

Layout a Page

- Think about goals, objective, and purposes. What are you trying to achieve?
- Make up a story list. What articles do you want, and which of them can you get?
- Make up a photo list. What photographs will illustrate the stories? What photographs will tell stories themselves?
- Calculate the approximate length of each story on the page, and write it down
- Crop the graphics and photos that you plan to use, and note their shape. Write down their present dimensions as “original width and depth”
- Coordinate the parts. Which stories go with which photos? Is there something in the subject that suggests a certain layout or design?

- Look for the lead story and the lead art. If they are on the same subject, that's even better
- Draw a dummy with pencil and paper; you may have to make several versions until you get one that works will
- Start with your lead story of story-and-art package, and sketch a rectangular module that will contain it. Then add other rectangles for each other story or story-and-art package
- Remember, you can make a photo larger or smaller, but you cannot change its shape
- Remember to leave space above every story for a headline
- Do not place two headlines side by side. That is called "knocking heads"
- Lay out the pages on the computer
- Remember that the computer is your tool, not your master

How to Write Headlines

- Summarize the story in four to eight words. Be sure that the reader will know what the story is about by reading the headline
- Use subject, verb, and Object. Use them in that order (active voice) whenever possible
- Always use present tense
- Omit articles (an, an, and the) unless they are absolutely necessary for understanding
- Use commas for “and.” Use semicolons to separate different thought in headlines
- Never break a word over two lines; avoid breaking a thought over two lines
- Capitalize the first word and proper nouns only
- Make the headline appropriate to the tone of the story
- Use strong verb. Try for a verb that indicates the action

- Headlines are measured in points