

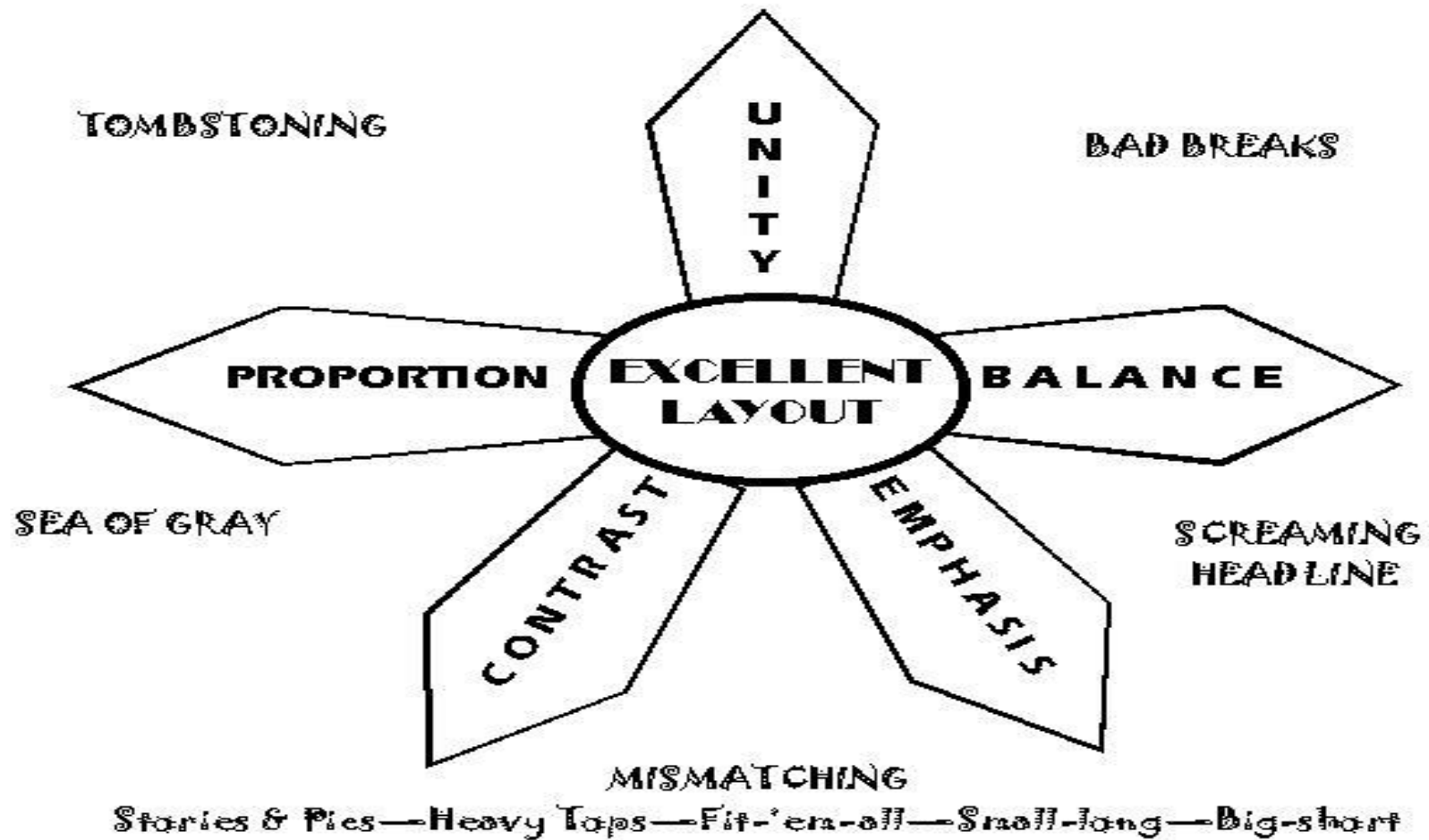
“PAGE MAKE – UP” **(FRONT PAGE AND** **EDITORIAL PAGE)**

PAGE MAKE - UP

- "Newspaper makeup" is defined as the design of a newspaper page or the manner in which pictures, headlines and news stories are arranged on a page.
- The objectives of newspaper makeup areas follows:
 - i. To indicate the importance of the news
 - ii. To make the page easy to read
 - iii. To make the page attractive
- An extreme variegated makeup of a newspaper page featuring a profusion of sizes and kinds of attention-catching headlines, cuts, and boxes in unbalanced array
- *It consists the arrangement of illustrations, texts and graphics on a page which is to be printed including the selection of font styles, sizes and colors.*

- *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.*
- *Layout does so much good to a newspaper because it gives prominence to the news in proportion to its importance*
- *It makes the pages appear attractive*
- *It gives the paper a personality/individuality of its own*
- *It makes the different contents easy to find and read.*
- *Boxes for pictures, arrows for texts and lines for leads are among the symbols used in layouting.*

Conceptual Model of A Layout



CONCEPTUAL MODEL OF AN EXCELLENT LAYOUT, Fetalvero 2003

Factors of a good Layout

- *Proportion - deals with the ratio of one part to another and of the parts to the whole. Example: Pictures must be sized properly to keep up with other shapes on the page.*
- *Unity (Harmony) - the agreement between parts. Content of every page/double page must blend as a harmonious unit. No one part of the page should overshadow another. The headlines should complement each other and the pictures should not distract the eyes too much from the type.*
- *Balance - a feeling of equality in weight; suggests the gravitational equilibrium of a single unit or a space arranged with respect to an axis or a fulcrum.*
- *Emphasis - gives proper importance to the parts and to the whole. 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.*
- *Contrast - Contrasting adjacent headlines will help emphasize the importance of each other. Boxes and pictures between heads are sometimes good makeup devices.*

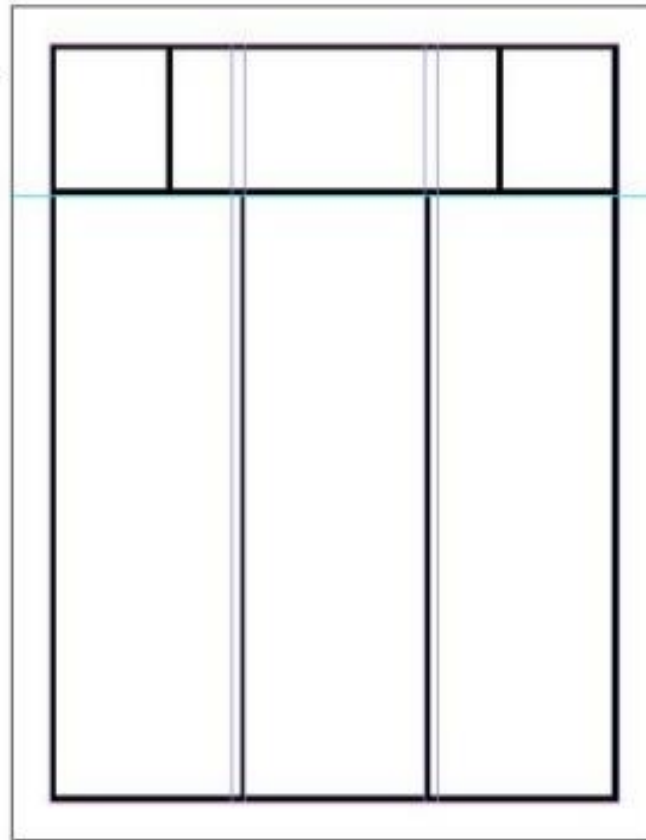
Factors that harm a layout :-

- *Tomb stoning - placing two or more headlines on approximately the same leveling adjacent columns specially if they are of the same point and types.*
- *Bad breaks - breaking stories to the top of columns. The top of every column should have a headline or a cut.*
- *Separating related stories and pictures.*
- *Gray areas (sea of gray). Use fillers instead.*
- *Screaming headline - is one that is too big for a short or unimportant story.*
- *Heavy tops. Don't make the page top heavy.*
- *Fit them all. Avoid many headlines of the same size on a page.*
- *Placing small heads on rather long story.*

NEWSLETTER TYPE FOR ELEMENTARY (3 columns)

Bracket A – 9" x 12"

Bracket B – 8 ½" x 13"





Broadsheet Newspapers

- Broadsheet newspapers have large headlines.
- 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.
- 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.
- Broadsheets look more formal and have much more formal fonts.



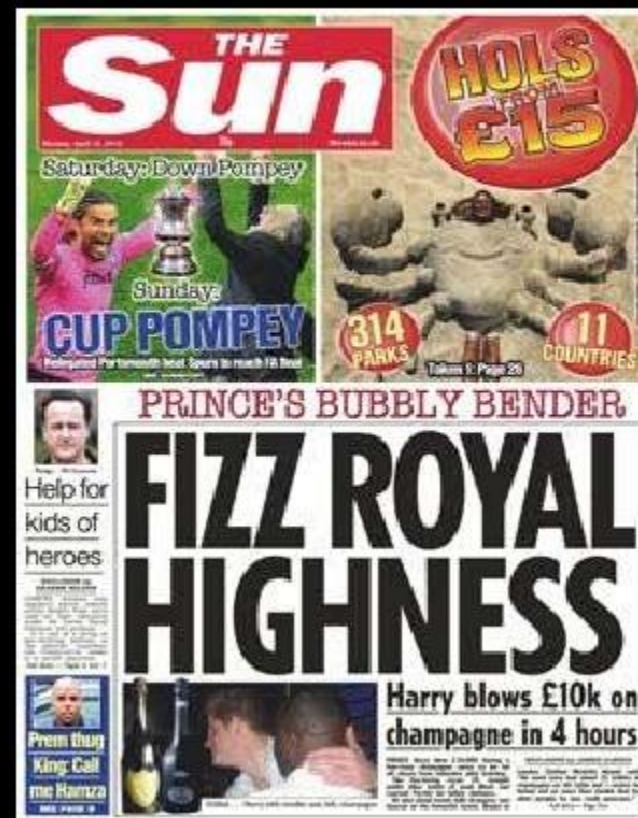
**TABLOID TYPE
FOR SECONDARY
(5 columns)**

**Bracket A & B
12" x 18"**

The diagram illustrates a tabloid type layout for secondary, consisting of a 5-column grid. The grid is defined by a double-line border. The top row is a header row, and the remaining four rows are the main body. The header row is divided into three sections: a narrow column on the left, a wide central section, and a narrow column on the right. The main body is divided into five equal-width columns. A horizontal line is drawn across the grid, separating the header row from the main body. A vertical line is drawn on the right side of the grid, separating the main body from the right margin. A horizontal line is drawn on the left side of the grid, separating the main body from the left margin. A vertical line is drawn on the left side of the grid, separating the main body from the left margin. A horizontal line is drawn on the right side of the grid, separating the main body from the right margin. A vertical line is drawn on the right side of the grid, separating the main body from the right margin.

Tabloid Newspapers

Tabloid Newspapers



Tabloid Newspapers

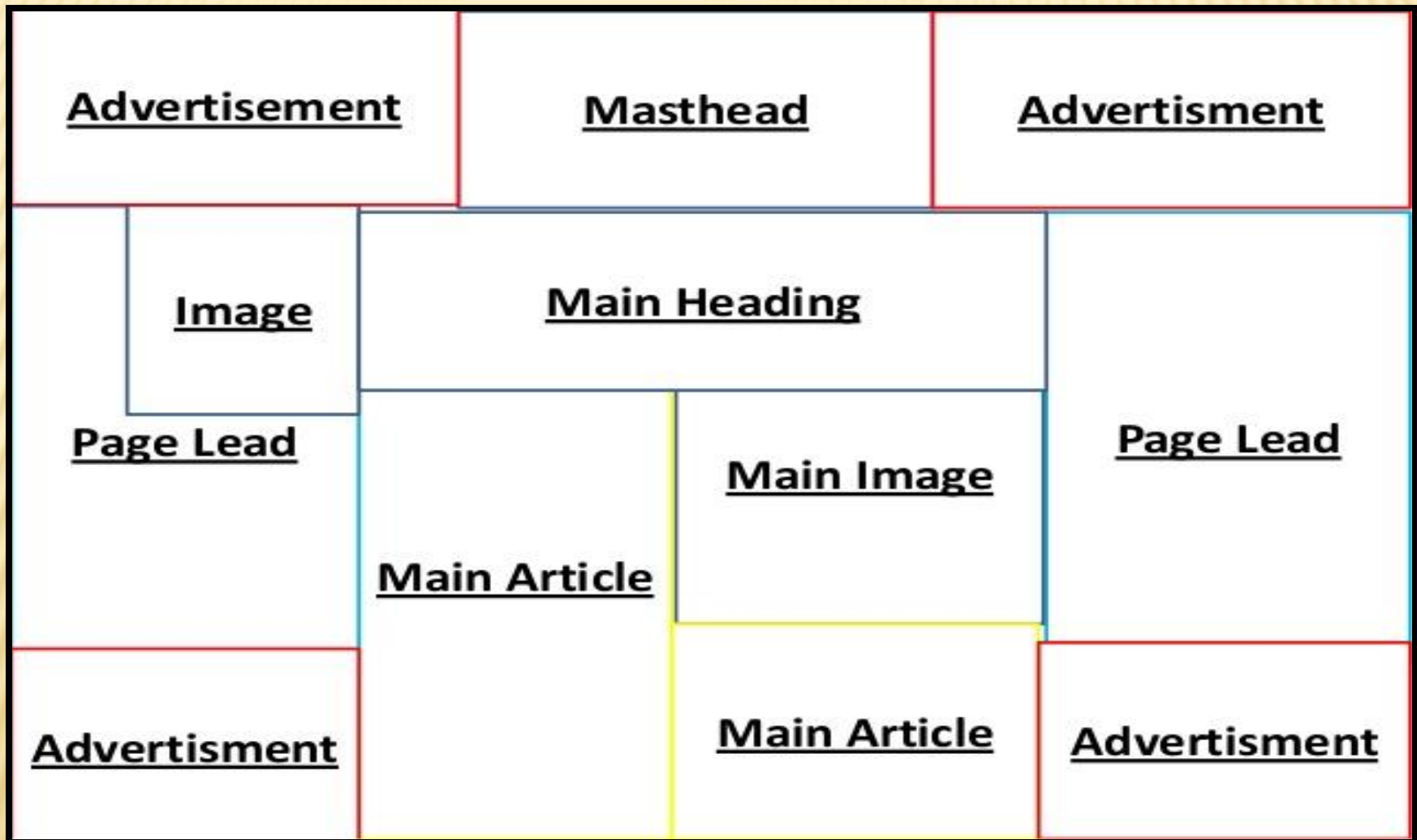


- Tabloid newspapers have big bold headlines and large images, there is also very little other writing if any.
- They also have plenty of colours in them which make them very appealing and really grab your attention.
- They also tend to have lots of different interesting fonts to make each separate part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

Showing Front Pages of Different Newspapers.



Mock Up of Newspaper Front



FRONT PAGE OF A NEWSPAPER

- THE FRONT PAGE IS A NEWSPAPER'S front door.
- It's the first thing a reader sees. The stories that appear there are ones that will be talked about all day.
- 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.
- But editors—the people who run newspapers—want a mix of stories.
- A good front page might also include articles about a come-from-behind sports victory, a medical breakthrough or an ordinary person who has done something extraordinary—what's known as a “human interest” story.
- Photographs that grab the readers' eyes also are important parts of the front page.

- 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.
- Any area can be the focal point, depending on the chosen design.
- Advertisements can also dictate the focal points of the inside pages of a newspaper.
- 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 bygone era. Americans, although 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.
- 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.
- Newspaper readers begin their reading by following the banner headline across the page and continuing down the right-hand side of the page.
- 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.

- 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.
- Today, a large percentage of newspaper editors use the upper left-hand corner as the focal point.
- 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.
- 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."



Images of Editorial Page's in a Different Newspapers



EDITORIAL PAGE OF A NEWSPAPER

- The editorial page is one place in the newspaper where opinion is not only permissible but encouraged.
- The editorial page is dominated by comment and analysis rather than objective reporting of factual information.
- 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.
- 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.

Make-up of the Editorial Page

A typical editorial page consists of the following:

- ☐ Editorials – although written by individuals, editorials reflect the corporate opinion of the newspaper; the viewpoint expressed is the result of consensus among the editorial board members
- ☐ Letters to the editor
- ☐ Editorial cartoon
- ☐ Columnists
- ☐ By-lined pieces by newspaper staff (some newspapers divide this material between an editorial page and the op-ed page).

Types of Editorials

For purposes of study, items that appear on these two pages can be placed into four classifications:

1. **Argument and persuasion:** These take a firm stance regarding a specific problem or condition and attempt to persuade readers to adopt the same point of view.
2. **Information and interpretation:** These explain the significance of a situation, condition or news event. They range from pure information pieces that provide background and review facts, to highly interpretative ones that identify issues, examine motives and suggest possible consequences.
3. **Commendation:** This type of item is used to express appreciation to an individual or organisation for a job well done.
4. **Entertainment:** There are two types. One is the brief, humorous editorial of a light subject, intended to simply entertain. The other is the tongue-in-cheek or satirical editorial that pokes good-natured fun at a serious subject. Opinions are expressed on a wide range of topics, including foreign, national, provincial and municipal affairs; social issues; and sports.

Purposes of the Editorial Page

The editorial page provides a forum for the opinions of readers and editorial staff in order to:

- ☐ Provoke thought and discussion
- ☐ Influence public officials
- ☐ Suggest a course of action
- ☐ Provide background and analyse events