

Communications 332

Editing and Page Design

Fall 2011

FINAL PROJECT

You are assigned to lay out the first four pages of the news section of a Southern California general circulation newspaper. This involves:

- Choosing the stories and pictures that will go on the pages.
- Laying out the pages with those stories and pictures using InDesign or other pagination software. Use the broadsheet InDesign template in the project folder in the classroom computers.
- Editing those stories for clarity, accuracy, grammar, syntax, AP style and length.
- Properly sizing and cropping the photos to fit the space you've designated for them.
- Writing the captions, headlines and deck heads.
- Using the typography and design style that we have established for this class.

Your newspaper, the Southland Star, has about 80,000 readers in Los Angeles County and about 100,000 readers in Orange County.

Your front page usually has a mix of local and non-local news.

Here are the procedures/rules:

- Page 1 must contain a minimum of five stories. A stand-alone photo (a photo not accompanied by a story) can count as one of those five stories. A photo that goes with a story on the page counts as part of that story.
- All page layout must be modular.
- Only three stories may jump from Page 1; no inside stories may jump.
- Stories must jump to Page 4.
- A jump (the portion of the story continuing from Page 1) must be at least 4 inches long; that is, at least 4 column inches of type from a Page 1 story must be on Page 4. If the jump is shorter than 4 inches, cut the story.
- Page 3 must contain a minimum of five stories. A stand-alone photo (a photo not accompanied by a story) can count as one of those five stories. A photo that goes with a story on the page counts as part of that story. None of the stories on pages 2, 3 or 4 may jump.

- You may take a photo that accompanies a story and use it as a stand-alone photo. If you're using the photo on Page 1 and putting the story on an inside page, be sure to refer the readers to the story inside the paper. Include in the caption, "Related story on Page X."
- Keep in mind that captions with stand-alone photos serve as the story accompanying the photos. They must contain as much of the who, what, when, where, why and how as possible.
- Also remember that stand-alone photos need short headlines above them. Use "caption headline" in the InDesign paragraph style sheet. The headline's default size is 18 point; don't change its size.
- Use the chart I have given you as a guideline on how short headlines can be and still be acceptable.
- You can only use photos and graphics that I have given you. Do not create images or graphics that are not real and accurate.
- Don't try to package stories (having all regional stories together on one page, national stories together on a second page and international stories together elsewhere). You don't have enough stories or pages for this to be practical.
- Don't worry that the photo quality degrades as the pictures are enlarged. Assume that they all have high technical quality.
- Be careful that you don't duplicate stories; that is, have the same story in the paper twice.

EXTRA CREDIT

Pick five international stories that are not used elsewhere in the paper and use them to create a column of briefs to fill the one-column hole on Page 5. Write 1-col, 18-pt, 2-lines headlines for each brief. You must have five briefs. Briefs do not have bylines.

Some other thoughts:

- Don't completely rely on the story description in the budget to determine story selection. Read the stories.
- Bigger heads are better. Do not use 24-pt heads.
- The dominant photo on a page should have some impact. Choose a photo that is newsworthy and dramatic and make it three or four columns wide.
- Local photos may have more newsworthiness
- Don't include Calif. in datelines of cities where The Southland Star is sold.
- Crop mug shots so the head fills the frame.
- Consider bold face heads at the top of the page.
- Make an 8.5x11 print out of your pages as soon as you can and critically examine the design. Talk to me if you're not comfortable with it.

- Put the photo credit in parentheses at the end of the photo. I don't care whether you use the photographer's name. Use the present tense to describe what's going on in the photo and past tense or future tense to describe previous or upcoming events.

example: An angry Madeleine Albright calls for tighter security at the State Department. (AP photo)

GRADING

Here is a breakdown of how the project will be graded:

layout	600 points
editing	20 points
headlines & decks	380 points
total	1,000 points

Page 5 extra credit 50 points

Here is how the project will be critiqued:

layout:	editing:	headlines:
modular	grammar, syntax etc	clarity
news judgment	AP style	accuracy
use of photos	captions	style
headline sizes	accuracy	newspaper's style
newspaper's style	clarity of writing	
bottoms of cols even	length	
	newspaper's style	

Use of photos in the layout category includes making sure the photos are not distorted.

Photo captions in the editing category includes ensuring that the writing is accurate and clear and that time element uses only the day of the week.

You will be heavily penalized for misspelled words in headlines and captions.

You will also be penalized if key words in headlines are repeated in their deck heads.

One hundred points will be subtracted from your grade for each day your project is late.

The most efficient use of your time on the project is:

1. Evaluate the stories and photos and decide which ones you are going to use.
2. Edit those stories for content, structure and language in a word-processing program to familiarize yourself with the stories to ensure that your initial news judgment was correct. Editing the stories in Word or WordPerfect means you can work on them outside the classroom.
3. Sketch out your pages on dummy sheets and write preliminary headlines on a word-processing program.
4. Build the pages on the classroom computers or computers elsewhere and write the headlines, deck heads and captions.

Class does not formally meet the weeks of Nov. 14 and 28 to give you time to work in the computer lab. I highly recommend that you use the class time – and the classroom computers – to work on your projects. Students have told me that the project has taken more than 24 hours to complete. You have about half that time available to you during regular class time.

I will be either in my office or in the classroom during part of the class time to discuss any concerns about the project, including design ideas or problems you might be having with headlines, layout, computers etc. You may also contact me to discuss the project or to arrange another meeting time.

Formal class will resume Monday, Dec. 5, to discuss the project or other issues. A current-events quiz is planned Monday, and the final editing test is Wednesday.

TURNING IN THE PROJECT

- Print the completed pages on 11- by 17-inch or similar size paper. You can print it in the lab or elsewhere. I don't care whether the pages are printed in color.
- Staple the pages together in numerical order, starting with Page 1.
- Make sure your name is on each page in case they get separated.
- Project is due Wednesday, Dec. 14, at 11:20 a.m.

I will be in the classroom to collect them and to help you print them. I encourage you to the project early.