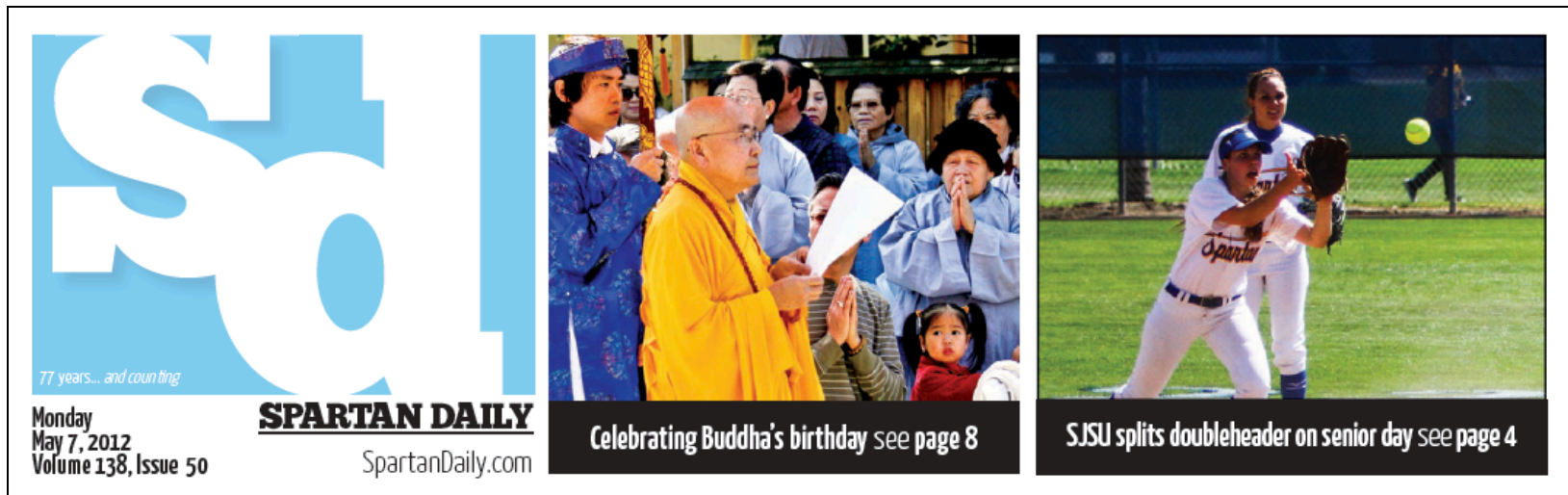
TUESDAY, JANUARY 27, 2009

Volume 132, Issue 2



TUE	WED	THU	FRI	SAT
60	62	67	68	69
38	41	43	43	43

Styles for the pub title



← A modular logo

Styles for the pub title

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

Headlines

- 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 Bartell 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 20, 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 Fraternity: The Rise and Fall of NCAA Tournament Boxing, 1932-60," John Walsh, Mohr's boxing coach, said he believed Mohr suffered from an aneurism and that his predisposition to that condition meant a strong sneeze 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 Candelario 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 harder shots in football and playing soccer than I took in all of my years of boxing, and I boxed a lot of years."

A New Era in SJSU Boxing

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

Sanchez won the 132-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 1960s, I'm honored," Sanchez said. "It's also a great responsibility."

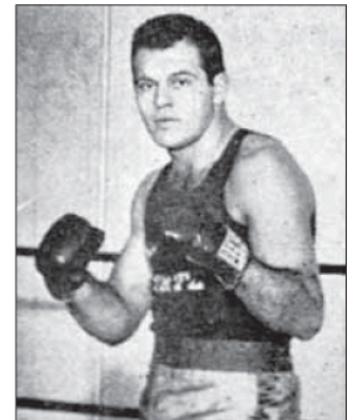
Uchida said Sanchez's win was a great accomplishment because

WEDNESDAY, APRIL 22, 2009

SPORTS | PAGE 5



(Above) Wisconsin Boxer Charles Mohr. He died after a fight in 1960. (Right) SJSU Boxer Stu Bartell. Bartell knocked out Mohr in the final fight before Mohr's death. Both photos are reproductions from a 1960s Spartan Daily.



SJSU Boxing Timeline

Headlines

■ Banner head

PAGE 4 **A & E** WEDNESDAY, MARCH 04, 2009



MOVIE REVIEW: 'JOHNNY CASH AT FOLSOM PRISON'

Johnny Cash during his 1968 performance at Folsom State Prison. Courtesy of CFilm.com

Johnny would have stomped this movie

JULIANNE SHAPIRO
Staff Writer

Hipsters, beware. I'd rather watch Joaquin Phoenix pretend to be Jim Morrison on "The David Letterman Show" than sit through the documentary "Johnny Cash at Folsom Prison" by childish animation.

If you're expecting to rock out to tunes in the aisle, you're better off heading over to Rasputin Music for the live album — or borrowing it. If you're expecting specifics about the actual gig, you should research it yourself because most of the documentary doesn't even get into specifics about the Cash's visit to Folsom Prison, as I expected from the film's title, it jumps around to footage of the modern-day prison and testimonials of ex-inmates that didn't flow with the black-and-white photographs of Cash and other old footage.

I dug some of the graphics, except a lot of the transitions in played over photographs and b-roll footage. I did get a chance to see the incredibly boring place where Cash grew up in Arkansas. There was a tacky sign by a road in the footage that was an advertisement for Johnny Cash T-shirts, which I felt really added to the atmosphere of the documentary.

Air Force. He also ripped off the song "Crescent City Blues" by Gordon Jenkins and made it into his song "Folsom Prison Blues." Maybe the director will consider a Johnny Cash trivia game to coincide with the film for those who are actually interested in Johnny Cash.

Interviews with Cash's daughter with Folsom inmate and eventual touring buddy Glen Sewell. The documentary also spent too much time on the life of Millard Dedmon, which addressed why he was in the prison and how his son got involved in crime. I really don't care. The last time I checked, the name of the documentary was "Johnny Cash at

Headlines

■ Banner head →

PAGE 6 **A & E** MONDAY, MAY 11, 2009

RESTAURANT REVIEW: SA-BY THAI CUISINE

Thai this restaurant in a bow and give it as a gift

MINH PHAM
Staff Writer

It might be pretty easy to pass by restaurant Sa-By Thai Cuisine, located at 346 East William St., with all the shrubbery covering its beige-colored walls. Upon entering, one might take a look at the karaoke stage, picture horrific images of disco lights and bad singing, and then bolt — but don't.

Sa-By not only tries to please your palette, but also your mood. If you're going for lunch, the karaoke is usually closed. And if you're going for dinner, the food will more than make up for the possible bad music coming from drunken patrons.

Let the smiling waitress bring you back to the booths, where you can gaze and be amazed by Nemo and Dory, still surviving in the giant fish tank, while you wait for your food. At lunchtime, the best bang for your buck is the specials, which are under seven bucks.

There is a huge variety of all the popular Thai dishes. Most popular is pad Thai, stir-fried vermicelli noodles harboring the sweet, savory and tangy flavors that have given Thai food its large following.

Out of the choices of beef, chicken, shrimp and tofu, whichever I pick, I tell them to reduce the amount of meat and add more noodles because the ratio always favors

the meat.

If you have already slurped your fair share of noodles, treat your tongue to the perfection that is Sa-by's curry. If you think Flamin' Hot Cheetos are spicy, then adamantly insist that you want absolutely no spiciness in your curry. Thai food is notorious for how spicy it can get.

The yellow curry is like silken coconut milk, flavored with carrots, potatoes and various spices. Exotic and rich, it's one of my favorites.

Once you've finished your plate and have sampled your friend's, order dessert. Your stomach will just have to make room.

Sa-by's fried banana and ice cream dessert is laced with crack cocaine and had me going to the

restaurant about three times a week just to get my fix. Joking aside, the dish really is spectacular — and to my delight simple, too.

If you're not a fan of bananas, then you might get a little nutty for coconuts. Sa-By's sticky rice and mango offers the freshest mangos you didn't know where in San Jose, 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 hankering to try something new, venture no further than two blocks from the SJSU dormitories to find an energetic, little restaurant, ready to impress you with its big flavors.



The exterior of Sa-By Thai Cuisine restaurant

MINH PHAM / SPARTAN DAILY

Headlines

■ Kicker →

PROTEST AT CLARK HALL

Debate heats up between students over recent Israeli-Palestinian conflict



Headlines



■ Tripod head →

TUESDAY, FEBRUARY 24, 2009

NEWS PAGE 3

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? Feature and photos by MERRIL GUZMAN Staff Writer

<p>SHIRLEY MEDINA senior, health science</p>  <p>"Something more useful: rent, my electric bill, Comcast."</p>	<p>RACHEL TSE junior, graphic design</p>  <p>"I would probably use it for more art supplies."</p>	<p>DANIEL RUELAS junior, business management</p>  <p>I would save my \$30 to either pay for books, or maybe other expenses.</p>
<p>JESSICA SILVA freshman, undeclared</p> 	<p>KIFEL YOHANNES freshman, aerospace engineering</p> 	<p>PAUL TRAN junior, graphic design</p> 

Headlines

■ Hammer head

\$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 →

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

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

n

Goosebumps: 62nd SJSU Reed magazine delivers

MICHAEL LE ROY
Staff Writer

More than 50 students and faculty members munched on cheese steaks, ate ice cream and listened to the band PolyLuv as they celebrated the launch of the 62nd issue of Reed Maga-

zine 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 chose 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 Nathanael, an English graduate student and fiction co-

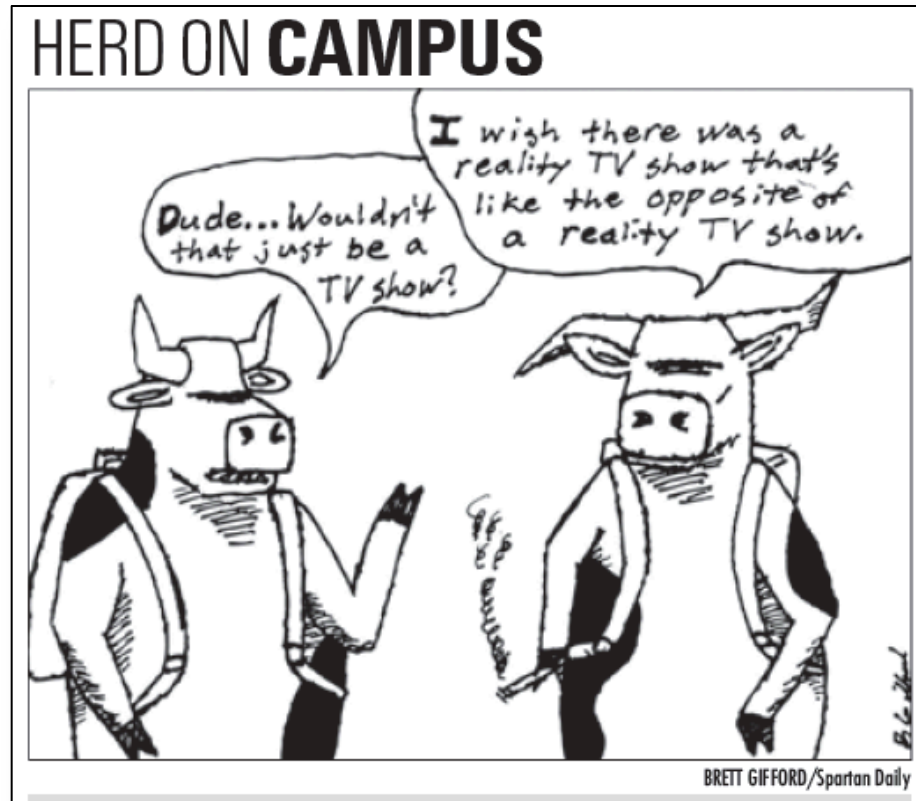


Reed contributor Joe Barajas (left) SANDRA SANTOS / Spartan Daily with his mother during the Reed Magazine Launch Party. Barajas contributed two pieces of art titled "Truth" and "Amour Mia."

See **REED**, page 2

Headlines

- Editorial cartoon standing head



Headlines

- Feature story display head

Trustee urges improvement of dialogue with students

Humboldt State professor speaks about her unique position on the CSU board

by Megan Hill
CHS News

Bernadette Chapin, Humboldt State Board of Trustees member, addressed students about opening the lines of communication between faculty, students and trustees on campus Monday in the Associated Students Union.

The CSU Board of Trustees is responsible for the oversight of the California State University and its policies, regulations and policies governing the CSU, according to its website.

Her job as faculty is to oversee the major responsibilities of the CSU system in terms of budget, administration, the hiring of presidents and chancellors and curriculum," Chapin said. "Being a faculty member means understanding the intricacies of responsibilities and being there as a voice of the faculty and being that perspective to the board."

Chapin is the only faculty trustee present at the board, which is composed of 15 members. The board meets once a year to discuss current educational policies.

"Being the only faculty member has its challenges, starting with the opportunity to meet all the board members," Chapin said. "I feel that because I'm a sole faculty member, the opportunity to get the student and faculty perspective were heavily heard to very difficult."

Board meetings allow for communication among the trustees, chancellors, campus presidents, member legislative members of the statewide Academic Senate, representatives of the California State Student Association and officers of the Associated Student Council, according to the CSU website.

"I get to learn a lot more about what the Board of Trustees does and what their reflections are in making their decisions," said sociology major Robert Garcia. "I now have to get an idea about what the trustees are thinking about student and faculty involvement."

Communication between the CSU Board and those who work on campus is essential course to this, allowing the board to gain a more diverse perspective from students and faculty.

SEE MEETING PAGE 3



Headlines

- Fit the head to the space



Decks

- **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.

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 busted 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.

the 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.

down and perform a dramatic sliding catch just before it broke in two in his hand.

Sean Dundon, 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," Dundon said. "I might not be going to Austria, but I get to go skydiving indoors, which in my opinion is pretty awesome."

SCIENCE

Stem cell grant on way to SJSU

Money will allow university to conduct tests on embryonic stem cells

MINH PHAM
Staff Writer

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.

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?

Introduction
to Newspaper
Design for Print

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.



Elements

■ Bylines

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

CAMPUS IMAGE

Faith observed



Associated Students held its final candidate orientation for students interested in joining the organization on Tuesday in Clark Hall.

A.S. Executive Cheryl Vargas said students needed to see everything that would happen for what A.S. executives. "Students need to have (and) take pictures to make," Vargas said. "There should be no surprises if they're elected and they'll know exactly what will come."

A.S.'s goals are to provide services and activities that enhance the opportunity to meet, recreate and maximize student life, according to its website.

Vargas said one of the roles that the A.S. board will play is passing a budget for the upcoming academic year.

"This is the one time for students to make themselves on (ASU)," she said. "The A.S. serves as the student union on campus for university decisions."

ReNissa Matthews, a student election board consultant, said top students who wanted to run for a position with A.S. needed to attend one of the three orientations.

Matthews explained how the students need to know what they stand for and what level of commitment it will take when someone is elected.

"We needed to let (the) students who are interested in running," she said. "We want to tell them the opportunities that A.S. has to its leaders."

Diane Jones, chair of student election committees, said there were 50 people combined who attended all three orientations.

Jones said the applicants are applying for 10 different positions in the A.S. board.

SEE ORIENTATION PAGE 2

Self-defense class preps for safety



Byline: Emily
@Emily

Prak boxing gloves like the gymnasium floor as students ally off their shoes and step on the mat, waiting for the instructor to pick a song to play for the first kickboxing workout of the evening.

"Alright, ladies, I can tell you all feel a good workout, but it's time to get back to work," said Coach Deborah, BMC Academy instructor and founder. BMC Academy, located off of Lincoln and Center Avenue, is a martial arts school that offers a variety of martial arts classes for adults and kids, but is mostly popular for its women's classes.

Those classes include jiu-jitsu, pilates and fitness, as well as several classes for kickboxing. Tai Kwon Do and Krav Maga, a class specially designed by Deborah that focuses on self-defense "in its raw form," as stated on the academy's website.

"Written on the wall of the gymnasium is, 'It's all in the state of mind,'" reflecting Deborah's approach to self-defense.

"You can have a gun, you can have a sword, but if you don't have the confidence to use it, it's useless," Deborah said. "It doesn't matter what weapons you have."

"It's about feeling good, and empowering women to feel confident and keep while integrating the idea that, as women, we have to defend ourselves," said Tracy (Granbury), senior martial arts coach, who has been attending BMC Academy for two years.

According to the Pope, Abuse, and Rape, National Network (PARPN), 10% of college campuses are four times more likely to be raped than girls, and women in different stages of life.

The school also reports that one in every six American women has been a victim of an attempted or completed rape in her lifetime.

Going then, instructor for the BMC Self-Defense class on campus, says that self-defense should be integrated into students' curriculum.

"Self-defense should be part of your life and part of your education," Chen said. "It's not something you can learn in a single lesson. It's a culture."

Chen's self-defense class focuses on the skill in two perspectives: physical and mental skills, according to the class syllabus.

The syllabus lists physical skill sets involving Thai boxing, close self-defense, flow defense, groin and throat, and stick, gun and knife attacks.

SEE DEFENSE PAGE 2

Student Union opening pushed back due to gushing predicament



Byline: Jennifer
@Jennifer

ASU's Student Union expansion and renovation is two months behind its original schedule because of a 45-50 foot deep gusher underneath the ground at the west side.

The Student Union is currently scheduled to be completed by March 2014, according to Gaila Bandawich, executive director of Student Union Inc.

A service elevator was being used to allow workers access up and down the rock site.

"When we were drilling for a service elevator on the left side it actually, the water came up," Bandawich said. "They had to stop it up two or three times and then we decided to go another route for a different type of elevator."

She added that they decided to go a another route for a different type of elevator as they didn't have to go all the way down.

What would happen was when a few days were water would start to seep up and then it actually started to bubble up to where we were putting several hundred gallons of water a minute on C Bandawich said.

In early February, Gaila Bandawich, executive director of Student Union Inc., reports in working with students and underground water pumped the water down at a high velocity where the water went out, completely material expanded and hardened immediately, according to Trevor Wiley, assistant superintendent of Lohrey Construction.

SEE DELAY PAGE 2

Elements

■ Story text

An average font size for text is 9 to 12 points with an additional 10%–20% for line space.

Thursday, February 23, 2012 SpartanDa

DELAY: March 2014 unveiling

FROM PAGE 1

He adds that the company has been doing this, pushing grout through different openings for a week and as of last week the water stopped.

The west side could not continue construction until the underground was done, according to Wiley.

Funding

Olena Belash, a sophomore kinesiology major, was unaware that the expansion and renovation was approximately \$89 million with an increase from student fees.

The exact fee is \$316 per semester, which began being collected in the 2011-12 academic year, which includes money for Student Union facilities and is determined by the consumer price index, according to Busalacchi.

She added that there is no state support.

The consumer price index program produces monthly data on changes in the prices paid by urban consumers for a representative basket of goods and services, according to the Bureau of Labor Statistics website.

"The fact that it's \$89 million is ridiculous already. I wish those \$89 million would go somewhere more, I don't know, efficient," Belash said. "I mean the Student Union is important, but then at the same time do we really need all that super fancy stuff that they're trying to do?"

According to Belash, she would rather have lower fees than a renovated Student Union and she personally didn't know where those increased student fees were going.

According to Busalacchi, the project's budget, total hard

The New Student Union

"It looks like a green building kind of in a sense that it has a bunch of windows to let the light in and I mean I like that aspect of it," said Jonathan Ratsch, a freshman electrical engineering major.

According to Busalacchi, SJSU is reviewing the Aquatic Center with the campus master plan architect, to look at what point they should begin renovations.

"It's almost a 24-year-old building, it's never been replastered so the pool has work that needs to be done to it," Busalacchi said. "There's newer equipment out there that is much more efficient and effective to operate so we're looking at a variety of things dealing with the pool."

According to Busalacchi, the process is still in the planning stages, instead of having one large pool, they hope to create two separate pools — one pool to be truly a recreational pool with the design that would resemble the shape of the Spartan head.

She adds that the other pool would be a competitive pool, where athletic teams could do polo, diving, swimming and where other teams could come to practice.

"The fact that it's \$89 million is ridiculous already. I wish those \$89 million would go somewhere more, I don't know, efficient."

-Olena Belash, kinesiology major

and soft cost, is approximately \$89 million.

SJSU will go out looking for donors and look at potential options, maybe naming rights, naming opportunities for rooms, etc., according to Busalacchi.

"We've been collecting student fees to help but that's kind

■ Story text


7/3/15

[illegible]

Elements

■ Story text

Paragraphs are either indented or separated with an extra line space but not both.



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.

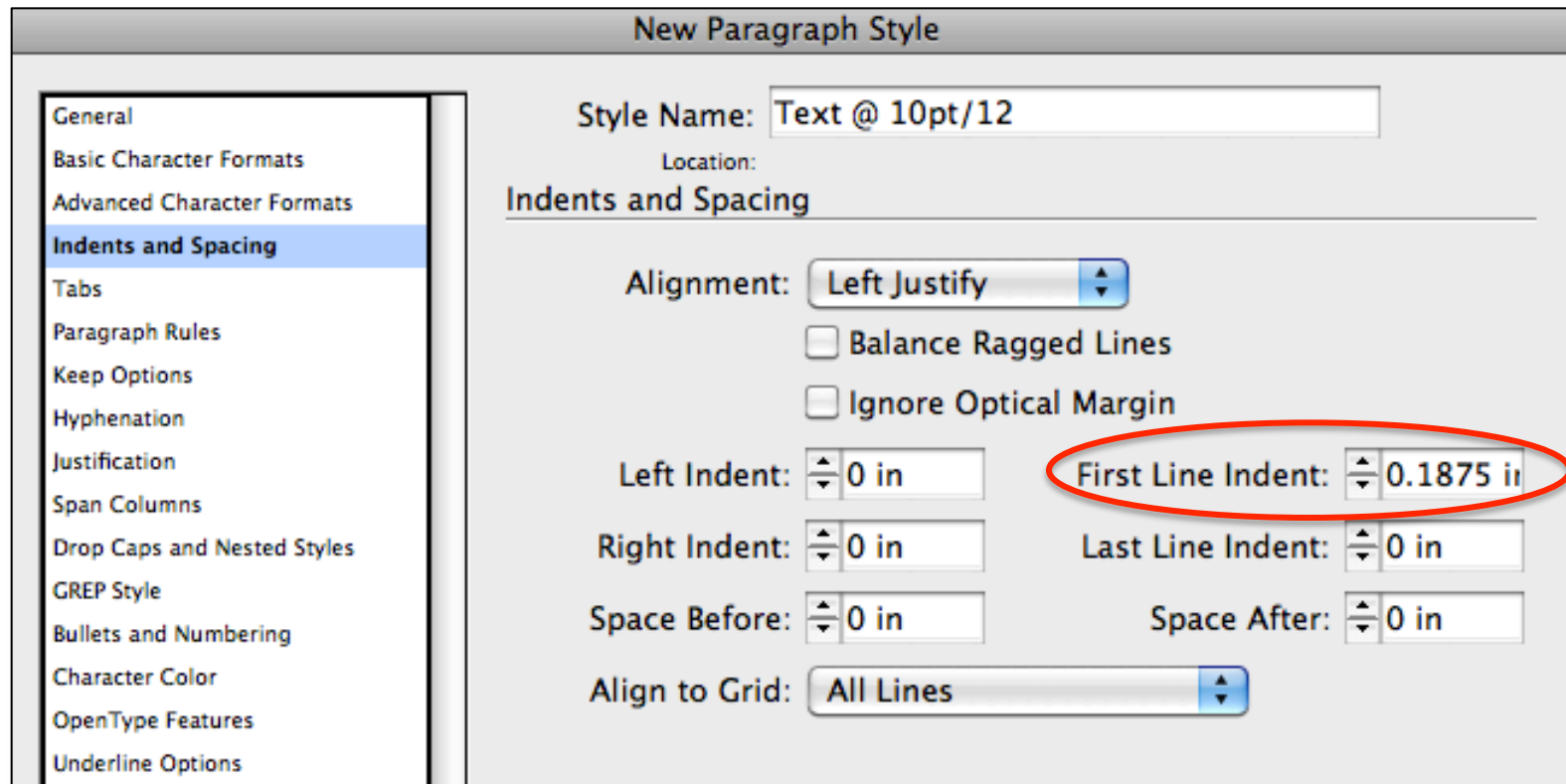
"Additionally we have what's called a SODAR (Sonic Detection And Ranging) and it uses sound to measure wind speed in the atmosphere," Short said.

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

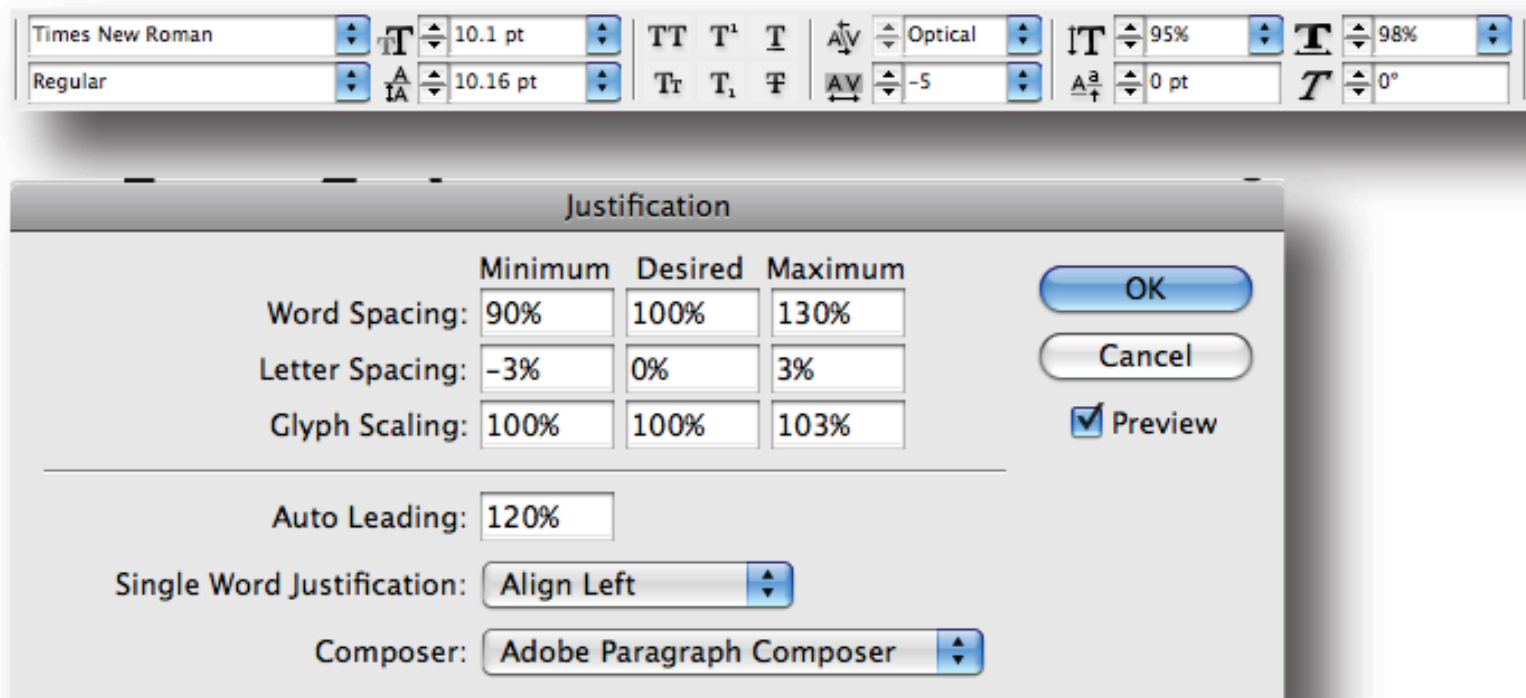
■ Story text

Indents can be defined in the paragraphs style palette.



Elements

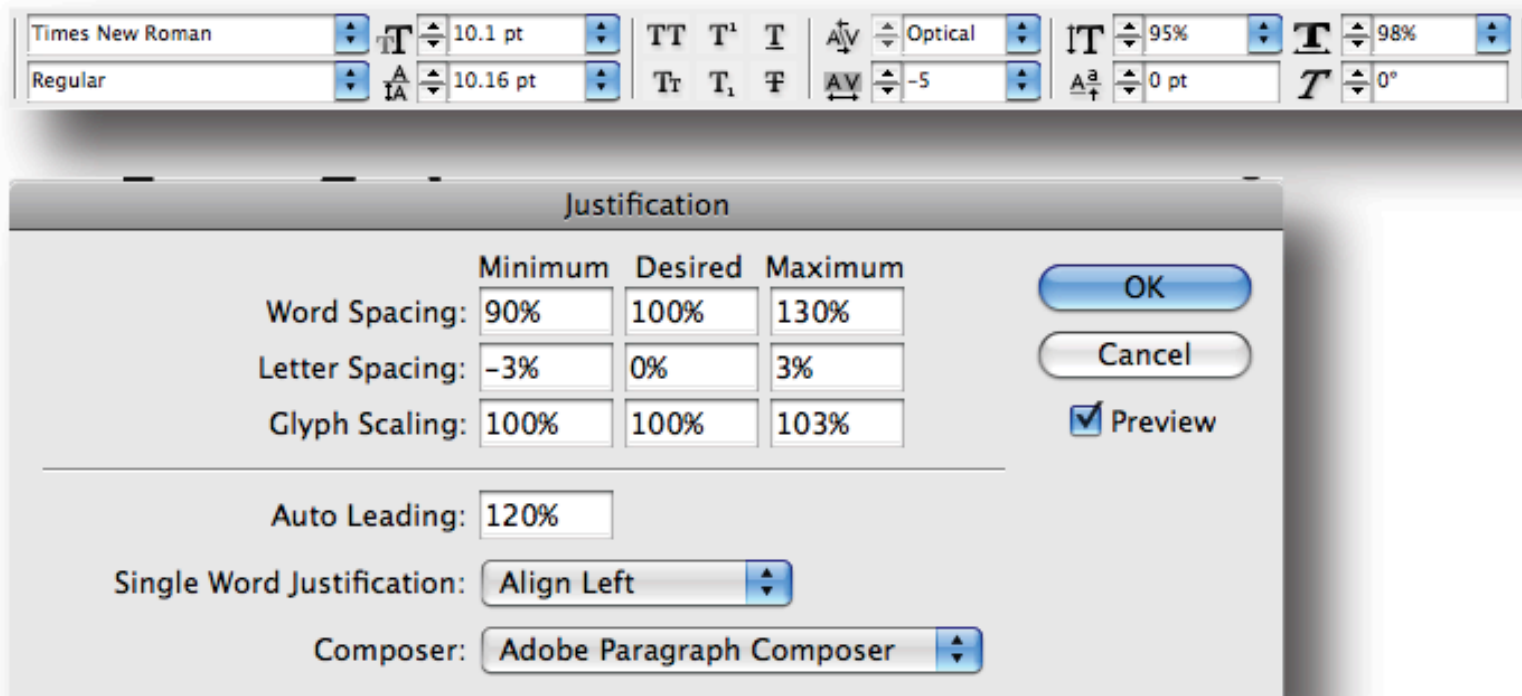
- **Story text Justification** settings vary for every font, font size, line spacing, and column measure.



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.



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.

Thursday, February 23, 2012 SpartanDaily

DELAY: March 2014 unveiling

FROM PAGE 1

He adds that the company has been doing this, pushing grout through different openings for a week and as of last week the water stopped.

The west side could not continue construction until the underground was done, according to Wiley.

Funding

Olena Belash, a sophomore kinesiology major, was unaware that the expansion and renovation was approximately \$89 million with an increase from student fees.

The exact fee is \$316 per semester, which began being collected in the 2011-12 academic year, which includes money for Student Union facilities and is determined by the consumer price index, according to Busalacchi.

She added that there is no state support.

The consumer price index program produces monthly data on changes in the prices paid by urban consumers for a representative basket of goods and services, according to the Bureau of Labor Statistics website.

"The fact that it's \$89 million is ridiculous already. I wish those \$89 million would go somewhere more, I don't know, efficient," Belash said. "I mean the Student Union is important, but then at the same time do we really need all that

super fancy stuff that they're trying to do?"

According to Belash, she would rather have lower fees than a renovated Student Union and she personally didn't know where those increased student fees were going.

According to Busalacchi, the project's budget, total hard

"The fact that it's \$89 million is ridiculous already. I wish those \$89 million would go somewhere more, I don't know, efficient."

-Olena Belash, kinesiology major

and soft cost, is approximately \$89 million.

SJSU will go out looking for donors and look at potential options, maybe naming rights, naming opportunities for rooms, etc., according to Busalacchi.

"We've been collecting student fees to help but that's kind

of how we pay for Student Union facilities as well as the Event Center and rec center... as well as monies we generate through revenue like concerts, conference facilities, things of that nature," Busalacchi said.

The New Student Union

"It looks like a green building kind of in a sense that it has a bunch of windows to let the light in and I mean I like that aspect of it," said Jonathan Ratsch, a freshman electrical engineering major.

According to Busalacchi, SJSU is reviewing the Aquatic Center with the campus master plan architect, to look at what point they should begin renovations.

"It's almost a 24-year-old building, it's never been replastered so the pool has work that needs to be done to it," Busalacchi said. "There's newer equipment out there that is much more efficient and effective to operate so we're looking at a variety of things dealing with the pool."

According to Busalacchi, the process is still in the planning stages, instead of having one large pool, they hope to create two separate pools — one pool to be truly a recreational pool with the design that would resemble the shape of the Spartan head.

She adds that the other pool would be a competitive pool, where athletic teams could do polo, diving, swimming and where other teams could come to practice.

Elements

- **Image cutlines**

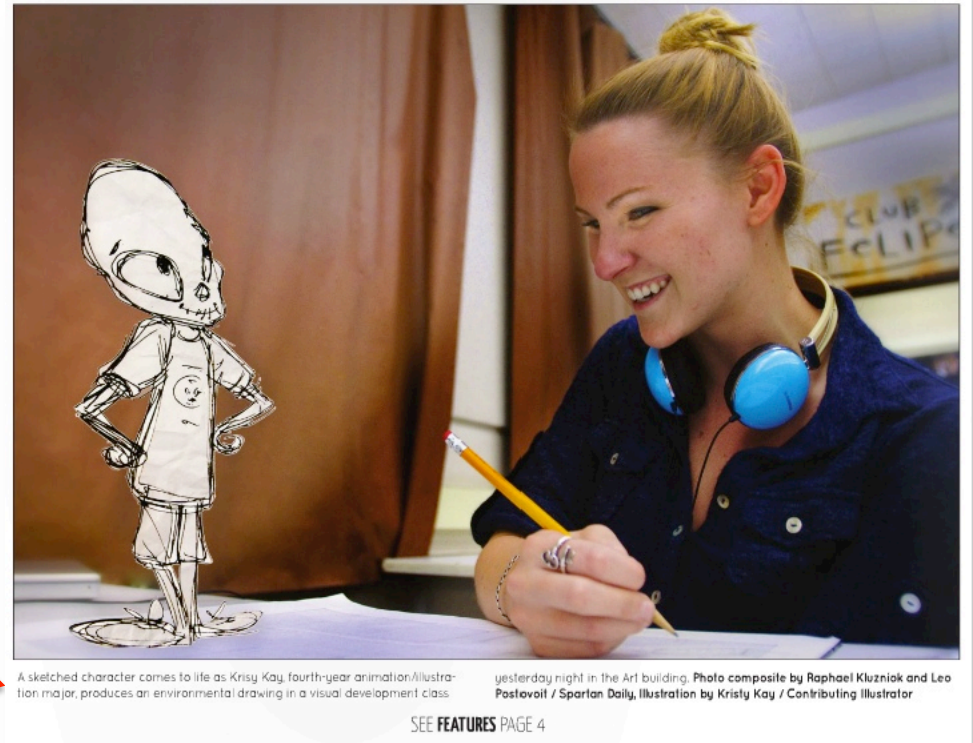
Captioning images requires good writing and editing skills as there is not much room to write.



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.

<p>childbirth.</p> <p>This predates the popular lore that a Jewish Viennese baker made a bread roll in the shape of a stirrup ("buegl" in German) out of appreciation for the Polish King John III Sobieski, who saved the city from Turkish invasion in 1683.</p> <p>The bagel with lox is a symbolic sandwich, which helps</p>	<p>hard crackers that are dotted with fennel.</p> <p>There's also the Roman buccellatum and the Chinese girde nan which, according to travel website Uncornered Market, is an Uighur specialty and bagel-like bread round baked in a tandoor-style clay oven.</p> <p>Most of these Mediterranean varieties were flavored</p>	<p>popularity in New York City, mostly among Eastern European Jewish immigrants who came with an affinity for cured and smoked fish.</p> <p>In the book "New York Food," Arthur Schwartz says the tenement Jews lived in had minimal cooking capacity and pre-cooked food mirrored convenience food — cheap and easy. But above all, it was pareve, meaning it could be eaten with dairy and didn't break any kosher laws, like meat. Thus, it became a staple food.</p> <p>To try this New York City classic, head to House of Bagels on San Carlos and 11th streets. The chewy bagel, rich cream cheese and silky salmon sandwich is perfect for either breakfast or lunch.</p>
<p>A closed-face lox bagel with onion, tomato and cream cheese on a five-seed bagel served at House of Bagels on 11th Street and San Carlos. Photo by Jasper Rubenstein / Spartan Daily</p>		

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.

PAGE **2** | **NEWS** | WEDNESDAY APRIL 15, 2009

2 **NEWS** **SPARTAN DAILY** Tuesday, May 10, 2011

2 **NEWS** **SPARTAN DAILY** Tuesday, November 23, 2010

2 **NEWS** SpartanDaily.com Wednesday, February 15, 2012

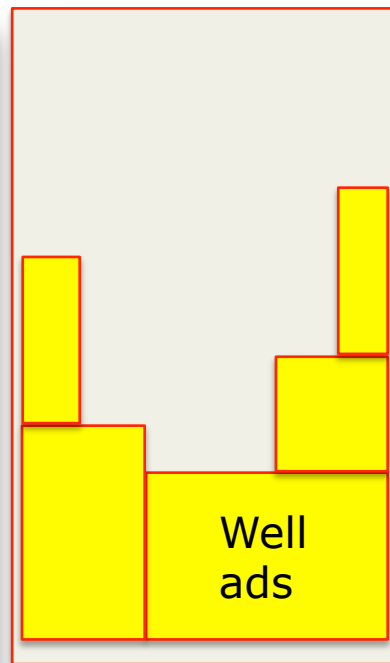
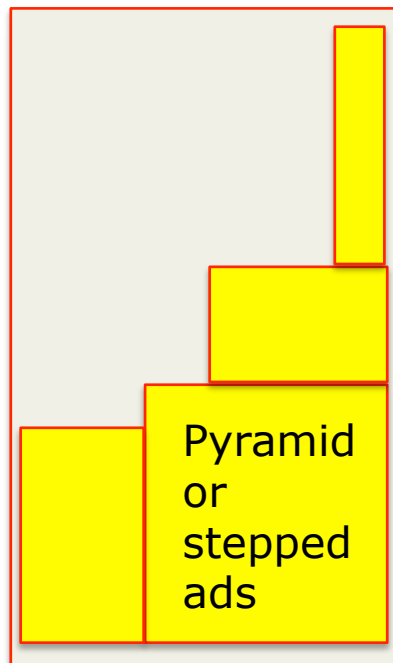
2 — **NEWS** — *Spartan Daily* — Thursday, April 22, 2010

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

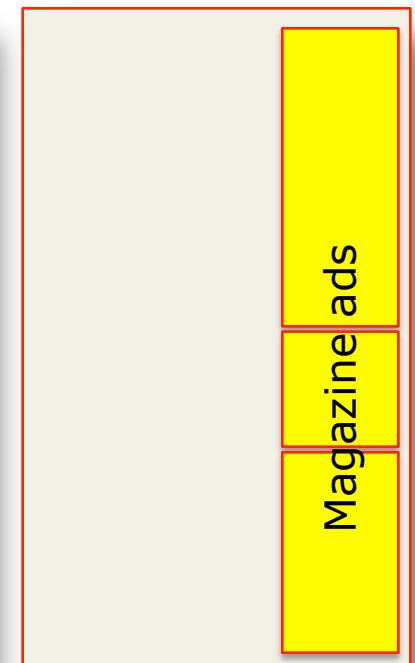
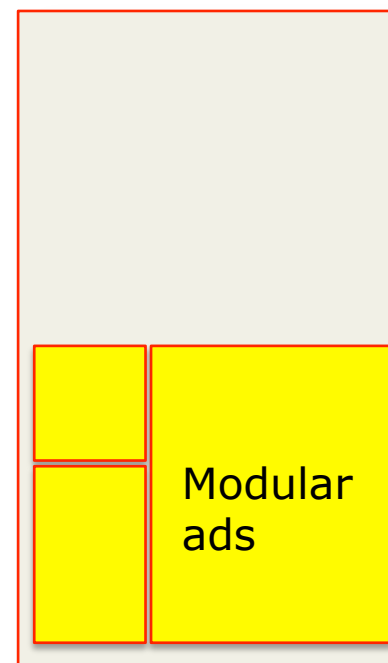
Elements

- **Ad schemes** — a challenge for story design

Harder to design stories to fit open space



Easier to design stories to fit open space



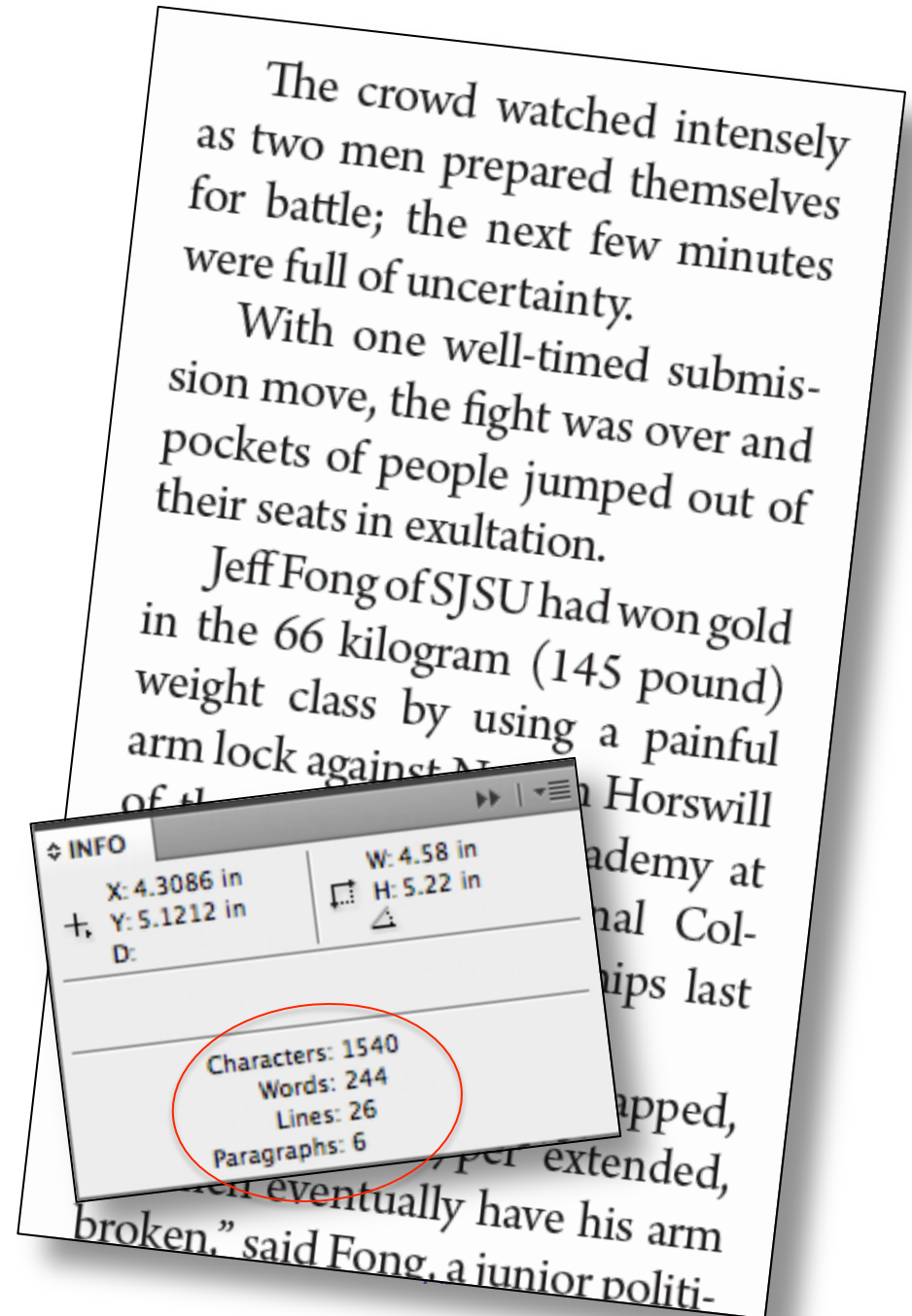
- **Making the words fit into the layout**

[illegible]

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.



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.

Story 1

The collage consists of three news stories from SpartanDaily.com, dated Wednesday, February 22, 2012.

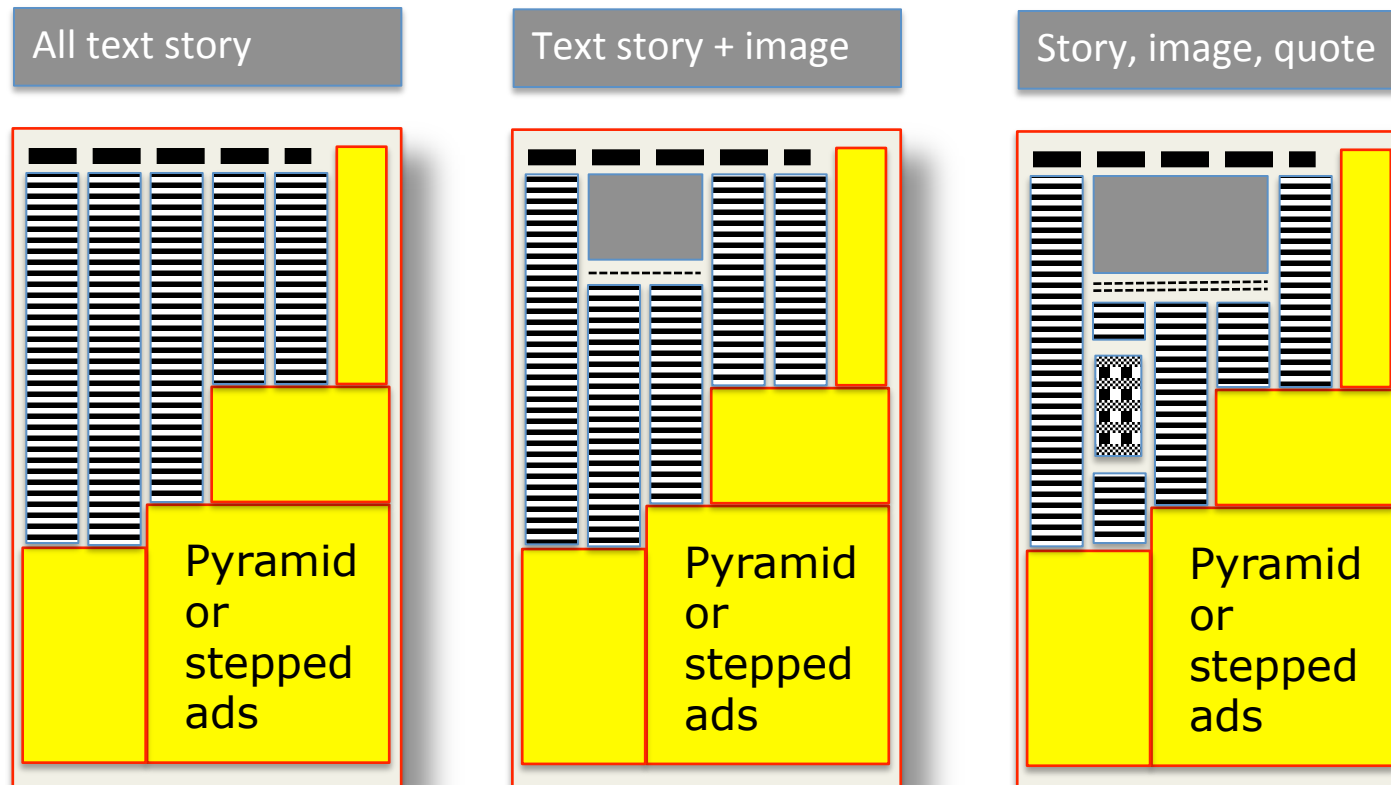
- Story 1: SWITCH: Incorporating new technology with learning**
 - Headline:** SWITCH: Incorporating new technology with learning
 - Text:** Discussion and language arts teachers are incorporating new technology with learning. Digital humanities was created to help students learn the history of the humanities. The digital humanities department is a new addition to the digital humanities department. These tools should be used to help students learn the history of the humanities. Digital humanities is a new addition to the digital humanities department. These tools should be used to help students learn the history of the humanities.
 - Image:** A small image of a person's face.
 - Caption:** SWITCH: Incorporating new technology with learning
- Story 2: Timeline of medical marijuana in San Jose**
 - Headline:** Timeline of medical marijuana in San Jose
 - Text:** A timeline of medical marijuana in San Jose. The timeline shows the history of medical marijuana in San Jose from 1996 to 2012. The timeline shows the history of medical marijuana in San Jose from 1996 to 2012.
 - Image:** A photo of a man in a suit and tie.
 - Caption:** Photo
- Story 3: Damaged restrooms fixed**
 - Headline:** Damaged restrooms fixed
 - Text:** The school district has fixed the damaged restrooms. The school district has fixed the damaged restrooms. The school district has fixed the damaged restrooms.
 - Image:** A photo of a group of people.
 - Caption:** Story 3

Other elements in the collage include:

- Info-graphic:** A timeline of medical marijuana in San Jose.
- Photo:** A photo of a man in a suit and tie.
- Bastard measure columns:** A column of text on the right side of the collage.
- SD logo:** The SpartanDaily logo.
- @ Your Library:** A section for library resources.
- LIBRARY VIDEOS:** A section for library videos.
- FIND BRIEF TUTORIALS ON:** A section for brief tutorials.
- ACCESS TO OVER 100,000 E-BOOKS:** A section for e-books.
- NEED HELP WITH RESEARCH?:** A section for research help.
- HELP!:** A section for help.
- SAN JOSE STATE UNIVERSITY:** The university name.
- KING LIBRARY:** The library name.
- Remember to always carry your Tower Card & Library Card to ensure student library privileges!**

Elements in place

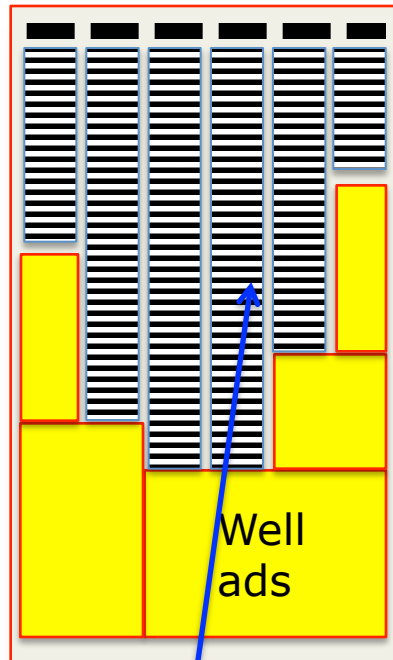
■ Layout tactics



Elements in place

■ Layout tactics

All text story



Lots of words is visually **uninviting**

Text story + images

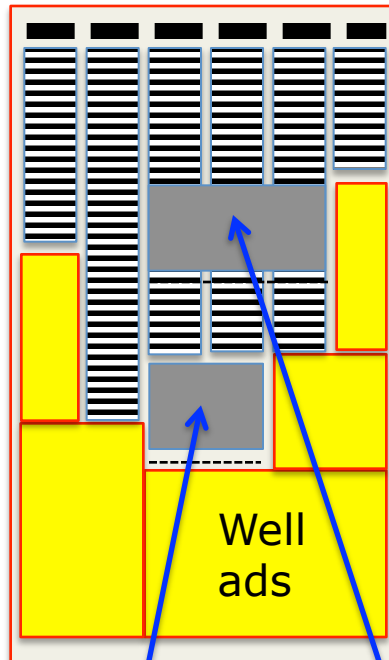
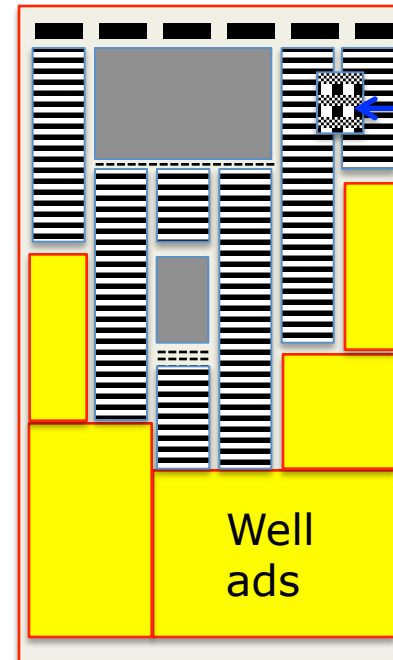


Photo is lost in ads at this location

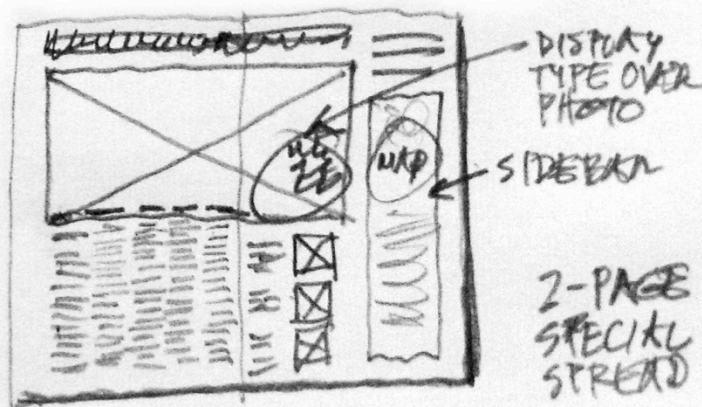
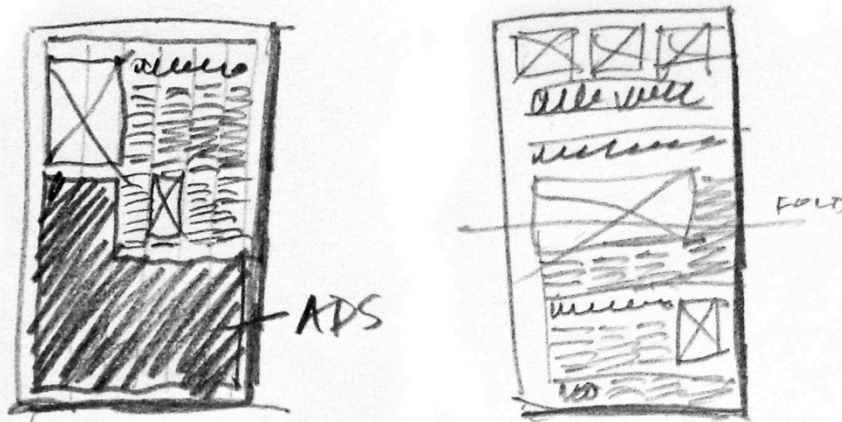
Story, images, quote



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.

Quiz

Newspaper Design Module 5

1. Words and pictures working together are powerful story telling 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?

Introduction
to Newspaper
Design for Print

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

Infographic

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

Illustration

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

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.



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 Raphael Kluzniok / Spartan Daily

SEE PHOTO ESSAY PAGE 8

■ CAMPUS IMAGE

Catch and release



An unusual photographic height, not from the standard 5 feet above the ground

Members of the SJSU juggling club juggle pins as a group on the grass along Paseo de San Carlos Monday. Photo by Raphael Kluzniok / Spartan Daily



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

//3/15

109

AJEEP Tim Mitchell

Ready to rumble



In your face
perspective

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



Photo by Raphael Kluzniok / Spartan Daily

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.



Senior safety Duke Ihenacho soars through the air to tackle junior Navy slotback Gee Gee Greene during the Spartans' 27-24 win on Saturday at Spartan Stadium. Photo by Vernon McKnight / File Photo

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**

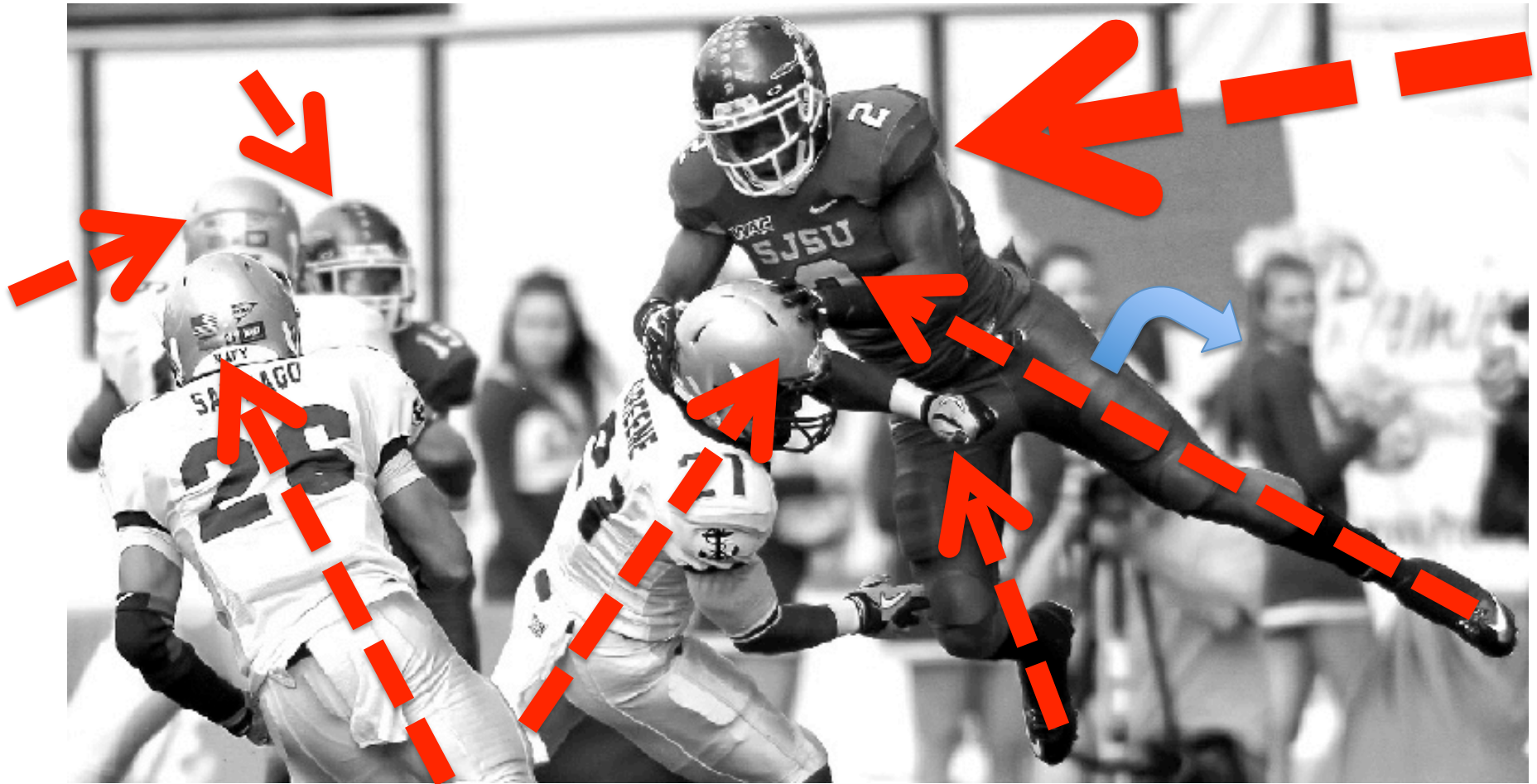
A vertical crop brings the viewer's focus closer to the contact and cuts away more of the surrounding visual information..



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.



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.

Thursday, November 22, 2012

Spartan Daily

SPORTS

Coach Mac Comer: Seniors suit up for final game in Spartan uniform

Exciting victory on Saturday gives SISU spah going into last meeting with Fresno as conference foes

By Tom Hadden
Staff Writer

For the seniors of the SISU football team, there had never been a better time to wear their uniforms.

After a season of adversity, these seniors have won a game in which the Spartans were 1-1 in games played by the team since the 1991 season. It was a game that was not scheduled to be played until the 2013 season.

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Head coach Mac Comer (top) during the game. (bottom) Seniors of the SISU football team.

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PEOPLE WHO READ CAMPUS NEWS MORE HAVE A MORE MASSIVE, EXPANSIVE, BARGAIN, IMMENSE

SPARTAN DAILY

SPARTAN DAILY

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westvalley.edu

Create your future!

Senior running back Brandon Bell (top) during the game. (bottom) Seniors of the SISU football team.

1,000 Photos in Between: Spartan Daily, 1,000 Photos in Between: Spartan Daily, 1,000 Photos in Between: Spartan Daily



Illustration (above) by Leo Postovait / Spartan Daily with photo by Jasper Rubenstein / Spartan Daily | Intro (below) by Samantha Clark and Ron Gleeson / Spartan Daily



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.



These oversized column logos are a combination of drawings, photos, and typography.



Securing a bike with two locks can be clearly shown with illustration basics

- **Visual explanations of information**

7/3/15

Thursday, May 3, 2012

SpartanDaily.com

NEWS 5

BIKES: San Jose community rolls out love for culture

How to NOT get your bike stolen

Continuing and growing by Lee Penfield/SpartanDaily

IT DOESN'T MATTER

Whether you're a student or a working professional, it's important to take care of your bike. It's not just a mode of transportation, it's a part of your life. And if you don't take care of it, it won't last. Here are some tips to help you keep your bike safe and sound.

1. Lock it up. The first and most important step is to lock your bike. Use a heavy-duty lock, and make sure it's secure. Don't just leave it unlocked and hope for the best.

2. Lock it to a solid object. Don't just lock it to a bike rack. Lock it to a solid object, like a tree or a fence. This makes it harder for thieves to steal.

3. Lock it in a secure area. Don't leave your bike in a public area. Lock it in a secure area, like a garage or a locked bike rack.

4. Lock it with a combination lock. A combination lock is a good option for keeping your bike safe. It's easy to use and doesn't require a key.

5. Lock it with a padlock. A padlock is another good option. It's sturdy and can be used on a variety of locks.

6. Lock it with a chain. A chain lock is a good option for keeping your bike safe. It's strong and can be used on a variety of locks.

7. Lock it with a U-lock. A U-lock is a good option for keeping your bike safe. It's strong and can be used on a variety of locks.

8. Lock it with a cable lock. A cable lock is a good option for keeping your bike safe. It's easy to use and doesn't require a key.

9. Lock it with a combination lock and a padlock. This is a good option for keeping your bike safe. It's easy to use and doesn't require a key.

10. Lock it with a combination lock and a chain. This is a good option for keeping your bike safe. It's easy to use and doesn't require a key.

11. Lock it with a combination lock and a U-lock. This is a good option for keeping your bike safe. It's easy to use and doesn't require a key.

12. Lock it with a combination lock and a cable lock. This is a good option for keeping your bike safe. It's easy to use and doesn't require a key.

13. Lock it with a combination lock and a padlock and a chain. This is a good option for keeping your bike safe. It's easy to use and doesn't require a key.

14. Lock it with a combination lock and a padlock and a U-lock. This is a good option for keeping your bike safe. It's easy to use and doesn't require a key.

15. Lock it with a combination lock and a padlock and a cable lock. This is a good option for keeping your bike safe. It's easy to use and doesn't require a key.

16. Lock it with a combination lock and a padlock and a chain and a U-lock. This is a good option for keeping your bike safe. It's easy to use and doesn't require a key.

17. Lock it with a combination lock and a padlock and a chain and a cable lock. This is a good option for keeping your bike safe. It's easy to use and doesn't require a key.

18. Lock it with a combination lock and a padlock and a chain and a U-lock and a cable lock. This is a good option for keeping your bike safe. It's easy to use and doesn't require a key.

19. Lock it with a combination lock and a padlock and a chain and a U-lock and a cable lock and a padlock. This is a good option for keeping your bike safe. It's easy to use and doesn't require a key.

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21. Lock it with a combination lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock. This is a good option for keeping your bike safe. It's easy to use and doesn't require a key.

22. Lock it with a combination lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock. This is a good option for keeping your bike safe. It's easy to use and doesn't require a key.

23. Lock it with a combination lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock and a padlock. This is a good option for keeping your bike safe. It's easy to use and doesn't require a key.

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25. Lock it with a combination lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock. This is a good option for keeping your bike safe. It's easy to use and doesn't require a key.

26. Lock it with a combination lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock. This is a good option for keeping your bike safe. It's easy to use and doesn't require a key.

27. Lock it with a combination lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock and a padlock. This is a good option for keeping your bike safe. It's easy to use and doesn't require a key.

28. Lock it with a combination lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain. This is a good option for keeping your bike safe. It's easy to use and doesn't require a key.

29. Lock it with a combination lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock. This is a good option for keeping your bike safe. It's easy to use and doesn't require a key.

30. Lock it with a combination lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock. This is a good option for keeping your bike safe. It's easy to use and doesn't require a key.

31. Lock it with a combination lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock and a padlock. This is a good option for keeping your bike safe. It's easy to use and doesn't require a key.

32. Lock it with a combination lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain. This is a good option for keeping your bike safe. It's easy to use and doesn't require a key.

33. Lock it with a combination lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock. This is a good option for keeping your bike safe. It's easy to use and doesn't require a key.

34. Lock it with a combination lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock. This is a good option for keeping your bike safe. It's easy to use and doesn't require a key.

35. Lock it with a combination lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock and a padlock. This is a good option for keeping your bike safe. It's easy to use and doesn't require a key.

36. Lock it with a combination lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain. This is a good option for keeping your bike safe. It's easy to use and doesn't require a key.

37. Lock it with a combination lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable lock and a padlock and a chain and a U-lock and a cable

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

Budding sustainability trend may intersect with Passover

by Samantha Clark
Staff Writer

The Hillel House of Silicon Valley is putting a sustainable food spin on its Passover Seder meal. Passover begins 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 SJSU Jewish studies program and the Nutrition, food science & packaging program.

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

Vanina 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 very 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 of the Haggadah, a narration of the exodus and a celebration meal full of symbolism.

Kathryn Sucher, 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 what envelopes you — materialistically, intellectually and mentally" and deals 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 Sandel.

"Eating sustainably 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 Lemberg, vice president of the Jewish Student Union.

According to Sucher, 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 fusing it with this eco-style would be a really cool idea for modern-day reformed Jews to do," said Eric Medeiros, a member of the Jewish Student Union and Spartans for Israel. "That's what reformed Judaism is about — taking Judaism and choosing what fits best for you."

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

Lemberg said, "combining kosher laws and eco-kashrut is good for your body, mind and soul."

Sucher sees a connection between food sustainability and "tikken olam," which means "repairing the world," because the concept acts a medium where Jews can address contemporary food issues.

"(Tikken olam) is a major point of the Judaism — that we are in charge of the Earth; therefore, we need to maintain it," Lemberg said.

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

From a humanitarian perspective, people are drawn to eating sustainably and keeping kosher because sustainability is the issue of today," Lemberg said. "Connecting the two seems like a good step."

A Passover Recipe

Photos by Samantha Clark / SpartanDaily



The sustainable dishes feature healthy ingredients and are easy to make for your Passover dinner. Clockwise from left: local matzo brei, romaine salad with mustard-mayonnaise and garlic dressing, sweet, spicy and tangy brisket and vegetable matzo ballsoup.

Local Matzo Brei

* Serves 4 (main course) or 8 (side dish)

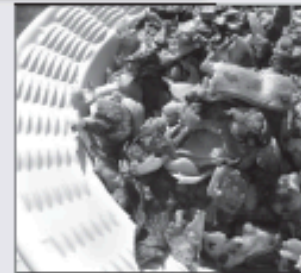
Our version of this Passover classic celebrates local ingredients — Morgan Hill Mushrooms, Elroy Garlic, Salinas Spinach and Castroville Artichokes.

The egg symbolizes life, the perpetuation of existence and eternal life. The matzo is unleavened bread and recalls how the Israelites had to quickly leave Egypt before the Pharaoh changed his mind about their freedom.

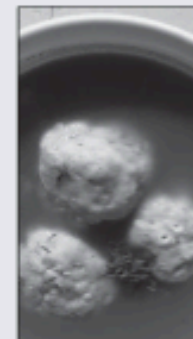
- 6 (5-inch) unsalted matzos
- 6 large free-range eggs
- ¼ teaspoon salt
- ¼ teaspoon black pepper
- 3 garlic cloves, minced
- 1 medium onion, halved lengthwise, then cut lengthwise into ¼-inch-wide strips
- 2 cups mushrooms, the good
- 2 cups spinach
- 1 cup unfrozen artichoke hearts, halved
- ¼ cup extra-virgin olive oil

Directions:

1. Break matzos into roughly 1-inch pieces into a colander, then rinse under hot tap water until pieces are softened, 2 to 3 minutes. Let stand 5 minutes.
2. Sauté onions, garlic and mushrooms in a 12-inch heavy nonstick skillet over low heat, stirring occasionally, until they soften, 8 to 10 minutes.
3. Lightly beat eggs in a large bowl; add salt and pepper and stir in matzos until completely coated.
4. Add artichoke hearts and matzo mixture, then increase heat to moderately high and sauté with the onions, garlic and mushrooms, stirring frequently and breaking up clumps, until matzos are well browned, about 20 minutes. Add the spinach 5 minutes before finishing. Season with salt.



Local Matzo Brei



Vegetarian Matzo ball soup

This sidebar is an infographic with a recipe and photos.

See more Passover recipes online at spartandaily.com

Digital journal connects students from all over the world

by Rebecca Duran
Staff Writer

A logo with a gray and blue design resembling the shape of a quilt greets you as you enter the website.

It foreshadows what the content of the website is — a blanket of information.

The Student Research Journal (SRJ), a student-edited, peer-reviewed database, gives graduate students across the country the opportunity to submit their work.

"SRJ gives SJSU graduate students a remarkable opportunity to serve on the editorial board to run a scholarly journal, from start to finish, while they complete their degrees," said Robert Boyd, a lecturer for the school of library and infor-

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 2668 miles | 4 Sue Wainscott, Managing editor
Las Vegas 522 miles | 7 James Hicks, Content editor
Japan 7578 miles |
| 2 Cynthia Cohen, Content editor
Los Angeles 340 miles | 3 Rose Love Chow, Content editor
Washington D.C. 2,852 miles | 6 Robin Markel, Content editor
San Diego 460 miles |
| 5 Samantha Godbey, Content editor
Oakland 41 miles | 6 Amanda Heath, Content editor
San Diego, 460 miles | 6 Elyse Meyers, Copy editor
Los Angeles 340 miles |

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

information gathering technique used to determine the potential value of providing a product,

context of a larger scholarly conversation." Nordlund started with the

was involved with the founding documents.

"We deal with a big range of

They had several meetings in Elluminate, ongoing discussions in Angel discussion forums, and

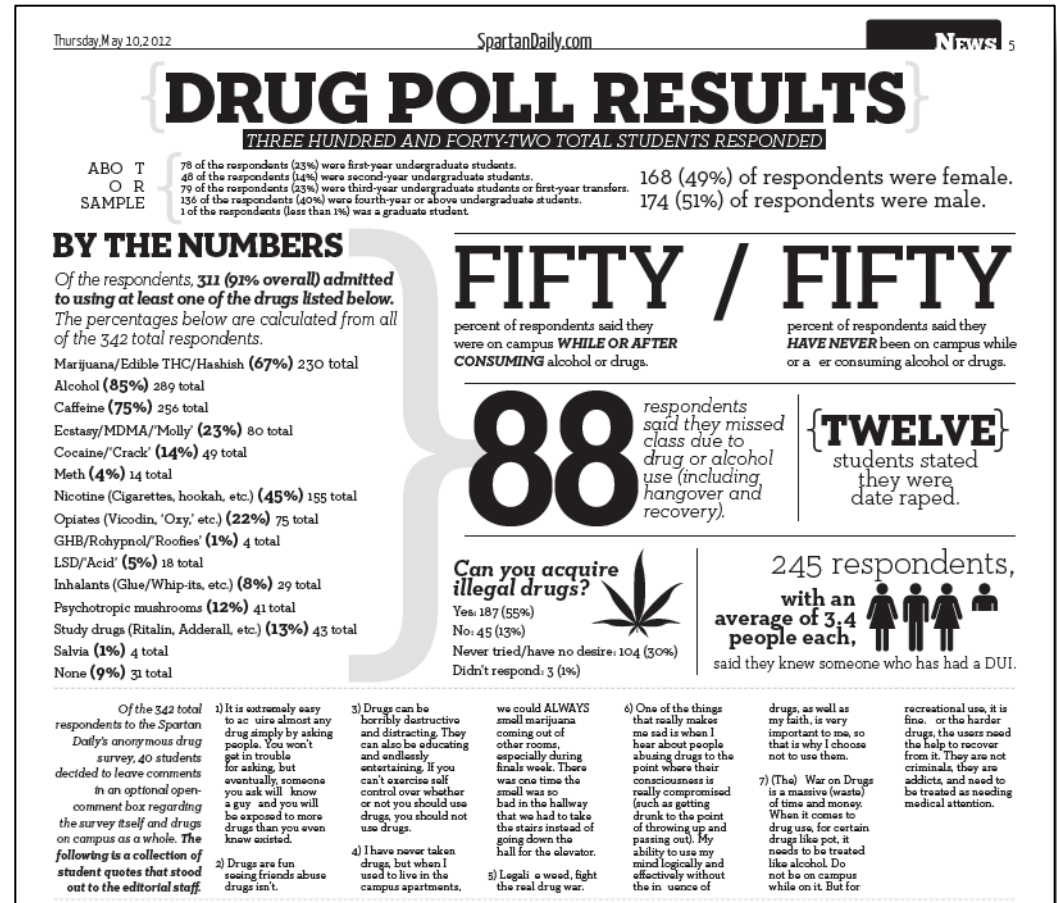
"If we are interested, willing, and determined, we can build on our coursework and create high-

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?

Introduction
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Appendix

Instructor materials

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.

Quiz answers

Newspaper design Module 2

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.

Quiz answers

Newspaper Design Module 4

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.

Quiz answers

Newspaper Design Module 5

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.

Quiz answers

Newspaper design Module 6

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.

Discussion & Practice

Newspaper Design Module 1

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.

Discussion & Practice

Newspaper Design Module 4

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 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?

More discussion & practice

Newspaper Design On disc

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)



File name

SD_p3_CS2.indd
SpartanDaily_p3_layout.png
StoryText.txt
20111119_Football_SJSU_Navy_VM-34.jpg
20111119_Football_SJSU_Navy_VM-40.jpg
20111119_Football_SJSU_Navy_VM-50.jpg

Description of file

InDesign file to start working on
Small image of the completed page
All of the text for the story
Photo (cutline is in StoryText.txt)
Photo (cutline is in StoryText.txt)
Photo (cutline is in StoryText.txt)

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/> wonderful and detailed resource
- <http://mashable.com/tag/qr-codes/> – Mashable QR resource
- <http://2d-code.co.uk/qr-code-generators> – QR code generators
- <http://2d-code.co.uk/> – blog concentrated on 2D codes with campaign examples and resources
- <http://blogs.msdn.com/tag/> - Examples of Microsoft Tag (Microsoft Tag blog)
- <http://www.microsoft.com/tag/> – Top right of the page (under the search box) – list of articles about Microsoft Tag use.
- <http://www.beetag.com/beetagssystem/default.aspx> – Bee Tag – good explanation of different codes
- <http://www.scanlife.com/us/examples.html> - ScanLife – excellent library of examples
- <http://www.jagtag.com/market-applications> – Jag Tag – Market Application – another collection of examples
- [**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/>
- [**2D Codes opportunities for retailers**](#)
<http://www.nellymoser.com/action-codes/qr-codes-retail-stores/retailers-use-of-qr-codes>
- <http://uQR.me> — QRC creation software
- <http://qrblaster.com> — QRC creation software

Introduction
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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.

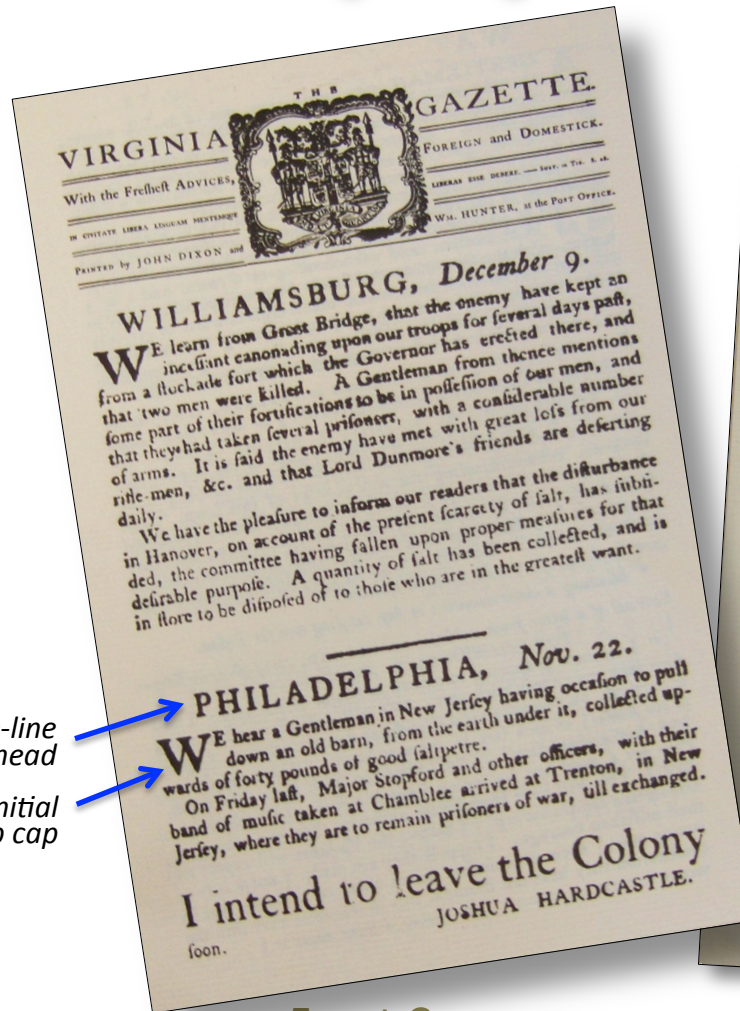
Early newspapers

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

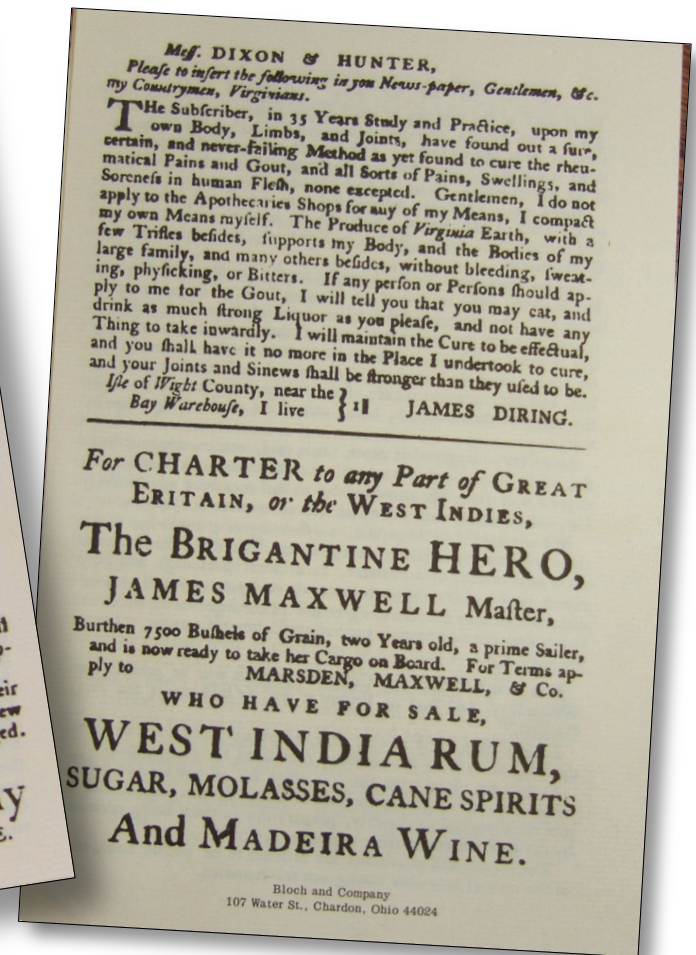
Used
metal
type

Single-line
head

Initial
drop cap



Front Cover



Back Cover

WILLIAMSBURG, Nov. 25.

By his Excellency the Right Honourable JOHN Earl of DUNMORE,
his Majesty's Lieutenant and Governor General of the Colony and
Dominion of Virginia, and Vice 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, 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 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, 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 resort 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 inflicts upon such offences, such as forfeiture of life, confiscation of lands, &c. &c. And I do hereby further declare all indentured 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 his 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 at present most unhappy country, or demanded of them for their former salutary 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, August 19.

MOST of the printers of the London papers have been served with notices, that the Attorney General has filed informations *ex officio* 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.

August 22. Yesterday advice was received of the safe arrival of the Sally, Capt. Bagley, at Milford, from New York, after a fine passage of 28 days; she has brought over some despatches for Government.

Letters from New York, brought by the *Sea Nymph*, Captain Hitchinham, who is arrived at Plymouth in 32 days, bring an account, that the principal families have left New York, and are retired 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, desiring 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 their 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.

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.

Print > web

■ Scan and view

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 QR codes can be made to work with images embedded in them for context.



Introduction
to Newspaper
Design for Print

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.

Newspaper terms

Info-
graphic

Teasers
or
skyboxes

Flag
or
logo
or
nameplate

WHAT IS URINETOWN? P.7

SHARKS: BEST OF THE WEST? P.6

SLUMDOG MILLIONAIRE P.8

theSpartanDaily.com

Spartan Daily

Serving San Jose State University Since 1934

THURSDAY, JANUARY 22, 2009

Volume 132, Issue 1

THU	FRI	SAT	SUN	MON
58	59	59	57	57
51	46	46	42	46

THE WIRE

LOCAL

POLICE BELIEVE DEATH OF CAL POLY STUDENT WAS HAZING RELATED

SAN LUIS OBISPO — San Luis Obispo police say an 18-year-old student's death at California Polytechnic State University is being investigated as a hazing crime. Police said Wednesday in a statement that Carson Starkey died Dec. 2 while being initiated into the Sigma Alpha Epsilon fraternity. Autopsy results showed Starkey's blood-alcohol levels reached at least 0.39 percent. Sigma Alpha Epsilon was suspended after the party that Starkey attended the night before his death.

INAUGURATION

Celebrating the nation's future by remembering its past

Deck

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

For 10 days, a group of SJSU students relived the Civil Rights movement and the events that shaped the nation's history en route to the inauguration of Barack Obama, the nation's 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 [sjsuinauguration.wordpress.com](#)

Headline

Sidebar

7/3/15

164

Text

AJEEP Tim Mitchell

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

Kicker

Jump
or
continuation
line

Cutoff rule

Byline

Photo

Cutline

the other was empty for me. I walked toward the room and quickly diverted to a

See **INAUGURATION**, page 4

CAMPUS EMERGENCY

Following fire, Student Union floods

Alarm triggered early morning of New Year's, damaging first floor

KELLY ENOS
Staff Writer

At 4:28 a.m. on Jan. 1, an alarm went off in the Student Union notifying the University

Police Department that there was a fire and the sprinkler system was going off.

The sprinkler system and alarm were not turned off until 9:40 a.m., when the San Jose Fire Department arrived at the Student Union to turn off the alarm and water, allowing a five-hour gap of time in which 15,000 gallons of water flooded the first floor of the Student Union, said Terry Gregory, the building's manager.

Pat Lopes Harris, director of media relations for SJSU, said a refrigerator unit inside the food court that held bottled drinks malfunctioned and caused a fire. The machine started to smoke, causing the sprinklers above the machine to trigger.

"It then continued to douse the area," Lopes Harris said.

"Water started pooling in the food court and down the stairs into the bowling alley and the mezzanine level of the Student Union."

There was no damage to the bookstore and all of the textbooks on the lower level were there and waiting for pick up.

See **FLOOD**, page 2

FACULTY

Previously at Nevada, new dean takes over CASA

KELLY ENOS
Staff Writer

Charles Bullock has been named the new dean of the College of Applied Sciences and Arts at SJSU. He was previously dean of the College of Health and Human Services at University of Nevada, Reno.

He replaces Barbara Conry, who served as dean of the College of Applied Sciences and Arts since the spring of 2007 on an interim basis.

Bullock said his experience was based on years of working in the university system.

"I have worked for many years in universities and understand the system well," he said. "Being

See **DEAN**, page 2

Photo

Photo

Cutline

Large tubes dry the Student Union. **JOHN HORNBERG** / Spartan Daily

Closure due to flood. **ANDREW VILLA** / Spartan Daily

Credit

Column rule

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

Subhead

of war, the vast majority civilians. Israel says it has the names of about 500 dead Hamas fighters.

Large tubes dry the Student Union. JOHN HORNBERG / Spartan Daily

Refer reference to website or other stories

THE SPARTAN DAILY.COM

ONLINE NEWS

SJSU CELEBRATES MARTIN LUTHER KING'S BIRTHDAY IN LIGHT OF THE INAUGURATION.

MEN'S BASKETBALL WILL BATTLE FIRST PLACE TEAM UTAH STATE TOMORROW AT 7 IN THE EVENT CENTER.

THE LEGENDARY GLOBETROTTERS SOARED TO AN EASY VICTORY WITH "CURLY" NEAL AS AN HONORARY GUEST IN SAN JOSE.

Content list for online news

TABLE OF CONTENTS

News	Sports
p. 2	p. 4
- Road to recovery from addiction	- Supplements in sport training
- Ecstasy and its effect on culture	
p. 3	A&E
- Pot farm regulation and harm	p. 10
p. 6	- Cocaine and party culture
- Campus policy on drug prevention	p. 12
- Caffeine's effect on humans	- Drug-related movies and music
- A look at study drug abuse	
p. 7	Opinion
- Date rape prevalence on campus	p. 11
p. 8	- Abuse of Inhalants
- Effects of weed on the human brain	- Controlling caffeine intake
p. 9	- Knowing a limit for alcohol
- 12 illicit drugs: A brief breakdown	

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

Newspaper terms

**Section/
standing
head**

**Page
number**

Folio line
Can include pub name, date, page number

THURSDAY, JANUARY 22, 2009 **NEWS** **3**

Banner head
runs width
of page

Students use scores of shoes to turn a profit

Three students hone business skills through sneaker collection

JULIANNE SHAPIRO
Staff Writer

Chuck Taylor All-Stars, Pumas, Adidas and Nike — for some students, it's just a fashion preference. But for SJSU seniors Jason Wong, Aaron Chiang and Adrian Lui, it's a lifestyle.

These three roommates have an unusual hobby — they collect limited edition Nike sneakers. Their collection is currently made up of more than 200 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 stuffs into his closet. One of his rarest 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 for retail around \$90 something. The last couple times I checked out eBay auctions, 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 sneakers. He is the newest

(From left to right) Jason Wong, Aaron Chiang and Adrian Lui, roommates and SJSU 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.

CARLOS A. MORENO / Spartan Daily

**Five
columns-wide
photo**

"When I'm in need of money and I have a couple of shoes, I think maybe I should just sell

The three try to save their paychecks but keep a watchful eye on release dates for lim-

cities in recent years such as San Jose, San Francisco, Los Angeles and New York City, they said.

line, which debuted in 1985, is still a worldwide sneaker phenomenon

Chiang, who is a film minor, said he aspires to create commercials for Nike after gradua-

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.

Introduction
to Newspaper
Design for Print

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 handline type and images consistently.

Design grids

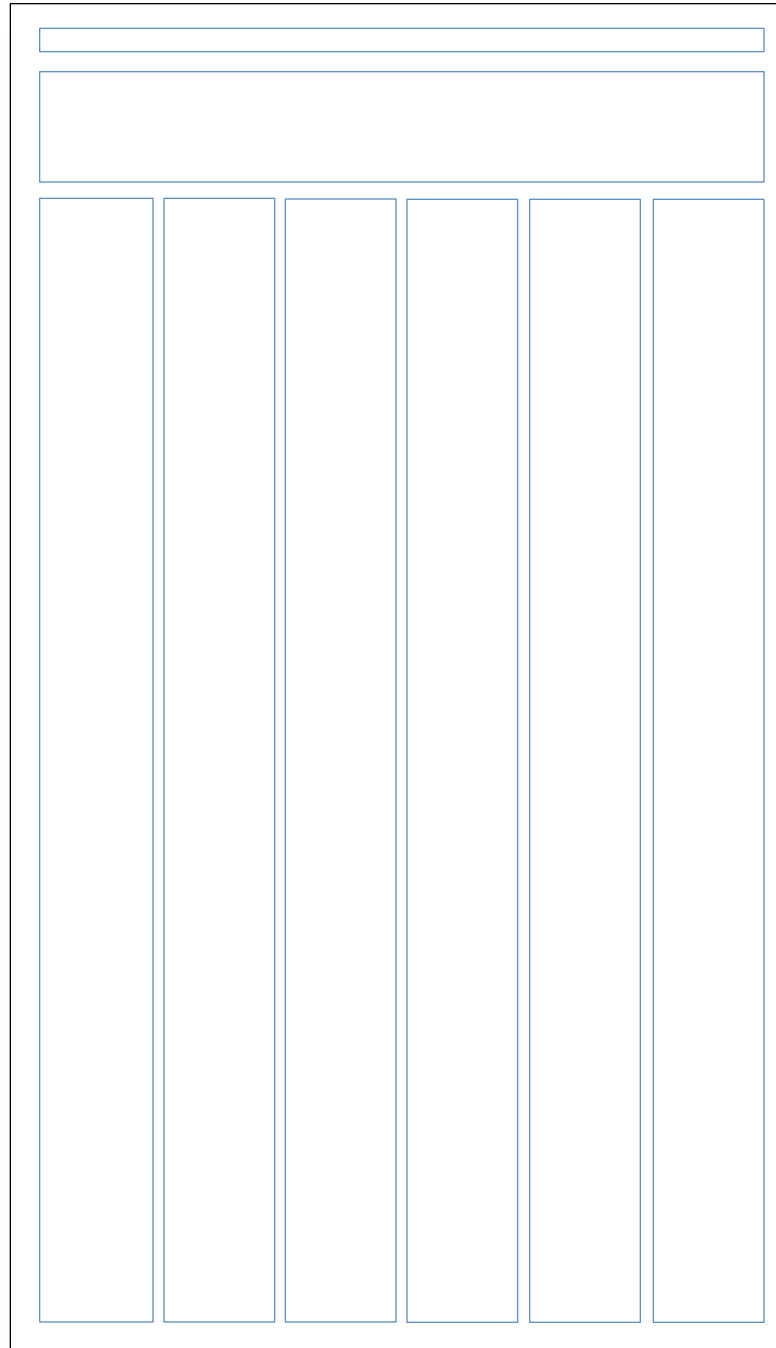
- The grid is an invisible design structure of the page that helps make placement of elements consistent.
- Grids can be geometric, organically shaped, and combined structures for a page.
- A publication can use just one grid for all pages or a combination of grids for different pages.
- There is usually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

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.
- 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.

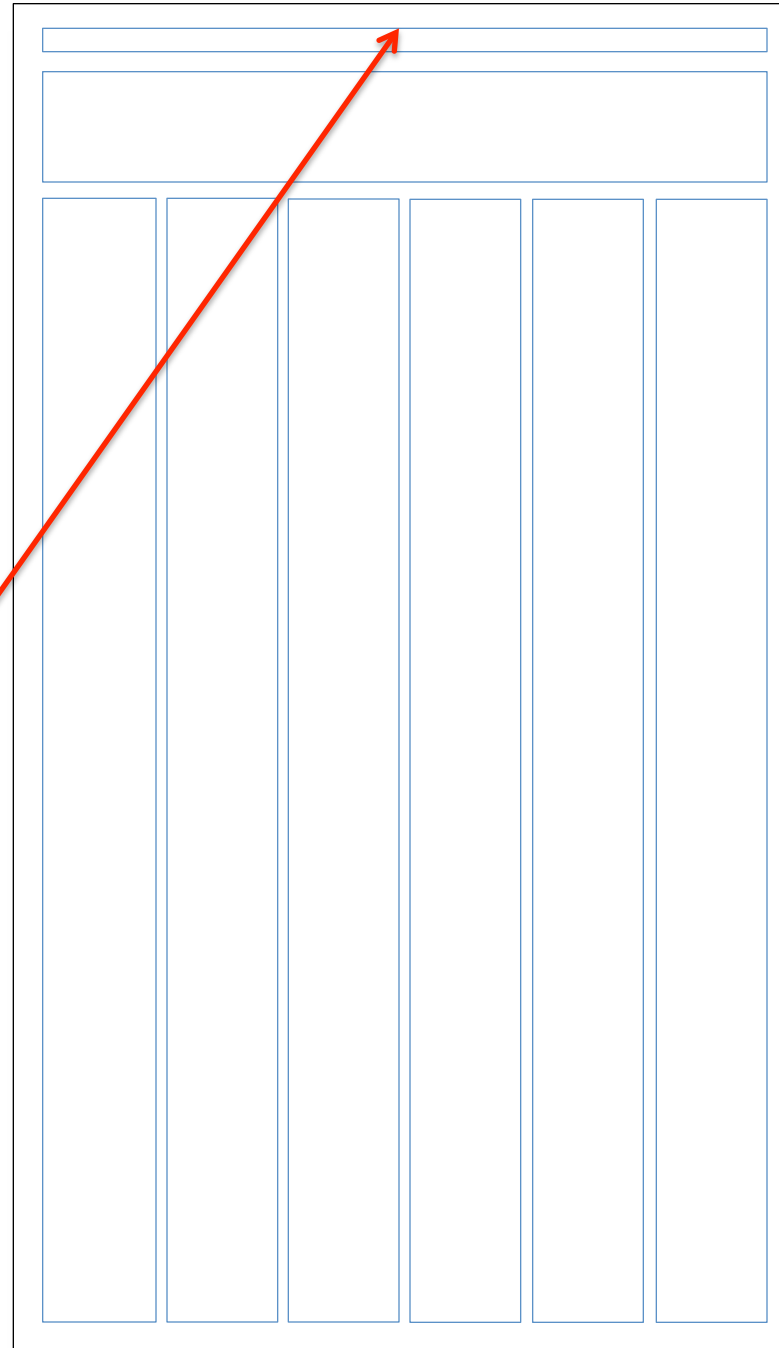
Grids

*The **grid** is an invisible design structure of the page that makes placement of elements consistent from page to page.*



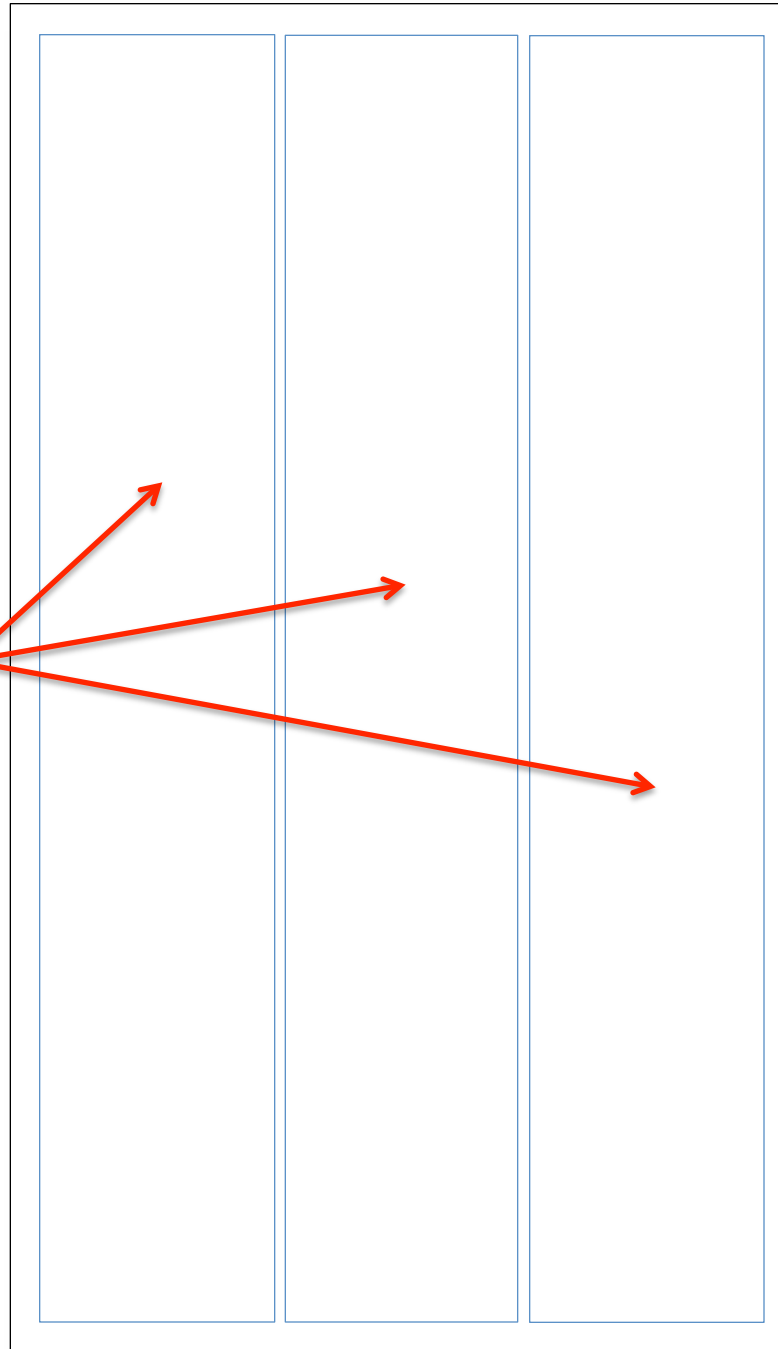
Grids

This topmost design grid can be used to place the folio line at the top of each page.



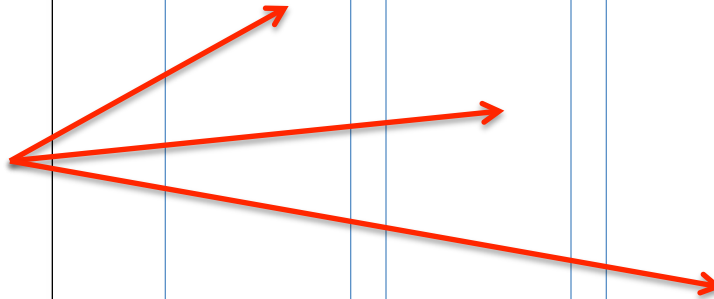
Grids

*This design grid
is for three equal
sized columns
evenly spaced
on the page.*



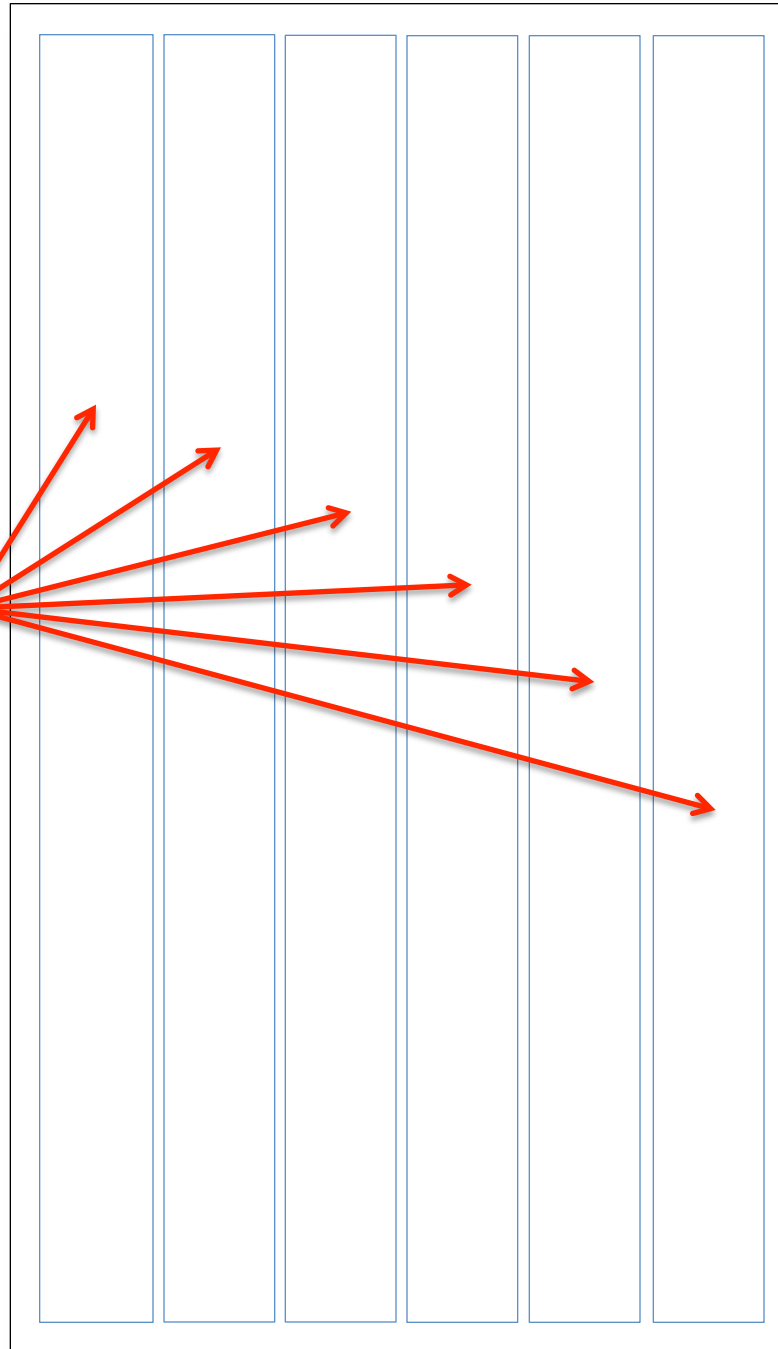
Grids

*This design grid
is for three equally-
sized columns
not symmetrically
placed on the page.*



Grids

*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

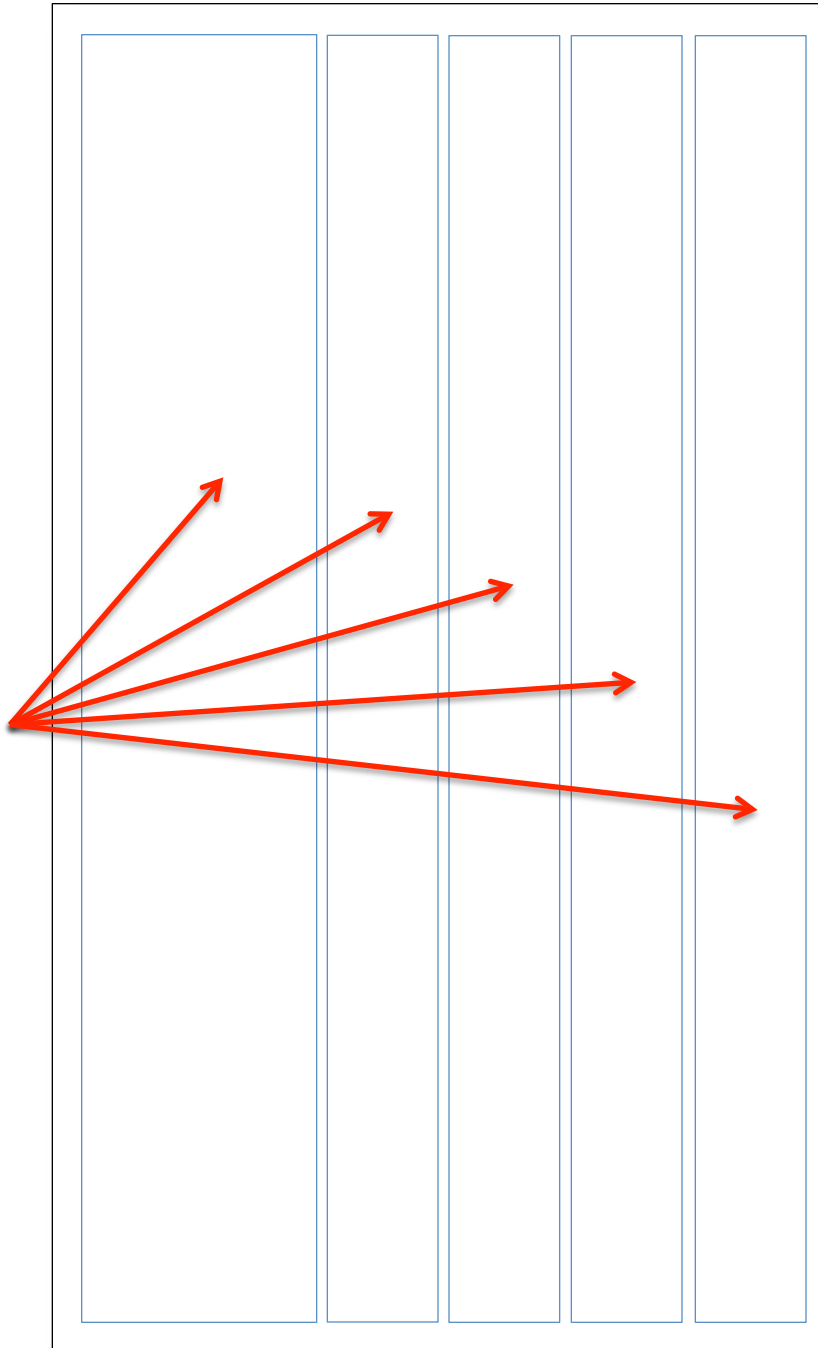


7/3/15

AJEEP Tim Mitchell

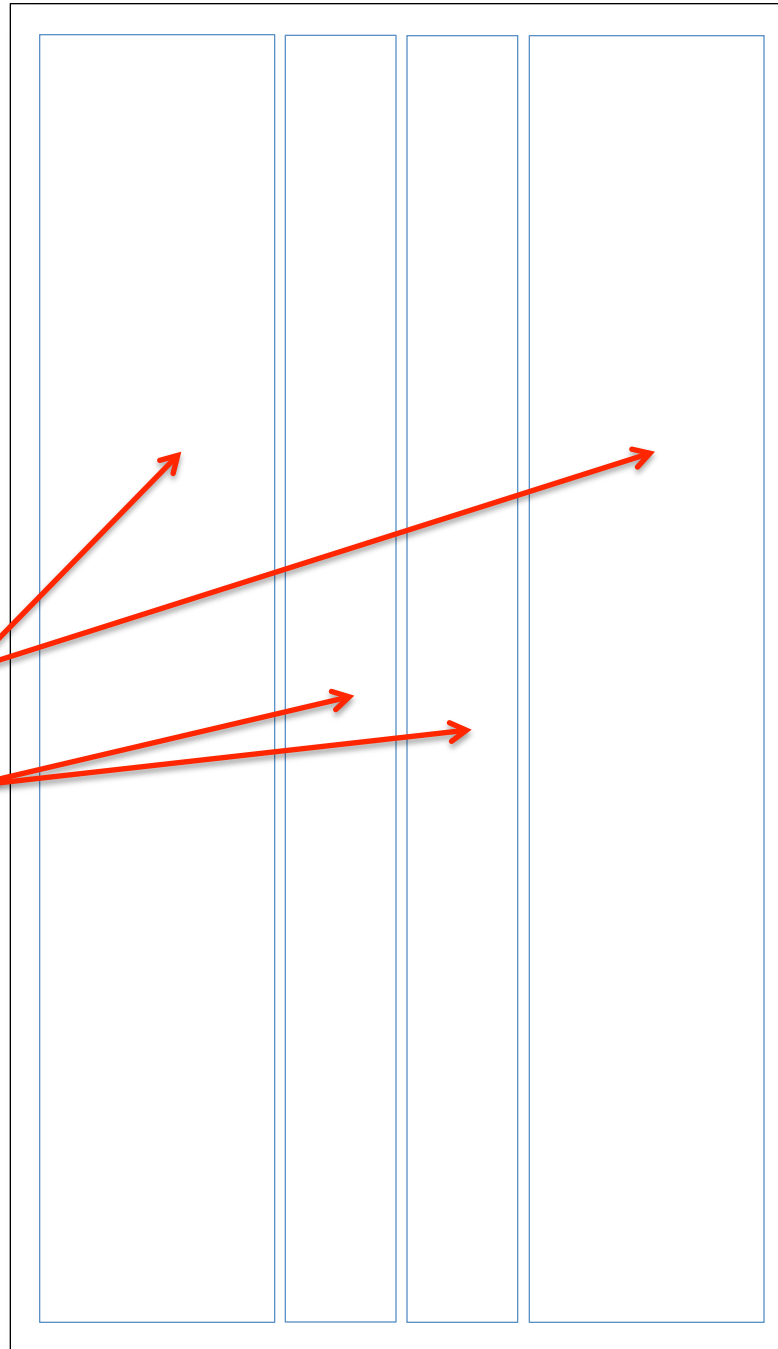
Grids

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.



Grids

This design grid is for four columns on the page with two wider outside columns and two narrower centered columns.



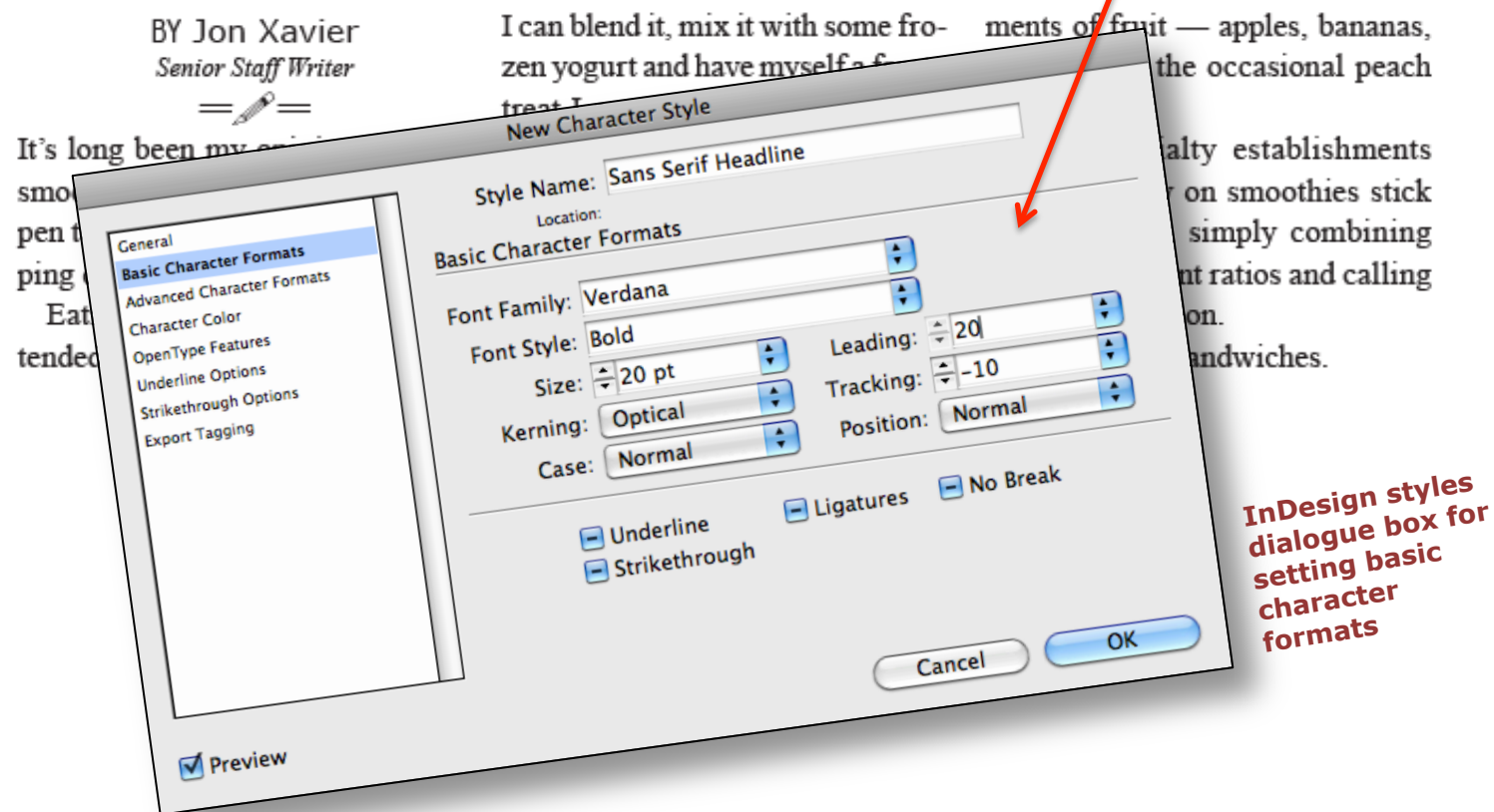
Styles for type

- 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.

Styles for type

- This headline used these style settings:

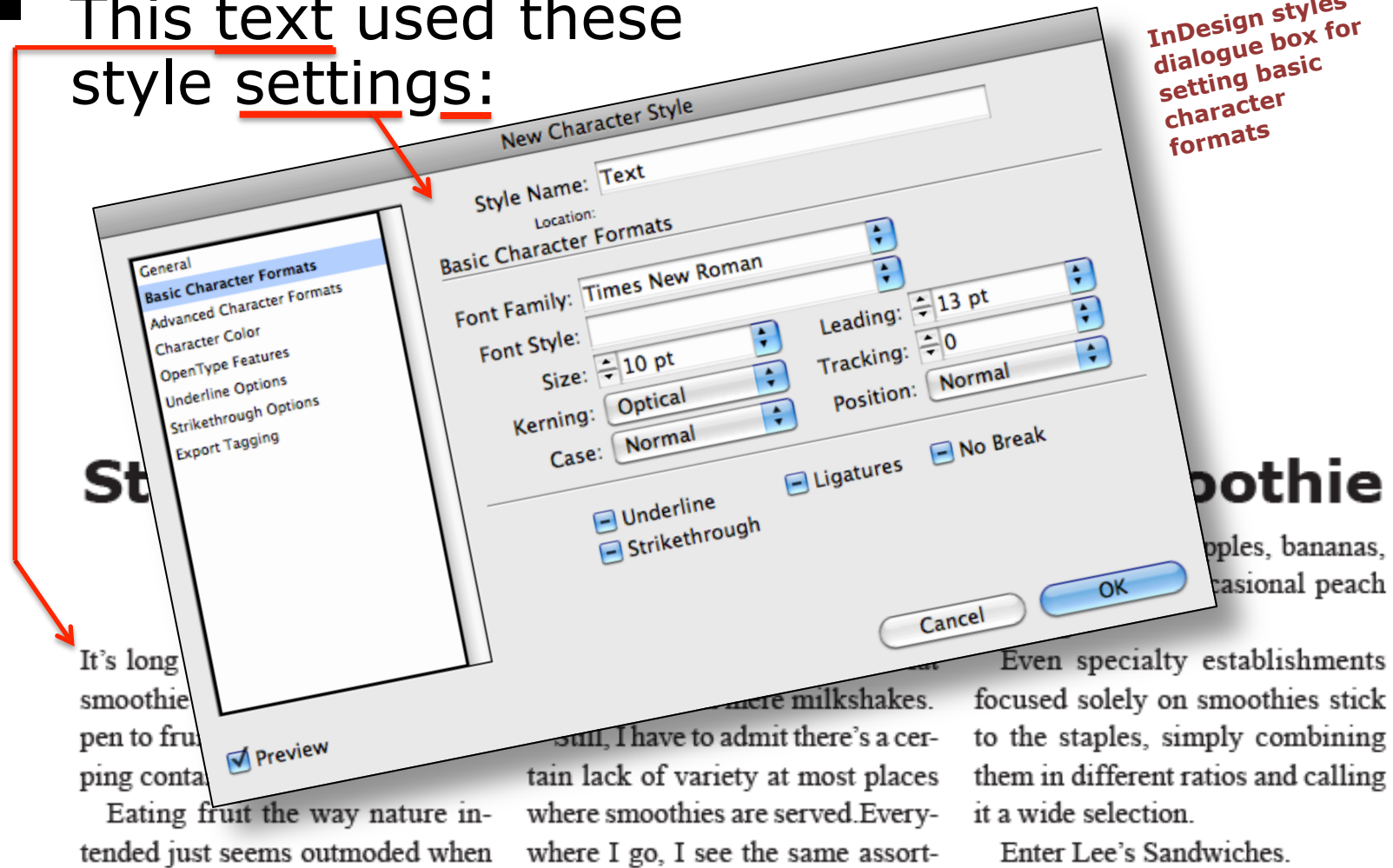
→ **Stinky fruit makes for a sweet smoothie**



InDesign styles
dialogue box for
setting basic
character
formats

Styles for type

- This text used these style settings:



Styles for the pub title

- 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.

TAROT TELLS ALL P.9

DISTURBED COMES TO SJ P.7

MEN'S BASKETBALL WINS P.5



theSpartanDaily.com

Spartan Daily

Serving San Jose State University Since 1934

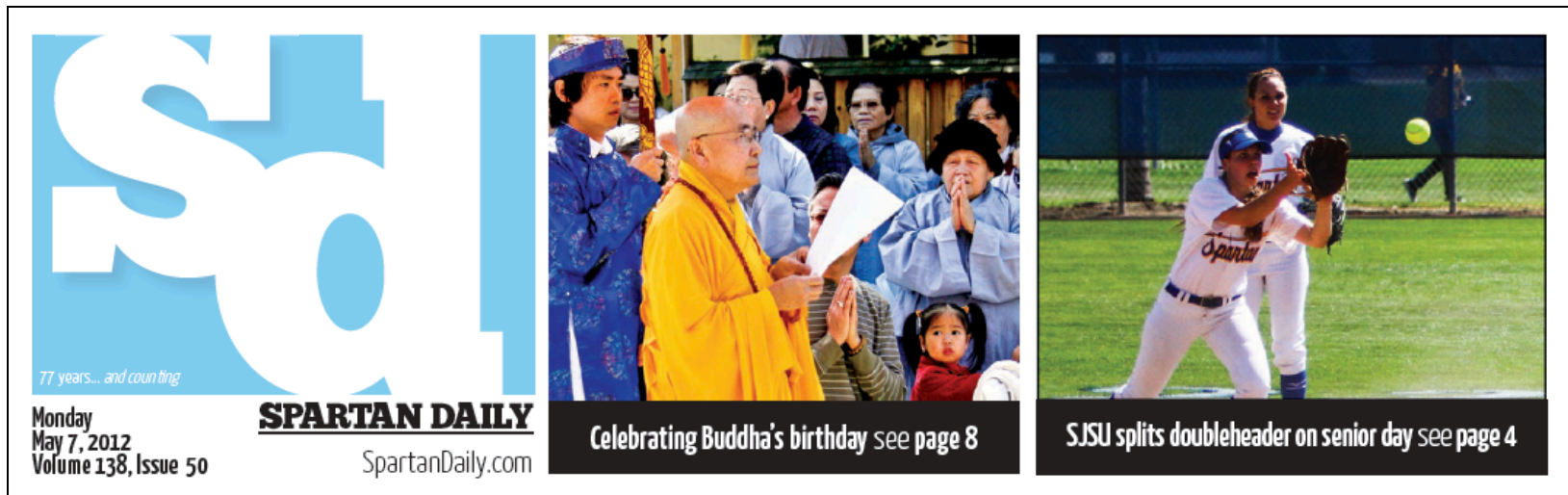
TUESDAY, JANUARY 27, 2009

Volume 132, Issue 2



TUE	WED	THU	FRI	SAT
60	62	67	68	69
38	41	43	43	43

Styles for the pub title



← A modular logo can be flexible in arranging page one layouts.

Styles for the pub title

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

Headlines

- 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 Bartell 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 20, 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 Fraternity: The Rise and Fall of NCAA Tournament Boxing, 1932-60," John Walsh, Mohr's boxing coach, said he believed Mohr suffered from an aneurism and that his predisposition to that condition meant a strong sneeze 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 Candelario 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 harder shots in football and playing soccer than I took in all of my years of boxing, and I boxed a lot of years."

A New Era in SJSU Boxing

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

Sanchez won the 132-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 1960s, I'm honored," Sanchez said. "It's also a great responsibility."

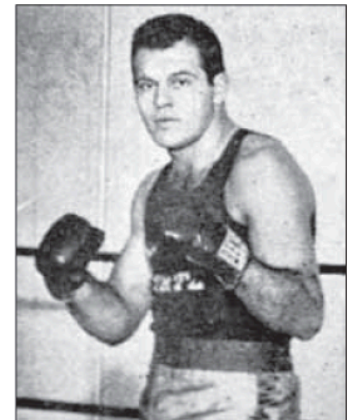
Uchida said Sanchez's win was a great accomplishment because

WEDNESDAY, APRIL 22, 2009

SPORTS | PAGE 5



(Above) Wisconsin Boxer Charles Mohr. He died after a fight in 1960. (Right) SJSU Boxer Stu Bartell. Bartell knocked out Mohr in the final fight before Mohr's death. Both photos are reproductions from a 1960s Spartan Daily.



SJSU Boxing Timeline

Headlines

■ Banner head

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



Headlines

■ Banner head →

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

PAGE 6 **A & E** MONDAY, MAY 11, 2009

RESTAURANT REVIEW: SA-BY THAI CUISINE

Thai this restaurant in a bow and give it as a gift

MINH PHAM
Staff Writer

It might be pretty easy to pass by restaurant Sa-By Thai Cuisine, located at 346 East William St., with all the shrubbery covering its beige-colored walls. Upon entering, one might take a look at the karaoke stage, picture horrific images of disco lights and bad singing, and then bolt — but don't.

Sa-By not only tries to please your palette, but also your mood. If you're going for lunch, the karaoke is usually closed. And if you're going for dinner, the food will more than make up for the possible bad music coming from drunken patrons.

Let the smiling waitress bring you back to the booths, where you can gaze and be amazed by Nemo and Dory, still surviving in the giant fish tank, while you wait for your food. At lunchtime, the best bang for your buck is the specials, which are under seven bucks.

There is a huge variety of all the popular Thai dishes. Most popular is pad Thai, stir-fried vermicelli noodles harboring the sweet, savory and tangy flavors that have given Thai food its large following.

Out of the choices of beef, chicken, shrimp and tofu, whichever I pick, I tell them to reduce the amount of meat and add more noodles because the ratio always favors

the meat.

If you have already slurped your fair share of noodles, treat your tongue to the perfection that is Sa-By's curry. If you think Flamin' Hot Cheetos are spicy, then adamantly insist that you want absolutely no spiciness in your curry. Thai food is notorious for how spicy it can get.

The yellow curry is like silken coconut milk, flavored with carrots, potatoes and various spices. Exotic and rich, it's one of my favorites.

Once you've finished your plate and have sampled your friend's, order dessert. Your stomach will just have to make room.

Sa-by's fried banana and ice cream dessert is laced with crack cocaine and had me going to the

restaurant about three times a week just to get my fix. Joking aside, the dish really is spectacular — and to my delight simple, too.

If you're not a fan of bananas, then you might get a little nutty for coconuts. Sa-By's sticky rice and mango offers the freshest mangos you didn't know where in San Jose, 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 hankering to try something new, venture no further than two blocks from the SJSU dormitories to find an energetic, little restaurant, ready to impress you with its big flavors.



The exterior of Sa-By Thai Cuisine restaurant

MINH PHAM / SPARTAN DAILY

Headlines

■ Kicker →

A word or phrase leading into the head

PROTEST AT CLARK HALL

Debate heats up between students over recent Israeli-Palestinian conflict









Headlines

■ Tripod head →

Three part:
bold with
two-line
adjacent
deck

TUESDAY FEBRUARY 24, 2009 | **NEWS** | PAGE 3

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? Feature and photos by MERRIL GUZMAN Staff Writer

<p>SHIRLEY MEDINA <small>senior, health science</small></p>  <p>"Something more useful: rent, my electric bill, Comcast."</p>	<p>RACHEL TSE <small>junior, graphic design</small></p>  <p>"I would probably use it for more art supplies."</p>	<p>DANIEL RUELAS <small>junior, business management</small></p>  <p>I would save my \$30 to either pay for books, or maybe other expenses.</p>
<p>JESSICA SILVA <small>freshman, undeclared</small></p> 	<p>KIFEL YOHANNES <small>freshman, aerospace engineering</small></p> 	<p>PAUL TRAN <small>junior, graphic design</small></p> 

Headlines

- **Hammer head**

Big and bold initial word or phrase 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

Headlines

■ Sidesaddle head



SJSU meteorology future is mostly cloudy	Budget woes slash incoming enrollment	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.	"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."
	RALPH WARNER <i>Staff Writer</i>	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.	Alison Bridger, chair of the meteorology department, said limitations on enrollment would affect the vast majority of applicants, since very few meteorology
	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.		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

Goosebumps: 62nd SJSU Reed magazine delivers

MICHAEL LE ROY
Staff Writer

More than 50 students and faculty members munched on cheese steaks, ate ice cream and listened to the band PolyLuv as they celebrated the launch of the 62nd issue of Reed Maga-

zine 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 chose 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 Nathanael, an English graduate student and fiction co-



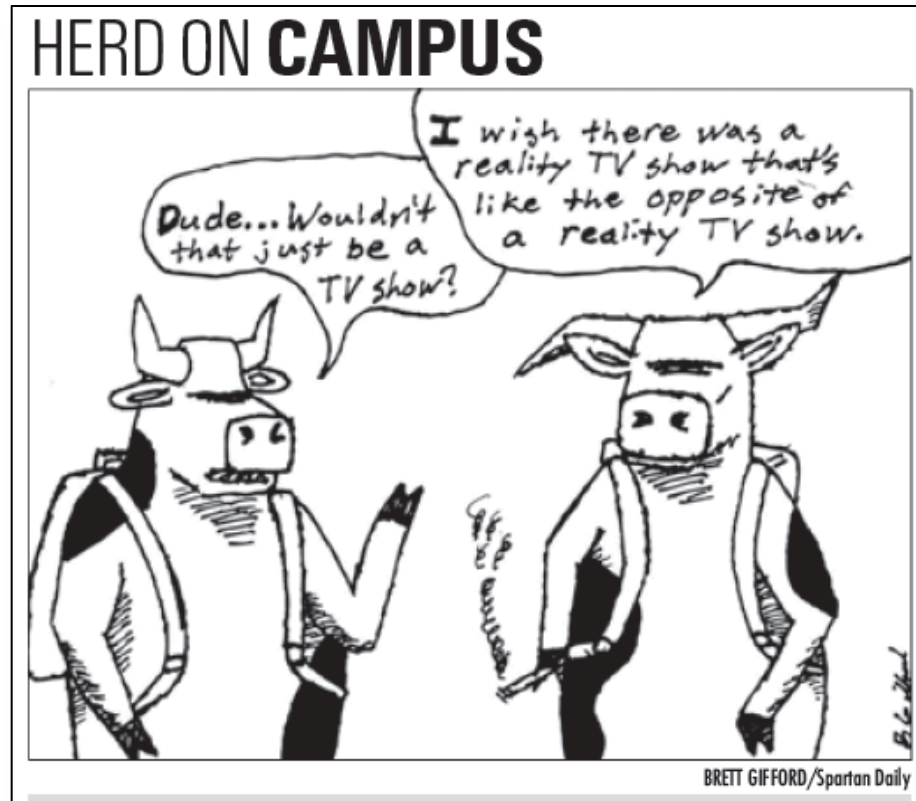
Reed contributor Joe Barajas (left) SANDRA SANTOS / Spartan Daily with his mother during the Reed Magazine Launch Party. Barajas contributed two pieces of art titled "Truth" and "Amour Mia."

See **REED**, page 2

Headlines

- Editorial cartoon **standing head** →

This head is a label for a cartoon series about talking cattle (it's the herd reference).



Headlines

■ Feature story display head

Limited use of special type treatments can make concepts come alive and intrigue the reader to look further.

Trustee urges improvement of dialogue with students
Humboldt State professor speaks about her unique role on the CSU Board

By Megan Hill
CHS/Staff

Bernadette Chapin, California State Board Faculty Trustee addressed students about opening the doors of communication between faculty, students and trustees on campus Monday in the Associated Students Union.

The CSU Board of Trustees is responsible for the oversight of the California State University and adopts rules, regulations and policies governing the CSU, according to its website.

Her job as faculty is to oversee the major responsibilities of the CSU system in terms of budget, infrastructure, the hiring of presidents and chancellors and curriculum," Chapin said. "Being a faculty member means understanding the intricacies of responsibilities and being there as a voice of the faculty and being that perspective to the board."

Chapin is the only faculty trustee present, as the board, which is comprised of 15 members. The board meets once a year to discuss current educational policies.

"Being the only faculty member has its challenges, starting with the opportunity to meet all the board members," Chapin said. "I feel that because I'm a sole faculty member, the opportunity to get the student and faculty perspective were heavily heard to very difficult."

Board meetings allow for communication among the trustees, chancellors, campus presidents, members of the statewide Academic Senate, representatives of the California State Student Association and officers of the Associated Student Councils, according to the CSU website.

"I get to learn a lot more about what the Board of Trustees does and what their reflections are in making their decisions," said sociology major Robert Garcia. "I now have to get an idea about what the trustees are thinking about student and faculty involvement."

Communication between the CSU Board and those who work on campus is essential outside to this, allowing the board to gain a more diverse perspective from students and faculty.

SEE MEETINGS PAGE 3

Alerts on BLAST

Alerts ISU now mandatory for all students, opt-out option made available

By Julie Myers
CHS/Staff

The SDSU alert system was updated on Friday to automatically send emergency information to faculty, staff and students, according to Sgt. John Lewis of the University Police Department.

The alert system changed from opt-in, which required people to sign up for alerts, to opt-out, which sends alerts to everyone and those who wish not otherwise opt in.

"The university decided to do that (change the system) because we were getting so many complaints of people not receiving the alerts," said Lewis. "Because clearly no one's communicating enough to the community that they needed to go into their MySdsu sign up for it... people had some reservations that they were going to get some notifications and yet they didn't understand the process of opting into the system."

Lewis' assistant, major Khush Nigam, said she thinks it is important because it lets students know when something potentially harmful happens on or near campus.

SEE ALERTS PAGE 3

Headlines

■ 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

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.

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 busted 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.

the 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.

down and perform a dramatic sliding catch just before it broke in two in his hand.

Sean Dundon, 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," Dundon said. "I might not be going to Austria, but I get to go skydiving indoors, which in my opinion is pretty awesome."

SCIENCE

Stem cell grant on way to SJSU

Money will allow university to conduct tests on embryonic stem cells

MINH PHAM
Staff Writer

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.

Introduction
to Newspaper
Design for Print

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.

CAMPUS IMAGE

Faith observed



Associated Students held its final candidate orientation for student leaders on Tuesday in Clark Hall.

by Christine Kim
staff writer

Associated Students held its final candidate orientation for student leaders on Tuesday in Clark Hall.

A.S. Executive Cheryl Vargas said students needed to see everything that would happen for what A.S. executives.

"Students need to know (and) take pictures to social," Vargas said. "There should be no surprises if they're elected and they'll know exactly what will come."

A.S.'s goals are to provide services and activities that enhance the opportunity to meet, recreate and maximize student life, according to its website.

Vargas said one of the roles that the A.S. board will play is passing a budget for the upcoming academic year.

"This is the one time for students to make themselves on (SMT)," she said. "The A.S. serves as the student union on campus for university decisions."

ReVanna Mathews, a student election board consultant, said applicants who wanted to run for a position with A.S. needed to attend one of the three orientations.

Mathews explained how the students need to know what level of commitment it will take when someone is elected.

"We needed to let them know that we are interested in running," she said. "We want to tell them the opportunities that A.S. has to its leaders."

Dante James, chief of student elections, said there were 50 people combined who attended all three orientations.

James said the applicants are applying for 15 different positions in the A.S. board.

SEE ORIENTATION PAGE 2

Self-defense class preps for safety



by Kiana Liles
staff writer

Prak boxing gloves like the gymnasium floor as students ally off their shoes and step on the mat, waiting for the instructor to pick a song to play for the first kickboxing workout of the evening.

"Written on the wall of the gymnasium is 'It's all in the state of mind,'" reflecting Dehaan's approach to self-defense.

"Alright ladies, I can tell you all feel a good workout, but it's time to get back to work," said Rachel Dehaan, BMC Academy instructor and founder.

BMC Academy, located off of Lincoln and Center Avenue, is a martial arts school that offers a variety of martial arts classes for adults and kids, but is mostly popular for its women's classes.

Those classes include jiu-jitsu, pilates and fitness, as well as several classes for kickboxing. Tae Kwon Do and Krav Maga, a class specially designed by Dehaan that focuses on self-defense "in its raw form," as stated on the academy's website.

According to the Page, Above, and Beyond, National Network (PABBN) website, on college campuses, four times more likely to be raped than girls, and women in different stages of life.

The website also reports that one in every six American women has been a victim of an attempted or completed rape in her lifetime.

Going then, instructor for the BMC Self-Defense class on campus, says that self-defense should be taught to all students.

"Self-defense should be part of your life and part of your education," Chen said. "It's not something you can learn in a single lesson. It's a culture."

Chen's self-defense class focuses on the skill in two perspectives: physical and mental skills, according to the class syllabus.

The syllabus lists physical skill sets including: Thai boxing, close self-defense, flow defense, groin and throat, and strike, gun and knife attacks.

SEE DEFENSE PAGE 2

Student Union opening pushed back due to gushing predicament



by Kiana Liles
staff writer

A service elevator was being used to allow workers access up and down the work site.

"When we were drilling for a service elevator on the left side it actually, the spider, the water came up," Dehaan said. "They had to stop it up two or three times and then we decided to go another route for a different type of elevator."

She added that they decided to go a another route for a different type of elevator as they didn't have to go all the way down.

What would happen was when a few days ago, water would start to seep up and then it actually started to bubble up to where we were putting several hundred of gallons of water a minute on C. Dehaan said.

In early February, Gen Groul Inc. reports in working with several and underground water pumped the water down at a high velocity where the water burst out, jumping several feet and landed immediately, according to Trance Wiley, assistant superintendant, of Larkup Construction.

SEE DELAY PAGE 2

Elements

■ Story text

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.



Elements

■ Story text

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.

This or that: A battle of two taquerias

Fresh wins at Iguanas

by David King
2/7/10

As a college student, I'm always on the lookout for restaurants that offer some variety in being both palatable and easy on my wallet.

It is fortunate for me that, at 19, I've been a recipient of numerous complimentary meals at Iguanas.

A fresh, easy-to-eat concept, just recently (late at the moment) out of the campus, are restaurants in San Carlos and South Tular, the Iguanas and The Iguanas. But if you go a little further, you will find Iguanas.

First opened in 1994, Iguanas is a popular lunch, dinner and late night eatery for both students and the community looking to get their hunger pangs.

The Iguanas' new, subtle change in focus is its "Buenos Días" (Good Days) menu.

While the menu is a staple, Iguanas offers a diverse menu consisting of: tacos, quesadillas, burritos, salads and more.

It is the choice of the menu items and the way they are presented that makes Iguanas a unique place.

Because of the proximity of the two restaurants, several of Iguanas' regular patrons have a strong opinion on the other taqueria.

"Honestly Iguanas is my better choice," LaVi's LaVi's is the best," Iguanas' said John Doe, a senior mechanical engineering major.

Compared to La Victoria Taqueria, Iguanas has more food options and a higher seating capacity, which encourages you to actually dine on the premises.

On my first night, there was a lot of wait time at Iguanas and I don't feel like you are rushing through someone's cramped living room here in La Victoria Taqueria.

Other customers have their own preferences for Iguanas. "Iguanas has definitely better ingredients compared to La Victoria Taqueria," said Kevin White, a senior engineering major.

The atmosphere between the restaurants is interesting as well.

La Victoria Taqueria has a more formal atmosphere that serves the dining experience, while at Iguanas the atmosphere is casual and more laid-back. You can see this in the way they serve food.

It is a shame, a shame, because Iguanas has a more modern, more up-to-date menu than La Victoria Taqueria.

LaVi's fits authentic SoCal flavor

by John Doe
2/7/10

Living in southern California for all of my life, I've been exposed to a variety of Mexican food, ranging from authentic to the "Mexicanized" food that is often found in the United States.

But I found that Iguanas is a place where you can get a taste of authentic Mexican food without the usual "Mexicanized" flavor that is often found in the United States.

I was really amazed, after finding my favorite Mexican food, since I've been to the United States, that Iguanas is a place where you can get a taste of authentic Mexican food without the usual "Mexicanized" flavor that is often found in the United States.

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The owner of Iguanas, who is a college student, is always on the lookout for restaurants that offer some variety in being both palatable and easy on my wallet.

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Our idea of social networking

1:42pm: Koh Phi Phi, Thailand



Win a Contiki to Europe
6 see the world differently,
a enter at Contiki.com/amazing

contiki
EXPERIENCE THE WORLD

Elements

■ Story text

Paragraphs are either indented or separated with an extra line space but not both.

Indented paragraphs look connected.

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.

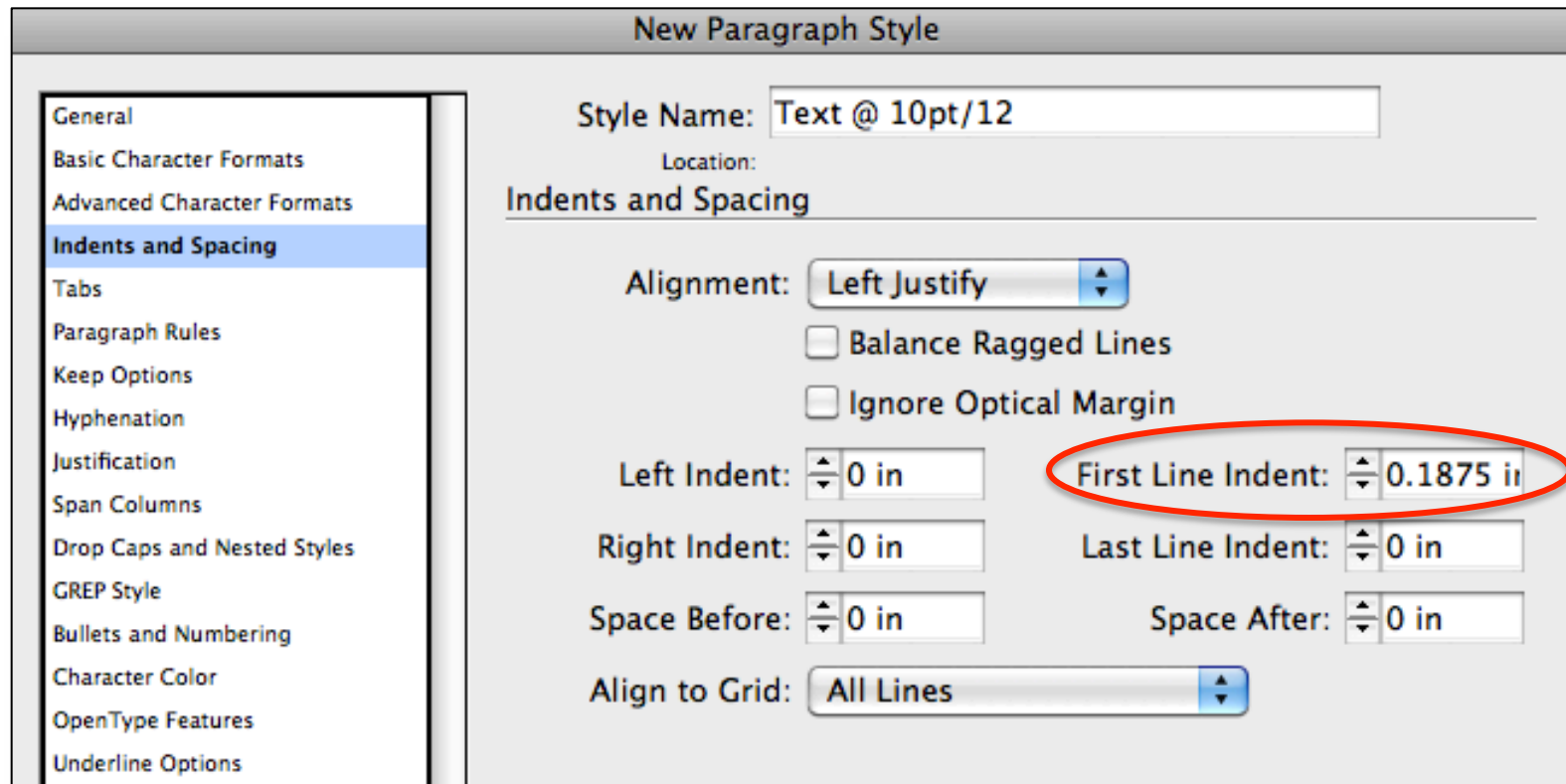
"Additionally we have what's called a SODAR (Sonic Detection And Ranging) and it uses sound to measure wind speed in the atmosphere," Short said.

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

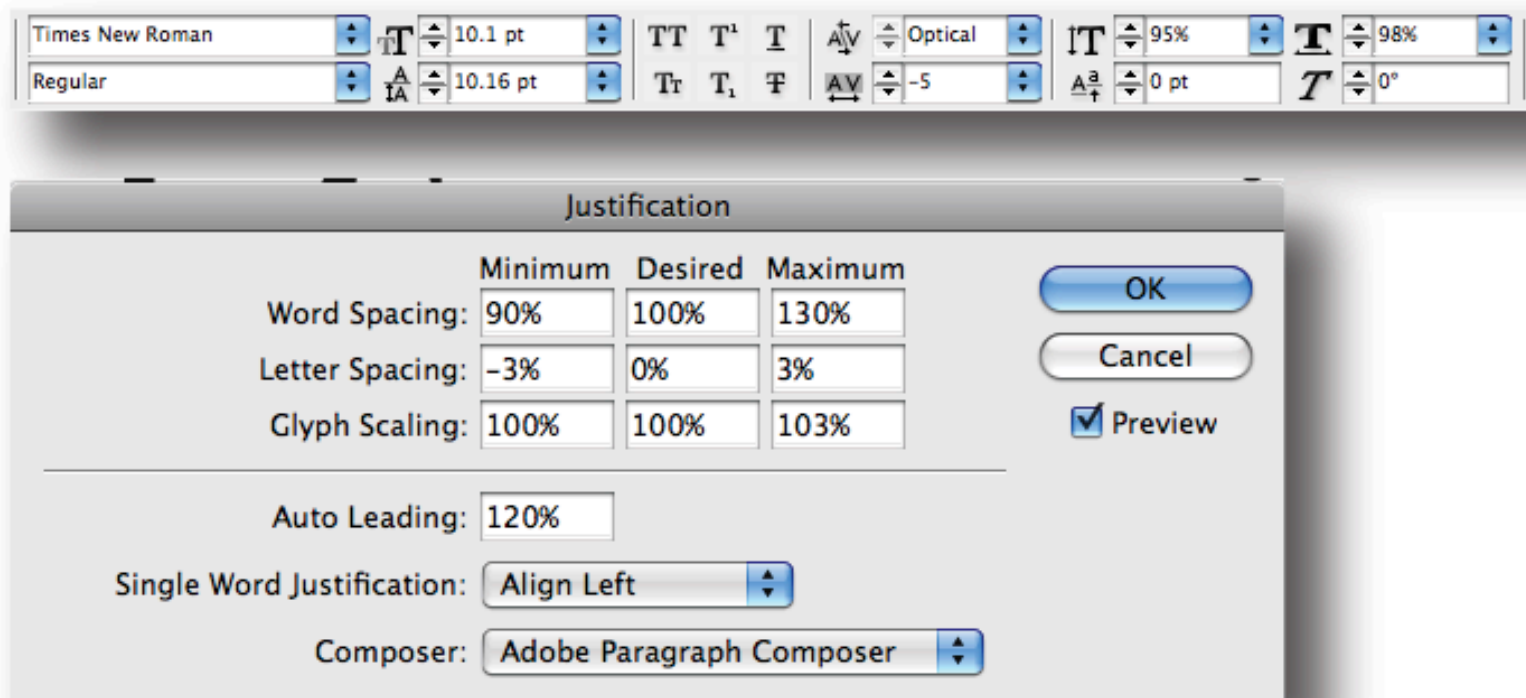
■ Story text

Indents can be defined in the paragraphs style palette (InDesign shown here).



Elements

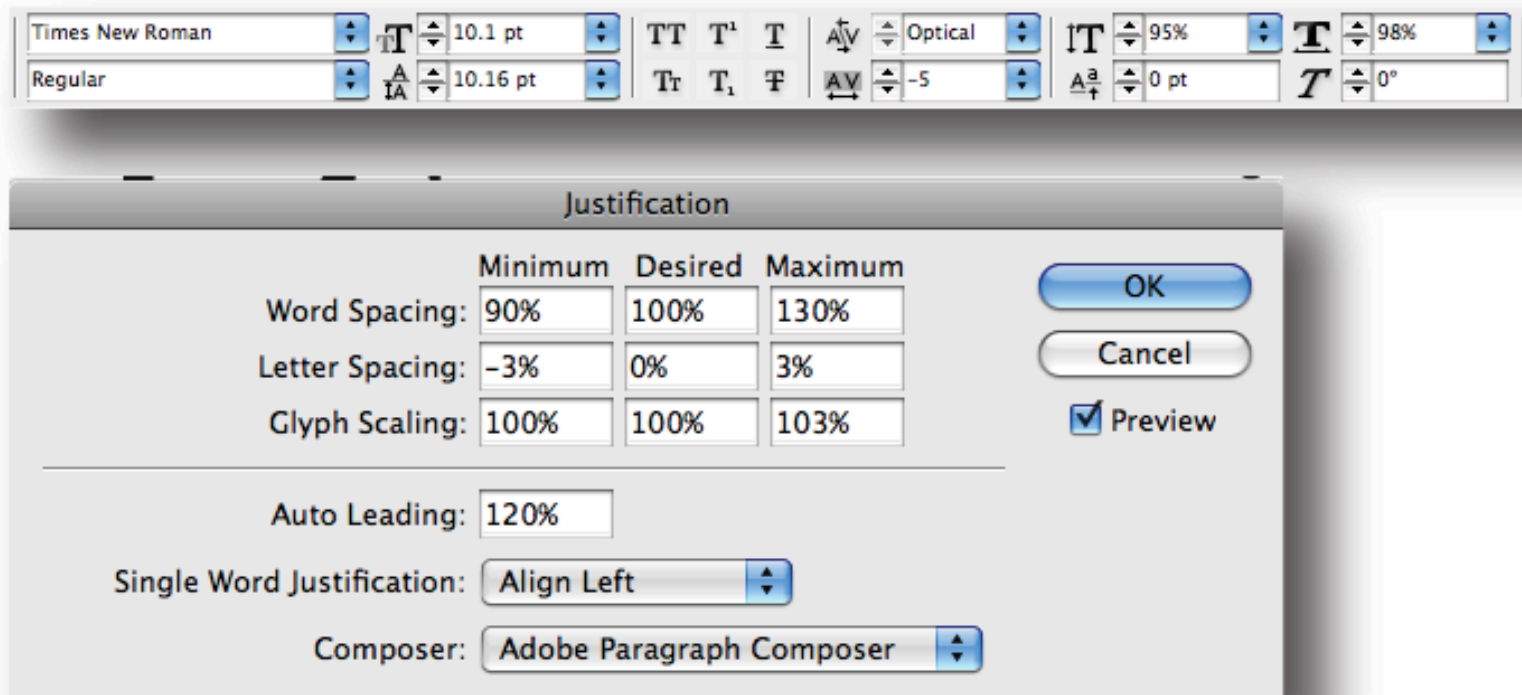
- **Story text Justification** settings vary for every font, font size, line spacing, and column measure. Here is just one (InDesign shown here).



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 up 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.

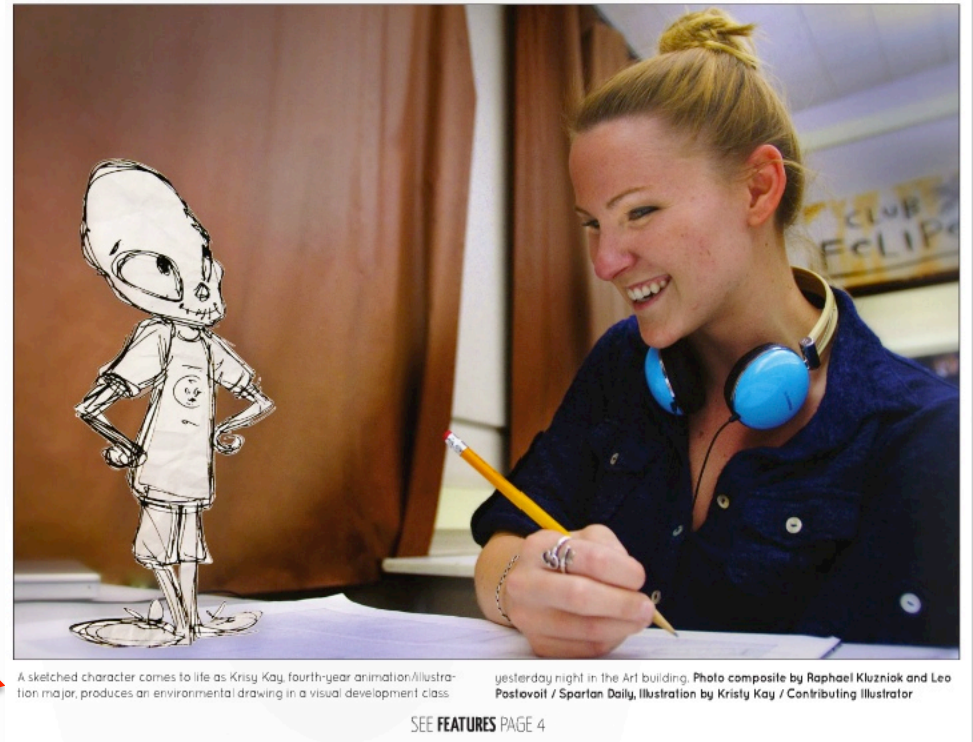


Elements

■ 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.

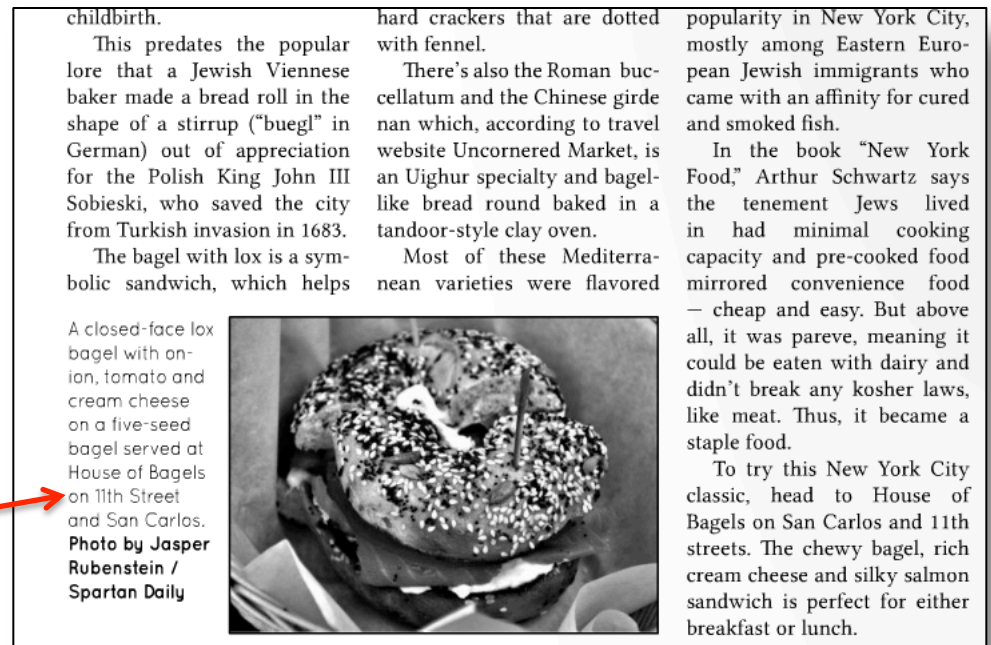


Elements

■ 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.

PAGE **2** | **NEWS** | WEDNESDAY APRIL 15, 2009

2 NEWS **SPARTAN DAILY** Tuesday, May 10, 2011

2 NEWS **SPARTAN DAILY** Tuesday, November 23, 2010

2 NEWS SpartanDaily.com Wednesday, February 15, 2012

2 — NEWS — *Spartan Daily* — Thursday, April 22, 2010

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

SJSU EXCLUSIVES!

- 50% discount on 20-ride and monthly passes
- Discounted 90-Day Pass and 30-Ride Commuter Card
- 10% off select Student Advantage Card

www.ts.sjsu.edu

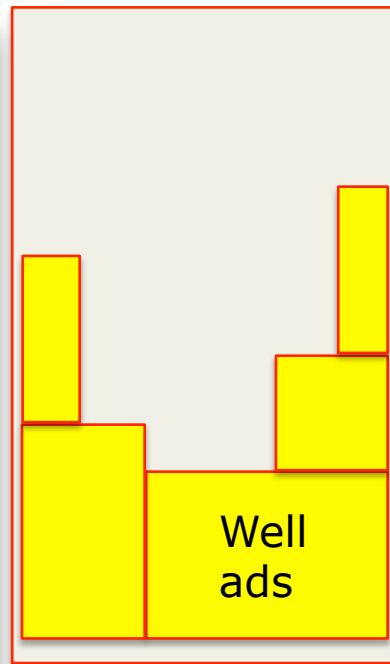
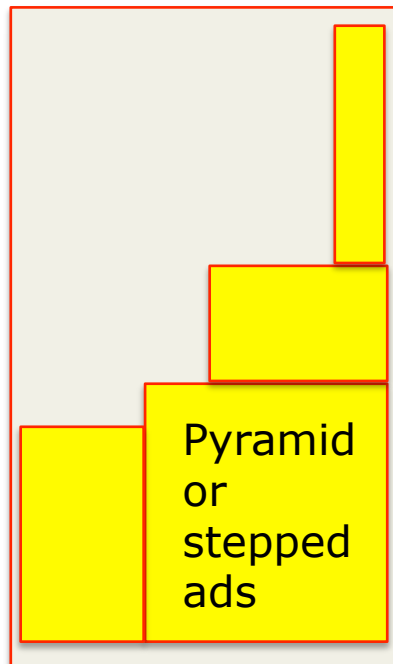
Soother Union room 026
Hours: M-F 9:00 am - 4:30 pm
mtran@ts.sjsu.edu
HILF@TSJPSU (NOC)

San Jose State University
SAN JOSE STATE UNIVERSITY
ASSOCIATED STUDENTS
BUS NO. 007-ACB2

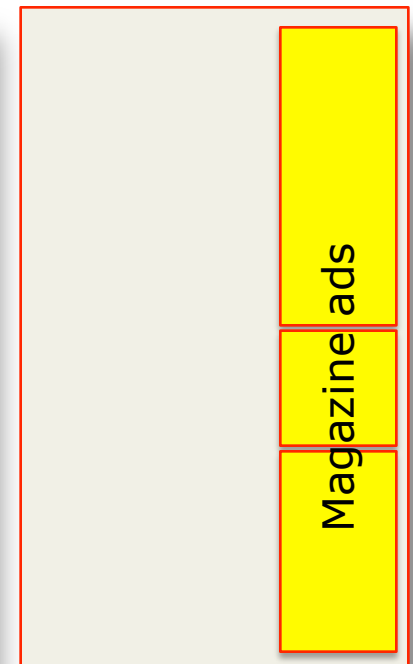
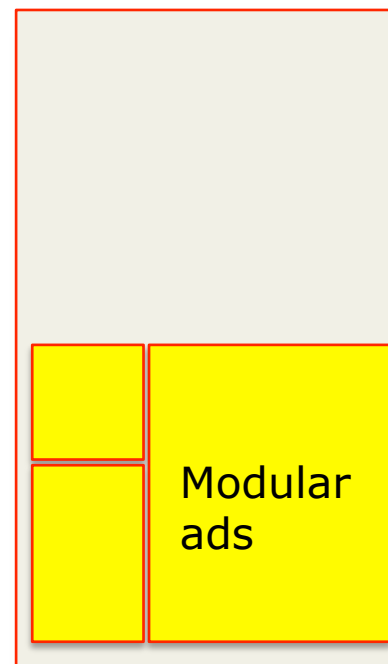
Elements

- **Ad schemes** — a challenge for story design

Harder to design stories to fit open space



Easier to design stories to fit open space



- **Making the words fit into the layout**

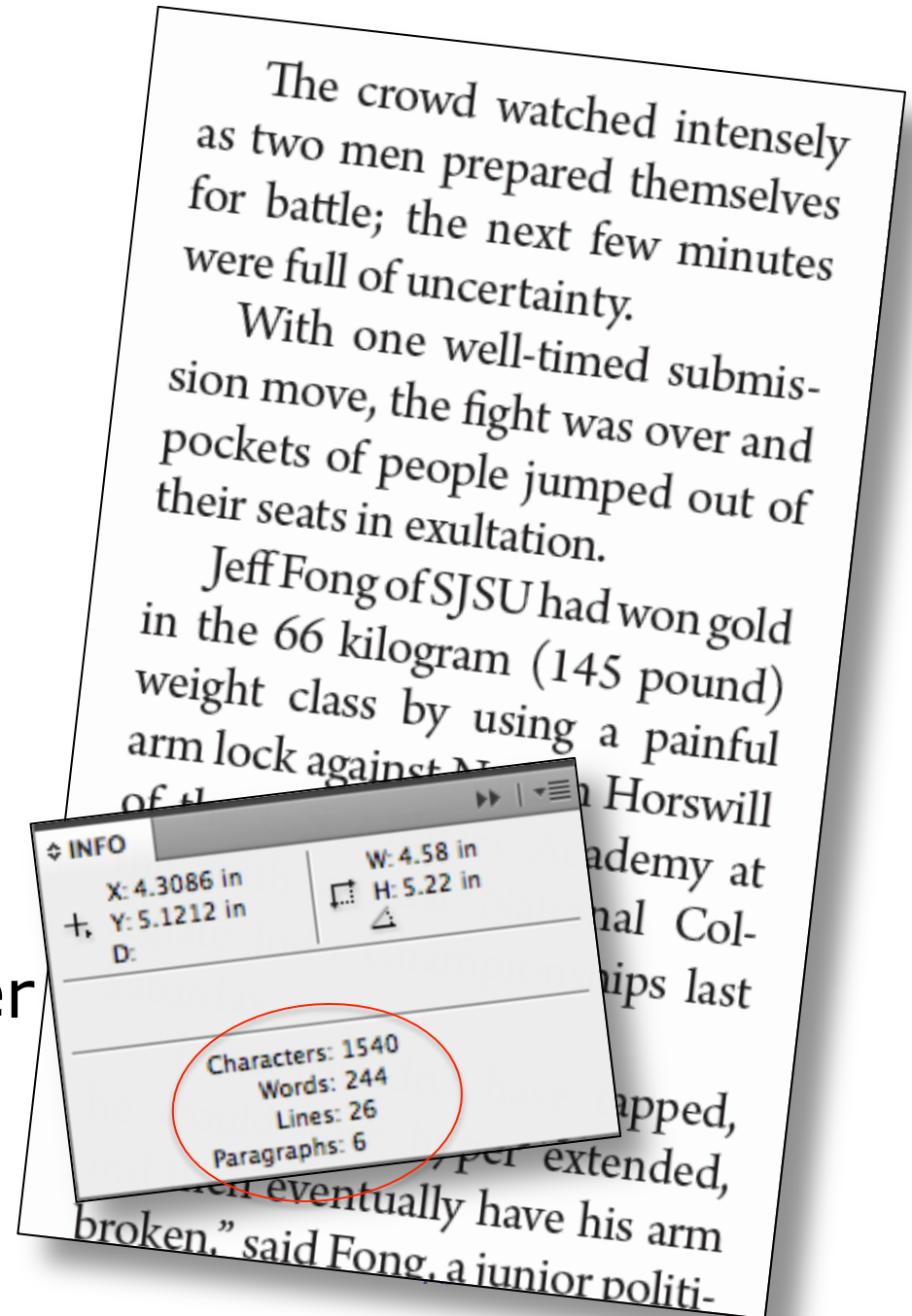
7/3/15

[illegible]

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.



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.

Story 1
Modular,
text only

Story 3
Non-
modular,
text only,
two short
dog-leg
columns

The collage includes several news snippets from SpartanDaily.com:

- SWITCH: Incorporating new technology with learning** (FROM PAGE 1): Discusses the integration of new technology with learning, mentioning digital humanities and the use of technology in the classroom.
- Timeline of medical marijuana in San Jose** (Statewide): A timeline showing the progression of medical marijuana legislation in San Jose, from 1995 to 2011.
- POT: Increase in taxes to be decided at later date** (FROM PAGE 1): Discusses the potential increase in taxes on medical marijuana, mentioning the need for a referendum.
- Damaged restrooms fixed** (By Debby Johnson): A short story about the repair of damaged restrooms at the University of California, San Diego.
- @ Your Library**: A section promoting library services, including access to over 100,000 e-books and research help.
- GIGANTOUR**: A promotional poster for a music tour featuring Megadeth, Motorhead, and Volbeat.

Info-
graphic

Story 2
Modular,
text +
images

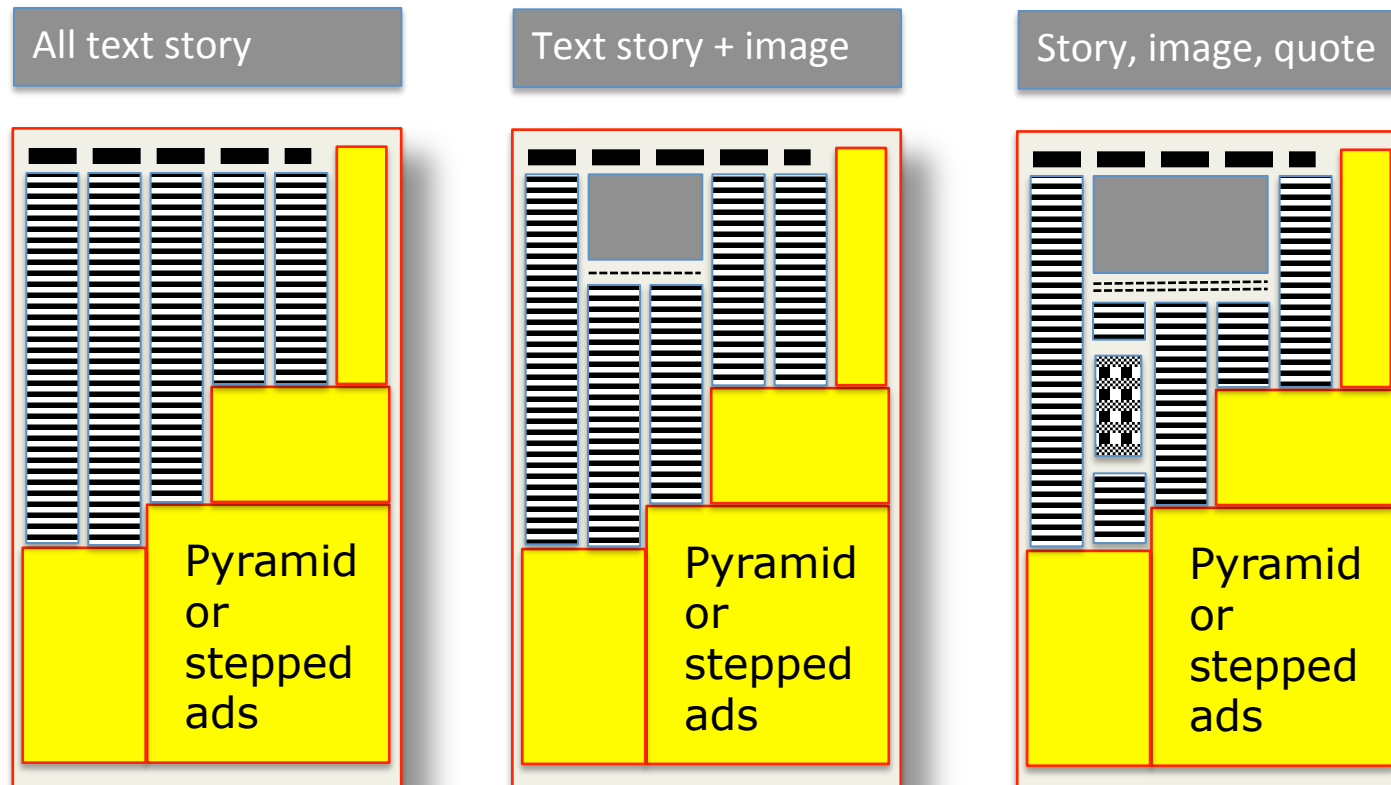
Photo

Bastard
measure
columns

SD logo
added to
keep
story,
above,
modular
in shape

Elements in place

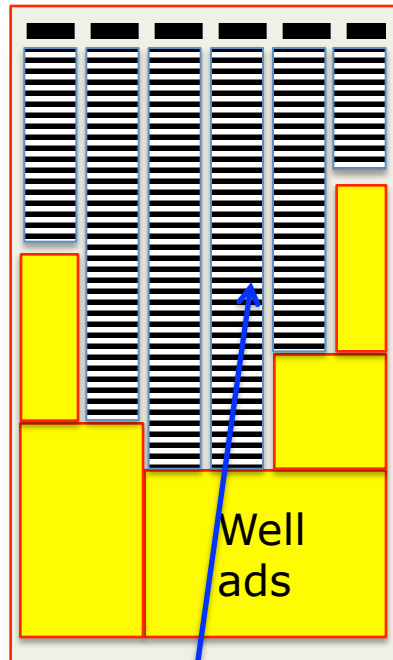
■ Layout tactics



Elements in place

■ Layout tactics

All text story



Lots of words is visually **uninviting**

Text story + images

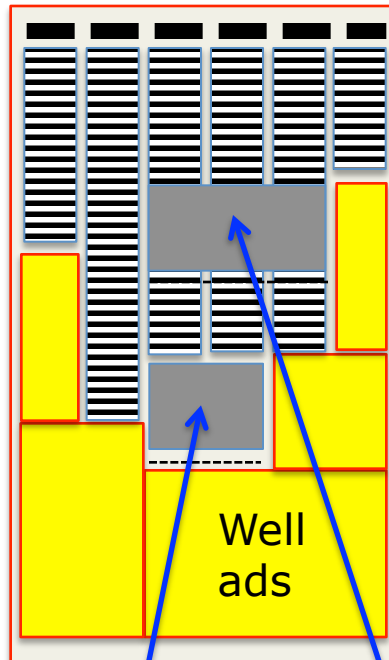
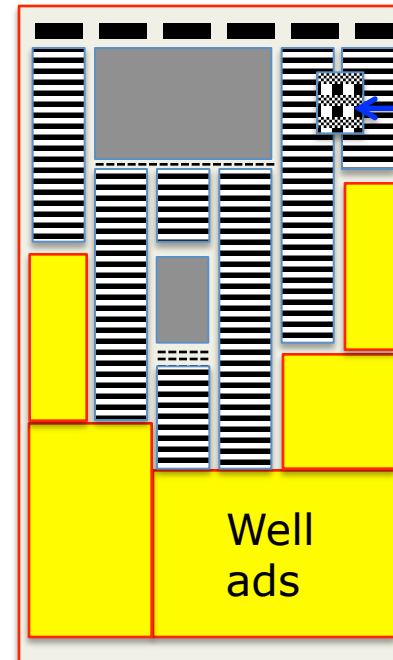


Photo is lost in ads at this location

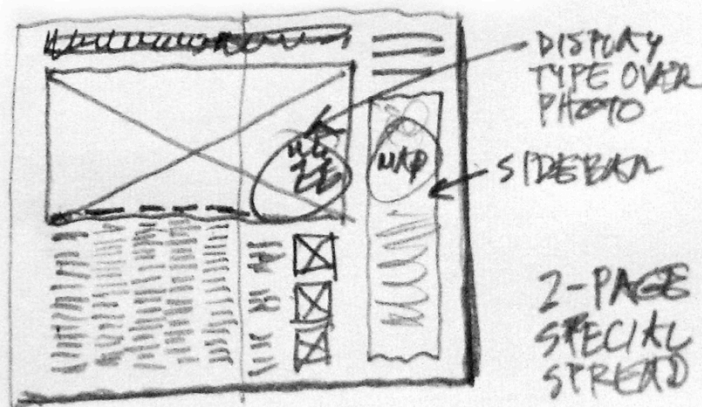
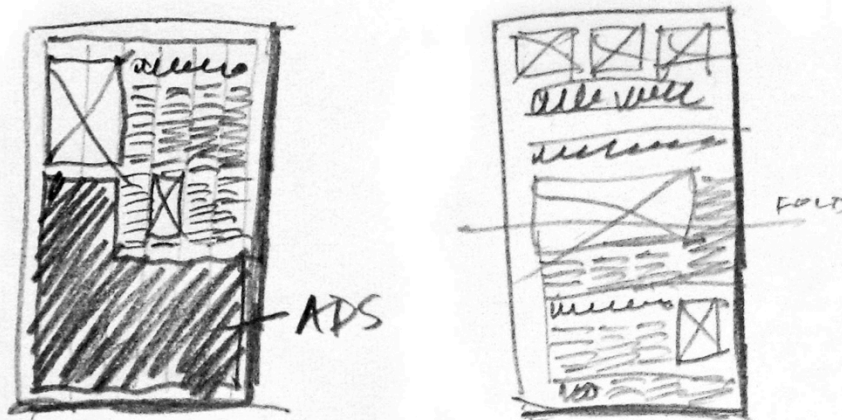
Story, images, quote



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.

Introduction
to Newspaper
Design for Print

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

Infographic

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

Illustration

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

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 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. 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.



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 Raphael Kluzniok / Spartan Daily

SEE PHOTO ESSAY PAGE 8

Catch and release



Members of the SJSU juggling club juggle pins as a group on the grass along Paseo de San Carlos Monday. Photo by Raphael 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.



Photo by James Tensuan / Spartan Daily

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Depth of field simplifies the image details so what the photographer considers important to the reader is put into focus.

AJEEP Tim Mitchell

Ready to rumble



In your face perspective can be an attention grabber for an otherwise posed shot.

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



Photo by Raphael Kluzniok / Spartan Daily

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.

Photos

■ 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.



Senior safety Duke Ihenacho soars through the air to tackle junior Navy slotback Gee Gee Greene during the Spartans' 27-24 win on Saturday at Spartan Stadium. Photo by Vernon McKnight / File Photo

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

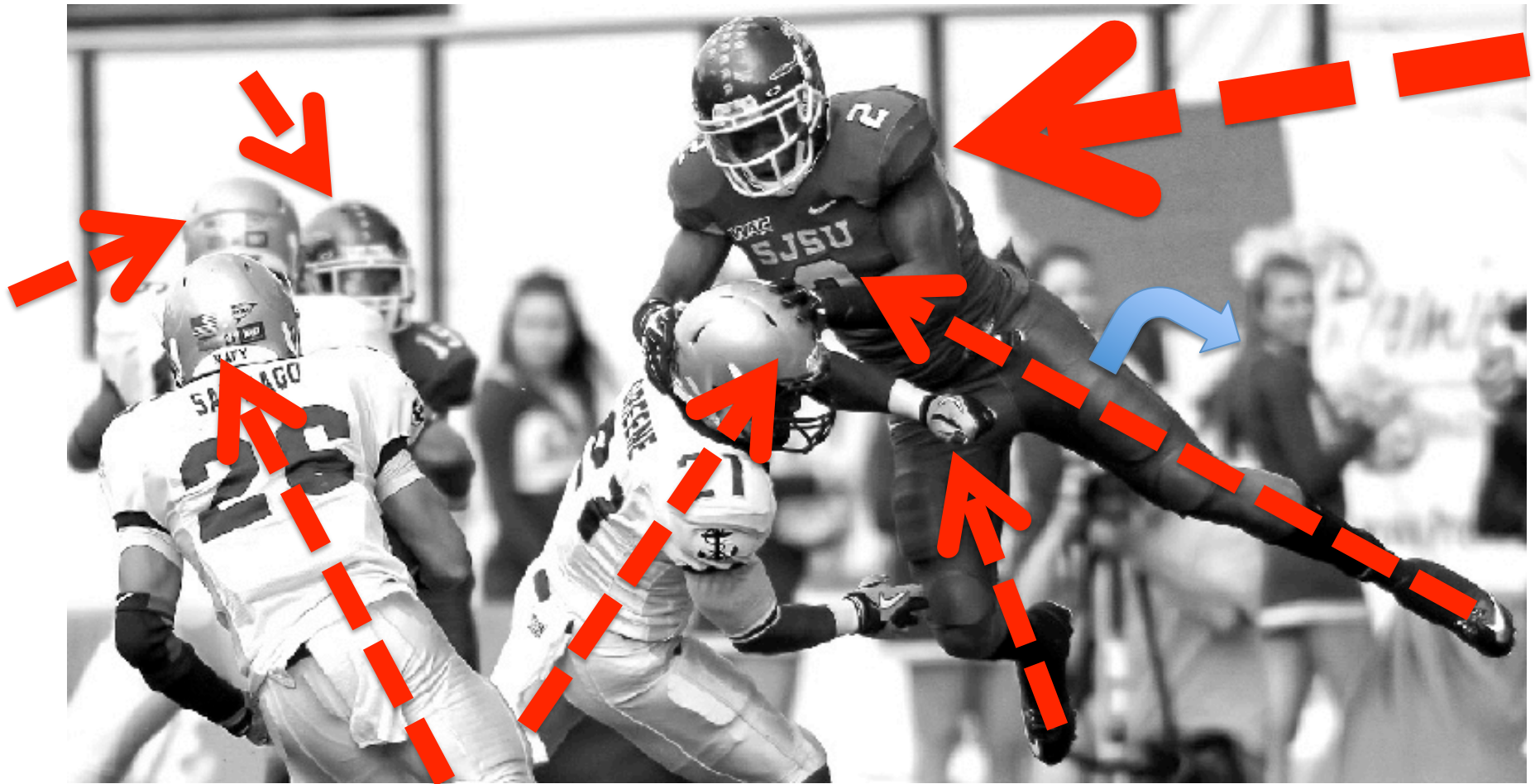
A vertical crop brings the viewer's focus closer to the contact and cuts away more of the surrounding visual information. But in this case it loses info about the aerial drama. They could both be on the ground.



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.



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.

[illegible]



Illustration (above) by Leo Postovait / Spartan Daily with photo by Jasper Rubenstein / Spartan Daily | Intro (below) by Samantha Clark and Ron Gleeson / Spartan Daily



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.



These oversized column logos are a combination of drawings, photos, and typography.



Securing a bike with two locks can be clearly shown with illustration basics

- **Visual explanations of information**

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

Budding sustainability trend may intersect with Passover

by Samantha Clark
Staff Writer

The Hillel House of Silicon Valley is putting a sustainable food spin on its Passover Seder meal. Passover begins 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 SJSU Jewish studies program and the Nutrition, food science & packaging program.

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

Vanina 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 very 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 of the Haggadah, a narration of the exodus and a celebration meal full of symbolism.

Kathryn Sucher, 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 what enslaves you — materialistically, intellectually and mentally" and deals 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 Sandel.

"Eating sustainably 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 Lemberg, vice president of the Jewish Student Union.

According to Sucher, 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 fusing it with this eco-style would be a really cool idea for modern-day reformed Jews to do," said Eric Medeiros, a member of the Jewish Student Union and Spartans for Israel. "That's what reformed Judaism is about — taking Judaism and choosing what fits best for you."

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

Lemberg said, "combining kosher laws and eco-kashrut is good for your body, mind and soul."

Sucher sees a connection between food sustainability and "tikkun olam," which means "repairing the world," because the concept acts as a medium where Jews can address contemporary food issues.

"(Tikkun olam) is a major point of the Judaism — that we are in charge of the Earth; therefore, we need to maintain it," Lemberg said.

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

From a humanitarian perspective, people are drawn to eating sustainably and keeping kosher because sustainability is the issue of today," Lemberg said. "Connecting the two seems like a good step."

A Passover Recipe

Photos by Samantha Clark / SpartanDaily



This sustainable dish features healthy ingredients and is easy to make for your Passover dinner. Clockwise from left: local matzo brei, romaine salad with mustard-mayonnaise and garlic dressing, sweet, spicy and tangy brisket and vegetable matzo ballsoup.

Local Matzo Brei

* Serves 4 (main course) or 8 (side dish)

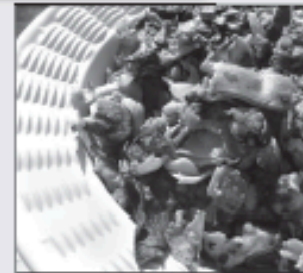
Our version of this Passover classic celebrates local ingredients: Morgan Hill Mushrooms, Elroy Garlic, Salinas Spinach and Castroville Artichoke.

The egg symbolizes life, the perpetuation of existence and eternal life. The matzo is unleavened bread and recalls how the Israelites had to quickly leave Egypt before the Pharaoh changed his mind about their freedom.

- 6 (5-inch) unsalted matzos
- 6 large free-range eggs
- ¼ teaspoon salt
- ¼ teaspoon black pepper
- 3 garlic cloves, minced
- 1 medium onion, halved lengthwise, then cut lengthwise into ¼-inch-wide strips
- 2 cups mushrooms, the good
- 2 cups spinach
- 1 cup unfrozen artichoke hearts, halved
- ¼ cup extra-virgin olive oil

Directions:

1. Break matzos into roughly 1-inch pieces into a colander, then rinse under hot tap water until pieces are softened, 2 to 3 minutes. Let stand 5 minutes.
2. Sauté onions, garlic and mushrooms in a 12-inch heavy nonstick skillet over low heat, stirring occasionally, until they soften, 8 to 10 minutes.
3. Lightly beat eggs in a large bowl, add salt and pepper and stir in matzos until completely coated.
4. Add artichoke hearts and matzo mixture, then increase heat to moderately high and sauté with the onions, garlic and mushrooms, stirring frequently and breaking up clumps, until matzos are well browned, about 20 minutes. Add the spinach 5 minutes before finishing. Season with salt.



Local Matzo Brei



Vegetarian Matzo ball soup

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.

See more Passover recipes online at spartandaily.com

Digital journal connects students from all over the world

by Rebecca Duran
Staff Writer

A logo with a gray and blue design resembling the shape of a quilt greets you as you enter the website.

It foreshadows what the content of the website is — a blanket of information.

The Student Research Journal (SRJ), a student-edited, peer-reviewed database, gives graduate students across the country the opportunity to submit their work.

"SRJ gives SJSU graduate students a remarkable opportunity to serve on the editorial board to run a scholarly journal, from start to finish, while they complete their degrees," said Robert Boyd, a lecturer for the school of library and infor-

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 2668 miles | 4 Sue Wainscott, Managing editor
Las Vegas 522 miles | 7 James Hicks, Content editor
Japan 7578 miles |
| 2 Cynthia Cohen, Content editor
Los Angeles 340 miles | 3 Rose Love Chou, Content editor
Washington D.C. 2,852 miles | 6 Robin Markel, Content editor
San Diego 460 miles |
| 5 Samantha Godbey, Content editor
Oakland 41 miles | 6 Amanda Heath, Content editor
San Diego, 460 miles | 6 Elyse Meyers, Copy editor
Los Angeles 340 miles |

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

information gathering technique used to determine the potential value of providing a product,

context of a larger scholarly conversation." Nordlund started with the

was involved with the founding documents.

"We deal with a big range of

They had several meetings in Elluminate, ongoing discussions in Angel discussion forums, and

"If we are interested, willing, and determined, we can build on our coursework and create high-

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.

Infographics

■ 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.

