

The Virginian-Pilot

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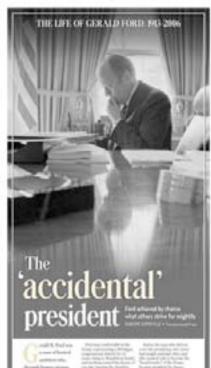
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Savannah Morning News.

Crime top issue, again. for city

iTunes site experiences















WEEK 10

DAVID SOUTAR SHATHA GRANT Design an underground student newspaper using affordable materials and \boldsymbol{a} design that is easy to print and bind.



Creative Brief

Objective

To create an appealing yet low cost newspaper to be distributed in secret. Success will be measured not only by design appeal but also in simplified production and distribution.

Target Audience

The suggested target audience are students of Edna Manley, thus the content and design should appeal to them. Feel free to change the Target demographic as long as the appropriate research is done.

Single Message and Response

An overall theme should guide both the design and the content of the newspaper, Articles, photos and the general design aesthetic should be cohesive and elicit a unified response from the viewer.

Deliverables

A prototype of the newspaper printed and bound using the same methods to be used in the final mass production. A process book detailing demographic/target audience choice, production and distribution plan, references and research, sketches and comprehensives as well as a rational for the design.

Timeframe

5 weeks. Steady progress needs to be mentioned, you are required to present each week in one to one tutorials.

UNDERGROUND NEWSPAPER

Lecture Notes

Formats

Post modern newspapers are in one of three sizes:

Broadsheets

600 mm by 380 mm (23½ by 15 inches), generally associated with more intellectual newspapers, although a trend towards "compact" newspapers is changing this.

Tabloids

Half the size of broadsheets at 380 mm by 300 mm (15 by 11% inches), and often perceived as sensationalist in contrast to broadsheets. Examples: The Sun, The National Enquirer, The National Ledger, The Star Magazine, New York Post, The Globe.

Berliner or Midi

470 mm by 315 mm (18½ by 12¼ inches) used by European papers such as Le Monde in France, La Stampa in Italy, El Pais in Spain and, since 12 September 2005, The Guardian in the United Kingdom.

Paper and Printing

Newspapers are usually printed on inexpensive, off-white paper known as newsprint. Since the 1980s, the newspaper industry has largely moved away from lower-quality letterpress printing to higher-quality, four-color process, offset printing. To help their titles stand out on newsstands, some newspapers are printed on coloured newsprint. For example, the Financial Times is printed on a distinctive salmon pink paper, and the Italian sports newspaper La Gazzetta dello Sport is printed on pink paper.

The invention of the printing press is said to mark the start of the modern age. Distribution of knowledge revolutionized public awareness.

HISTORY OF	PRINTING
Phaistos Disc	1850-1400 BCE
Woodblock printing	200 CE
Movable type	1050
Intaglio	1430s
Printing press	1439
Lithography	1796
Offset press	by 1800s
Chromolithography	1837
Rotary press	1843
Flexography	1890s
Screen-printing	1907
Dye-sublimation	1957
Photocopier	1960s
pad printing	1960s
Laser printer	1969
Dot matrix printer	1970
Thermal printer	
Inkjet printer	1976
Digital press	1993
3D printing	

UNDERGROUND NEWSPAPER

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Anatomy

Masthead

The newspaper's name. Also called a "Flag" or "Nameplate".

Photograph. Ask. Collaborate. Report. Share. Welcome to Co-Pilot. The Virginian-Pilot

A line showing the page number, date, paper's name and so

Display Head

A jazzed up headline that ads drama or flair to special stories.

an man was charged in the March deaths of two Virginia Beach teens

Pullquote

A quote from the article that is given graphic emphasis. Also called a Liftout quote or a breakout.

Deck

A smaller headline added below the main headline.

Mugshot

A small photograph, usually about a person in the story or the writer.

Headline

The story's summary or title, in large type beside or above the story.



Former Cheney aide Libby sentenced to 2½ years for lying

Getting closer

Bastard Measure

Type set in a different width than the standard column measure.

Jump line

A line telling the reader what page the story is continued on.

PARTING

Photo Credit

A line giving the photographer's name.

Subhead

A boldface line of type used to organize the story and break up the grey text.

UNDERGROUND NEWSPAPER



Backlash over Blair's school

City academy plans condemned by ex-education secretary Morris

revolution

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Allan Brobbridger

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Cutline

Information about the photo or illustration.
Also called a Caption.

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The line used to separate elements on the page.

Cutoff Rule

Cutout

silhouette).

Gutter

columns.

The Space between

A photo where the

background has been

removed (also called a

National

War crimes suspect evades arrest

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Israeli troops leave Gaza after 38 years

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Bigger isn't always better...

Knockout

White text on a dark background (also called reverse type).

Teasers

These promote the best stories inside the paper (Also called promos or skyboxes).

Standing head

A label for packaging special items.

Byline

The writer's name, usually followed by key credentials.

Drop Cap

A large capital letter set into the opening paragraph of a feature story. Also called an Initial Cap.



References \ Suggested Reading

Bellow you will find a list of books, websites, artists and other general directions you should probably research.

Websites

http://www.brasstacksdesign.com/

http://www.bestfrontdesign.com/

http://www.newspagedesigner.com/

http://www.newsdesigner.com/blog/

http://www.newseum.org/todaysfrontpages/

http://www.snd.org/

Books

The Newspaper Designer's Handbook, by Tim Harrower

The Best of Newspaper Design: 28th Edition by SND

Contemporary Newspaper Design: Shaping the News in the Digital Age by Roger Black

Wikipedia Articles

http://en.wikipedia.org/wiki/Newspaper http://en.wikipedia.org/wiki/News_design

Designers

Roger Black

Mario Garcia

Tim Harrower

Lucie Lacava