

Head 'em up

FOR *Journalism*
TEACHERS ONLY

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Headlines grab reader's attention, summarize, or intrigue.

No matter how much effort you put into a news story, feature story or editorial, if you can't get the attention of readers, you have wasted that time. Headlines serve several purposes: they attract the reader's attention, they may summarize the article, they may intrigue the reader, and they serve as a very important design element.

The main headline, the dominant picture on the page or spread and the lead of the story should all work together to focus the reader's attention on the article. It's all a part of packaging, and the headline serves a crucial role in this.

Functions of a headline:

- The headline should reflect the content of the story and set the tone for the readers.
- Through its graphic design, the headline adds visual interest to the entire package.

Headline design:

- Remember the basic reading pattern of left to right and top to bottom.
- The most important story, and therefore, the headline to that story, should appear to the top and left of a page or spread if more than one headline appears at the top of the page.
- Headlines should be in larger type toward the top of the page, and then graduated down the page to reflect the importance of the story. More important stories will appear toward the top and their headlines should reflect their importance.
- Headlines should not have to compete for the reader's attention. Choose typography that is harmonious with other elements on the page.

Typographical design:

- Your publication should have a headline style sheet which specifies what typefaces are to be used for straight news stories and what enhancements may be used for feature packaging.
- There should be no more than three typefaces used on a page or spread: one serif type, one sans serif type and one novelty or script font. Variations of these typefaces, such as italicizing and bold facing, may be used.
- Headline design should be a unifying factor in the publication.
- Visual interest can be achieved through the use of contrasting types: serif with sans serif, roman with italic, bold with light, large with small type.

Headline styles:

- **Single line:**

Hastings Ninth Grade Center to open Monday

- **Double line:**

**Students cope with decision
not to issue lockers this term**

• Hammer

Rise and shine

Early morning D-Hall a real eye-opener

• Underline (Main headline with a secondary headline)

It's always something

Students find innovative excuses for tardies, absences

• Overline

Hurricane's winds and rain devastate community

A mid-summer nightmare

• Wicket

*It did not last long
and it melted as soon as it touched ground,
but Tuesday's brief winter storm had students singing*

'Let it snow, let it snow, let it snow'

• Tripod

It's a wrap: Organizations raise funds
by decorating packages
