

Page making and designing of news paper

the design of a newspaper page or the manner in which pictures, headlines and news stories are arranged on a page.

It consists the arrangement of picture, texts and graphics on a page which is to be printed including the selection of font styles, sizes and colors.

An extreme colorful makeup of a newspaper page featuring a large amount of sizes and kinds of attention-catching headlines, cuts, and boxes in unbalanced arranged on a page.

To indicate the importance of the news

ii. To make the page easy to read

iii. To make the page attractive

Boxes for pictures, arrows for texts and lines for leads are among the symbols used in layouting

It makes the different contents easy to find and read. →

It gives the paper a personality/individuality of its own →

It makes the pages appear attractive →

Layout does so much good to a newspaper because it gives prominence to the news in quantity to its importance →

Laying out a page is a matter of personal taste. There are no criteria set for it. Therefore, the staff may experiment freely on page makeup until they get the pattern acceptable to them.

- Contrasting nearby headlines will help emphasize the importance of each other. Boxes and pictures between heads are sometimes good makeup devices.

. It involves the differentiation between the more important and the less important. Example: News/articles must be displayed according to importance. The news value of every story must

determine to what page it should find print, its position on the page, and the style and size of its headline.

6. Placing small heads on rather long story.

6→ Fit them all. Avoid many headlines of the same size on a page. →

Heavy tops. Don't make the page top heavy. →

Screaming headline - is one that is too big for a short or unimportant story.

9. Broadsheets look more formal and have much more formal fonts. 9♣ Also they don't really have much colour on the front pages its basically just black and white although there are some bits of colour. ♣ They use simple fonts, which don't look quite as interesting, also there is lots of writing on the front page it's kind of as if it's a page that's inside the newspaper. ♣ Broadsheet newspapers have large headlines.

12. They also tend to have lots of different interesting fonts to make each separate part stand out, also there not normal common fonts which quite boring. 12♣ They also have plenty of colours in them which make them very appealing and really grab your attention. ♣ Tabloid newspapers have big bold headlines and large images, there is also very little other writing if any.

15. Photographs that grab the readers' eyes also are important parts of the front page. 15→ A good front page might also include -behind sports victory, a medical breakthrough or an ordinary person who has done something extraordinary—as a “human interest” story. → But editors—the people who run newspapers—want a mix of stories. → What makes a front-page story? Important news, of course, about decisions the president has made, wars that have broken out or planes that have crashed. → It's the first thing a reader sees. The stories that appear there are ones that will be talked about all day. → THE FRONT PAGE IS A NEWSPAPER'S front door. →

16. Therefore, many newspaper readers have come to expect the most important story in each issue to appear or touch in the upper right-hand corner of the front page. readers begin their

reading by following the banner headline across the page and continuing down the right-hand side of the page. → Through the use of banner headlines that extended more than half the width of the page, readers were trained to seek the upper right-hand corner of the front page. → On the front page of some daily newspapers, the focal point is often in the upper right-hand corner a now-dated practice that reflects the style of a previous era although we trained to read from left to right and top to bottom, greatly altered this pattern for many years with respect to their newspaper reading habits. → Advertisements can also dictate the focal points of the inside pages of a newspaper. → Any area can be the focal point, depending on the chosen design. → Each page of a newspaper has a focal point - a point on the page to which the reader normally looks for the most important story.

[17.](#) A few editors still use other areas, such as the upper centre of the front page as the focal point. Only time will tell which is best, if indeed, there is a "best." These editors think that readers, trained in school to read other literature from left to right, prefer their newspapers to be designed that way too. → Today, a large percentage of newspaper editors use the upper left-hand corner as the focal point. → The right-hand focal point is not as important to makeup editors as in the past, since fewer newspapers use banner headlines on the lead story. However, many newspapers still carry the most important story in the upper right-hand corner of the front page because of established practices. →

The Companies picture. The lead story on the front of the paper is usually called a Splash. Title of newspaper A photo to attract readers. Tells us what the article is about. List of contents inside the paper. Made for people to visit and read stories online. Tells us where to find the rest of the story. Gives us more information about a photo.

Opinions of newspaper staff members and outside correspondents appear in by-lined columns usually located on the facing page, which is called the "op-ed" page. The op-ed page also contains analysis and background pieces. 20 → Here, the opinions of the newspaper's editorial board are put forth in editorials. Some newspapers identify the author of each editorial, others do not. → The editorial page is dominated by comment and analysis rather than objective reporting of factual information. → The editorial page is one place in the newspaper where opinion is not only permissible but encouraged.