

Quick and easy design techniques

Identify the most important article on the page and make it dominate the page by headline size, photographs or illustrative material.

Headlines for secondary articles must always be smaller than the main headline so as not to confuse the reader as to what article is more important.

Do not “tombstone,” which is placing headlines of similar size side by side.

Group short related stories or items into one attractive column instead of scattering them throughout the newspaper.

For long articles, put boldface column breakers or subheads into the story. They should be placed where they would provide some relief from reading text and where they would help highlight major points of the story.

Use “outquotes.” These are quotes or sentences from the story which you repeat in large type. By either highlighting quotes which are particularly interesting or points from the story which are important, you help draw in the reader and let him or her know what the story has to offer. Using outquotes also breaks up a long article.

Make “boxes”. Boxes are an effective way of drawing attention to important information.

Headlines should cover the story. Don't allow columns of type to run out from under the headline. Headlines should be set flush left or centered over the top of the article.

Using photos, drawings and graphs can communicate more effectively than words. Their presence helps establish the relative importance of major articles and also to break up a page of text.

Use **white space effectively** to avoid the “crowded look.” And, make sure there is enough room between columns to allow the eye to return to the next line.

Use **short paragraphs**, roughly four or five sentences. By adding white space, you make reading easier.

Using “teaser copy” on the front page is a way to get the reader to the inside pages of your newsletter. In a boxed area on the front page, titled “Inside” or “In this issue,” list the titles of a few articles that are printed on the inside pages along with the page number. The bottom right area of the front page is a good area to place this notice. Remember eye gaze motion! Left to right, top to bottom. This is the last item the reader will see on the front page.