THE BASICS

DRAWING DUMMIES

- Broadsheet is 72 picas wide by 129 picas deep (printing area only).
- Tabloid is 62 picas wide by 78 picas deep.
- Text columns are called “legs” of type.
- Story names are “slugs” from the old hot metal type days.
- Headline sizes are indicated by three numbers:

  **Example:** 1-30-3 means it is a 1-column headline, 30 pt., 3 lines.

To figure how much space to leave on your dummy for the headline, use this formula:

1. Multiply the number of lines x the point size (30 x 3 = 90).
   This is the total depth in points of your headline.
2. Now, convert to picas by dividing by 12. (90/12 = 7.5, or 7p6.)
   Now you know to leave about 8 picas of space for the head on your dummy.

MEASUREMENTS

<table>
<thead>
<tr>
<th>Points</th>
<th>Picas</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>1</td>
</tr>
<tr>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>72</td>
<td>1</td>
</tr>
</tbody>
</table>

POINTS TO DECIMAL CONVERSIONS

<table>
<thead>
<tr>
<th>Points</th>
<th>Decimal</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 pt.</td>
<td>.07</td>
</tr>
<tr>
<td>2 pt.</td>
<td>.17</td>
</tr>
<tr>
<td>3 pt.</td>
<td>.25</td>
</tr>
<tr>
<td>4 pt.</td>
<td>.33</td>
</tr>
<tr>
<td>5 pt.</td>
<td>.42</td>
</tr>
<tr>
<td>6 pt.</td>
<td>.50</td>
</tr>
<tr>
<td>7 pt.</td>
<td>.58</td>
</tr>
<tr>
<td>8 pt.</td>
<td>.67</td>
</tr>
<tr>
<td>9 pt.</td>
<td>.75</td>
</tr>
<tr>
<td>10 pt.</td>
<td>.83</td>
</tr>
<tr>
<td>11 pt.</td>
<td>.92</td>
</tr>
<tr>
<td>12 pt.</td>
<td>1 pica</td>
</tr>
</tbody>
</table>

PRINCIPLES OF DESIGN

- Balance (or symmetry)
- Contrast
- Focus (or hierarchy)
- Proportion
- Unity (or rhythm)
**BASIC DESIGN GUIDELINES**

- Avoid tombstoning (bumping headlines) by:
  - using a large type size next to a smaller one
  - varying type styles (bold, italic, etc.)
  - write the one on the left a bit short
  - separate with a photo, using a Dutch wrap
- Avoid tombstoning unrelated items, including photos and ads. (bad juxtapositions)
- On inside pages, don’t place art or photos next to ads
- Avoid doglegs – use modular layout
- Relieve grayness with:
  - blurbs/pullout quotes
  - white space
  - initial caps
  - subheads
  - differing column widths (bastard measures)
  - ragged right text
  - rules
  - screens
- Don’t break across two columns of text with anything. It breaks the flow of the copy and can confuse the reader.
- Always have a dominant element and a secondary element.
- Always leave equal amounts of space around elements (1 pica).
DESIGN “ACCESSORIES”

NAMEPLATE or FLAG. Sets the tone for the newspaper. (Sometimes erroneously called the Masthead.)
- Personality
- Flexibility. 5 or 6 columns.
- Importance of words. Articles such as “the” can be in smaller type.
- Insignia. Trademark of paper, local landmark.
- Spacing. Optical, not mechanical.
- Customizing.
- Subordinate elements – date, folios, blurbs, teasers, price.

LABELS or section headers.

TEASERS. On page 1 or section fronts as billboards to what’s inside.

BYLINES. Should contrast with the text. Newspapers should have a standard byline style. Should not call attention to themselves.

CREDIT LINES and CUTLINES. Credit lines go under a photo or graphic and list the name of the photographer or artist. Cutlines are also called captions and run under or next to pictures.

LOGOS or SIGS. For columnists, movie reviews, briefs, etc. Can be with photos or other graphic elements. Place them where they do not interfere with the flow of the text or collide with other elements.

STORY OR PACKAGE LOGOS. For special series.

PULL QUOTES. Can also be used with mugs. Be sure to attribute it.

RULES AND BOXES. Used both functionally (to organize and separate elements) and decoratively (to add contrast and flair).

REFERS. Refer lines refer to related stories or packages. Should be short, to the point and list the page number.
TEXT TYPE
• used for body text
• usually 8-10 pt.
• leading is space between lines; usually one-half to one point. It is notated as 9/10, for example.

DISPLAY TYPE
Headlines
• 14-100+ pt.
• ALL CAPS vs. upper/lower case
• flush left vs. center
  Types:
  • Banner
  • Deck
  • Kicker
  • Hammer
  • Sidesaddle
  • Read-in

Blurbs/pull quotes
Cutlines or captions – underneath photos (sometimes next to)
Overlines – headline above photo