

GO&DO
A TWO-HOUR TOUR
 Cruise to Annapolis, centers, seminars, and all centers and more on a two-hour tour of the coast from...
STEPHANO DIT
 The 17th annual...
OFFSHORE
SATURDAY
The Virginian-Pilot
ASSASSINATION IN PAKISTAN
ACCUSATIONS FLY AS BHUTTO LAID TO REST

Greater Savannah Athletes of the Year • football



OFFENSE

...the offensive line...
 ...the quarterback...
 ...the running backs...
 ...the wide receivers...
 ...the tight ends...

കേരളകൗമുദി
 28
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ദീകരയുടെ
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 ഇരുപതാം നൂറ്റാണ്ടിന്റെ...
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ആക്രമണം താലിബാൻ ഭാഗ്യമറിയിൻ
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Savannah Morning News.
 THURSDAY, DECEMBER 24, 2009 • SAVANNAH.COM

Crime top issue, again, for city
 Despite significant political progress, the Savannah City Council...
THE LIFE OF GERALD FORD, 1913-2006
'The accidental' president
 Ford, selected by chance...
iTunes site experiences a meltdown
 Apple's iTunes...
SECURITY
Divisions
COASTAL EMPIRE
 Rescue police arrest 8 in burglaries from autos

VISUAL COMMUNICATION 1
UNDERGROUND
NEWSPAPER



UNDERGROUND NEWSPAPER

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 rationale 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 11¼ 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

Anatomy

Masthead

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



Folio

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

Display Head

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

ARE ILLEGAL IMMIGRANTS MORE PRONE TO CRIME?

“The portrayal of the undocumented people in our community has definitely increased.”

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.

IT DEPENDS ON WHOM YOU ASK. There are no conclusive statistics, but two recent reports provide fodder for both sides of a debate that heated up locally when a Mexican man was charged in the March deaths of two Virginia Beach teens.

they are	they aren't
Two national studies found that illegal immigrants used a substance for each 100 people spending between 10 to 20% of the population. But about 13 percent of the group questioned by the researchers had used the substance in Virginia.	Another study released last month found that 10% of the population, including illegal immigrants, do not have a driver's license. The researchers said that 10% of the same sample from the United States.

Bastard Measure

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

Mugshot

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



DENIS PULEY, EDITOR

REDESIGN ADDS CONTENT, STYLE: HOPE YOU LOVE IT

IT FEELS DIFFERENT. We didn't tell you that we didn't tell the good news from Morgan. In fact, everything you've always expected in The Virginian-Pilot is still there, and more.

Headline

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

IN FEELING DIFFERENT. We didn't tell you that we didn't tell the good news from Morgan. In fact, everything you've always expected in The Virginian-Pilot is still there, and more. In other words, although the paper remains looking to stay as timely as ever, we've added a lot of new content to make it a better experience for you. We'll have the same great news you've always loved in our headlines, but we've added a lot of new content to make it a better experience for you. We'll have the same great news you've always loved in our headlines, but we've added a lot of new content to make it a better experience for you.

OUR LEGAL NEWS



Supporters of Louis "Sonny" Libby, above, former chief of staff to Vice President Dick Cheney, are urging President Bush to pardon him.

Former Cheney aide Libby sentenced to 2½ years for lying

WASHINGTON—Louis "Sonny" Libby, the former chief of staff to Vice President Dick Cheney and one of the principal architects of the Bush administration's foreign policy, was sentenced Tuesday to 2½ years in prison for lying during a 13-hour prosecution that became part of a delirious day in the courtroom.



PARTING GIFT

By Philip Weber

Workers at Ford Motor Co.'s Dearborn plant didn't get the news until the day after the truck was sold. The plant was to give the truck to one of the workers.

Members of the plant, set to close the last week of June, have fought the truck to give to an employee, said James Martin Galtman, a Ford spokesman in Dearborn, Mich. "I've never heard of any truck being sold to a worker," he said.

The truck was sold to one of the workers, said Galtman. "I've never heard of any truck being sold to a worker," he said.

Jump line

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

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



Cutout
A photo where the background has been removed (also called a silhouette).

Gutter
The Space between columns.

Cutoff Rule
The line used to separate elements on the page.

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.

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

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

UNDERGROUND NEWSPAPER

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](#)