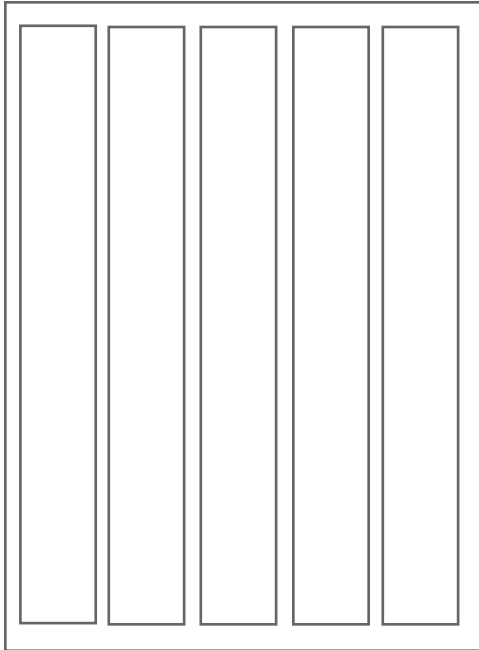


# Front Page Design

Page one should showcase the best the paper has to offer.

## Basic 5-Column Layout/Tabloid

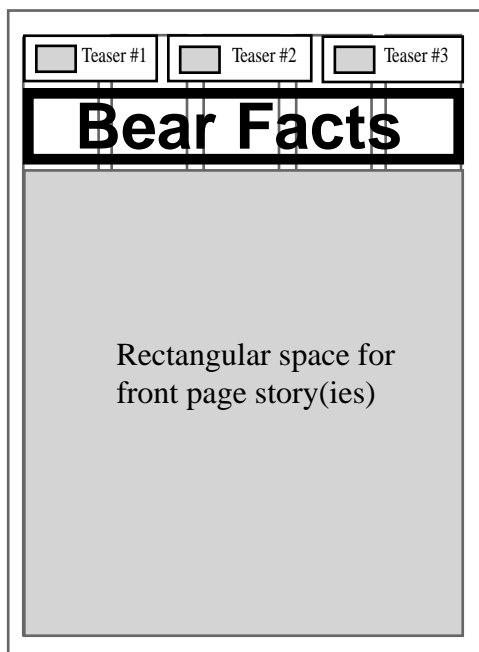


Newspaper pages come in a variety of sizes, but the two most common formats are *broadsheet* (13 1/2" x 21") and *tabloid* (10 1/4" x 16"). Within those two formats are some variations in size, depending on the newspaper. While a broadsheet format may offer a little more flexibility in design, both broadsheet and tabloid formats incorporate the same basic elements: **headlines, text, photos** and **captions**. The front page will have some additional design elements, including a nameplate and teasers.

Many scholastic newspapers use a basic 5-column tabloid format, but layout sheets can be divided into any number of columns, depending on how advanced in design techniques and how creative the staff is.

Most newspapers today are designed in a modular format, in which stories are packaged in rectangular modules and stacked together to form a page size module.

### Step 1



## Steps in Designing a Basic 5-Column Tabloid Modular Layout

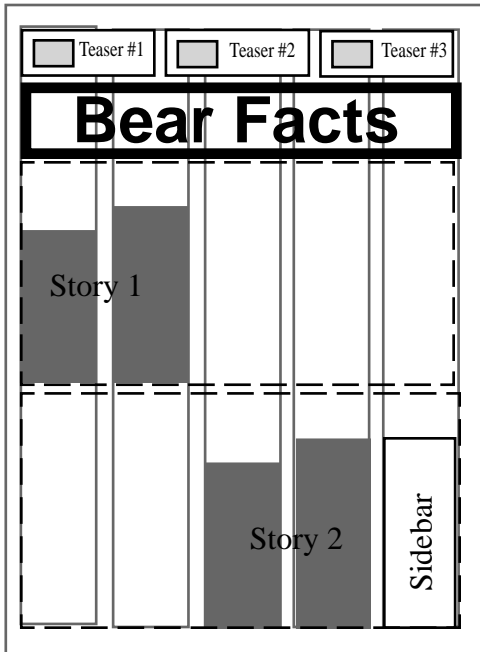
1. Place the standing elements on the page first. The standing elements include the nameplate and teasers. Teasers can go above the nameplate across the page, across the bottom of the page or down one side of the page. When these are placed on the page, there should be a rectangular space left for the front page story.

## Design Tips

- All story packages should be shaped like rectangles.
- Every page should have a dominant photo or artwork.
- Every story must have a headline.
- Every photo must have a caption.
- Use no more than three typefaces per page, including the typeface used in the nameplate.
- Headlines should get smaller as you move down the page.

Continued on next page

## Step 2



2. Determine how many stories will be placed on Page One, along with headlines, artwork, photographs, captions, sidebars, etc. For a tabloid layout, one or two stories will be sufficient. If you have more than that, the stories will have to be jumped to a different page, a practice readers and judges do not like very well.

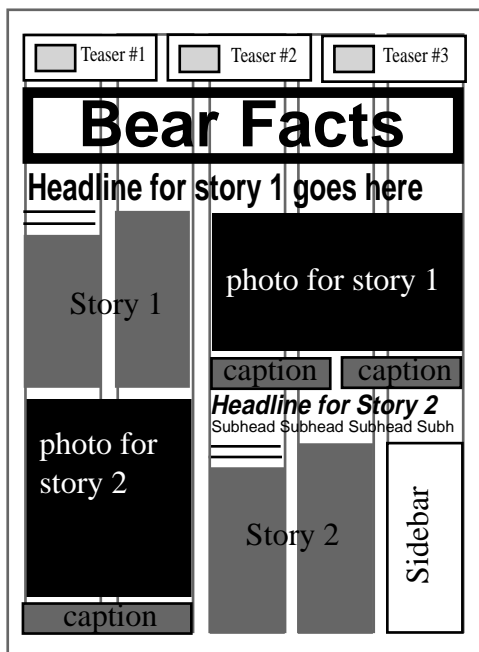
Dummy in the modules that will make up your page. If you have one story, you will have one module. If you have two stories, there will be two modules.

Place your story(ies) on the page, dividing it into columns of equal length. The first column should provide room for the byline at the top of the column. The number of columns will depend on the size of your artwork or photograph, and the number of other elements you have to go with the story. The top story on the page should have the dominant photograph. If there are two photographs on the page, the bottom photograph should be on the opposite side of the page from the top photograph to achieve balance. Leave room for your headline, which should go either above the story or to the left of the story.

Make sure that the columns line up at the top and the bottom.

3. Carefully place your photographs or artwork on the page. Photographs require captions which should be placed below, above, or adjacent to the photographs. Allow room for a photo credit for each. Artwork requires a credit as well.

## Step 3



Place your captions. Captions should be set no more than 2 columns in width. A three column photo's caption can be divided into two 1 1/2-column legs. If captions are adjacent to the lower part of the story, as in the illustration, make sure the captions line up with the stories on the bottom edge.

Finish the page by placing the headlines and the bylines for the stories. Doublecheck to make sure the internal margins remain consistent. There should be one pica of space between elements, unless your specific newspaper layout style calls for a different measurement. If you placed temporary boxes for your modules, delete them now.

The example to the left is modular. The elements for Story 1 include the headline, story with byline, photo and caption. This entire package forms a rectangular module.

Story 2 consists of a photo with caption, headline, subhead, story with byline and a sidebar. All of the elements in this package form a rectangular module.

In addition, the teasers and nameplate form another module.