DRAWING DUMMIES

Also see pages 36-39 of The Newspaper Designer’s Handbook.

- Broadsheet is between 22 and 24 inches deep and 12 to 14 inches wide (printing area only).
- Tabloid is half the size of a broadsheet.
- Story names are “slugs.” Write this at the beginning of the story.
- Text is in “legs.” Draw a line indicating text flow. Put the story length in inches at the end of the story.
- Write in headline specs (see below).

Headline specs

- Headline sizes are indicated by three numbers:

  Example:
  1-30-3 means:
  1-column headline, 30 pt. type, 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 (3 x 30 = 90).
   This is the total depth in points of your headline.

2. Now, convert points into picas by dividing by 12.
   (90/12 = 7.5, or 7p6. Always round up.)

Now you know to leave about 8 picas of space for the head on your dummy.