

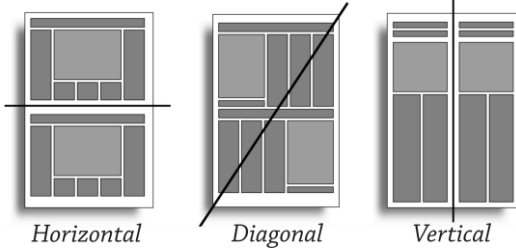
# Anatomy of a Newspaper

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## Basics of Page Layout:

What makes a newspaper different than the other? News article/story will remain the same but the way it is presented makes the difference! Page layout plays a vital role to give a look and make reading a pleasant experience. Publication houses spend high on the visual representation of a story referring to what will attract the reader to pick up their copy on a newsstand.

Layout of a page is the why texts, images and graphics are organized or balanced as a whole. Horizontal, vertical and diagonal are three most commonly used balances

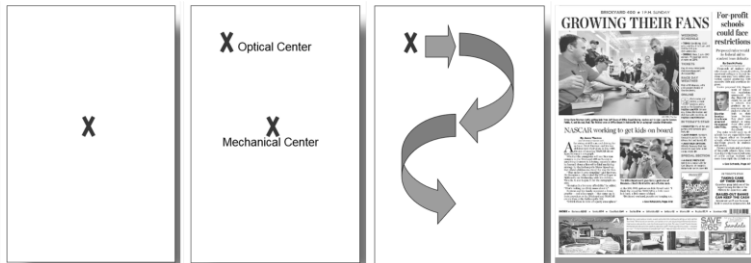


apart from creatively customized layouts. Choice of a balance style will depend on the shape and size of the photos and the length of the text blocks. While deciding on a layout we need to know what the most important elements on the page are. The dominant element on the page carries the most “weight” in the design.

**Visual weight** is a force that attracts the eye of a viewer. Every object on the page has its’ weight. The more weight an object has, the more eyes are attracted to it. Visual weight allows us to create focal points (also known as points of attractions or visual magnets) — such objects have more visual weight than others. Unlike physical weight that can be measured, visual weight can only be perceived. Size, shape, orientation, color, depth and white space are some of the characteristics that determine the visual weight of an object



Multiple researches have been conducted to determine where our eyes go (eye movement) in a picture or on a page. This has helped page designers determine where to place items. Knowing what we know about how people look at pages we have found some interesting facts about page design that might be helpful to you. Mechanical Center - Reflects the actual center of the page determined mathematically by measuring. Then there's the Optical Center of a page. This is where your eye goes first. According to the research, this is the most likely place for your eye to "pick up" the page and begin looking. The optical center is about 3/8 down and in about the first or second column of a standard newspaper page. We also don't scan a page sharply from left to right, but we scan in a pattern the researchers call a "Lazy S" pattern. So items in the upper left hand corner will be the most likely to be seen, whereas those tucked into the lower left are less likely to have prominence.



### **Types of pages and order**

Newspapers are divided into different sections like the front Page, local section, business, sports, entertainment, opinion/ editorial Section. Every newspaper tries to position itself differently with various segments and supplements. They follow a specific order to place their pages in a sequence as per their policy.



**The front page:** this is where the most newsworthy stories (local, national, and international) are placed. Editors decide if a story is newsworthy based on news determinants. Example – elections update, change in governmental policies / hierarchy etc.

**Local Section:** this section generally contains information based on a specific area which is in closer proximity to you.

**The Business Section:** this section talks about the stock market, economic dispositions, bank updates, money, investments etc.

**Sports Section:** this section includes recent sports updates and upcoming events. It also talks about the details of matches, and related debates.

**Entertainment:** this section is an interesting one to most readers. It talks about movies, sitcoms, recent updates on movie stars, movie reviews, show timings etc. It also has write ups on birthdays, social occasion of celebrities, fashion, shopping information etc.

**Op/Ed:** it stands for Opinions and Editorials. This is where editors publish their columns and where people can read Letters to the Editor. Any subjective ideas, opinions, feedback is published here.

**Classified and display advertising:** Ads are not news! Why are they printed in a newspaper? The cost you pay for a copy of a newspaper is very little compared to the cost of production and management of the publication. Advertising is the main source of income for them. Broadly there are classified ads which are published in a specific segment. Display ads are placed at any desired place of a newspaper which are charged at a higher rate.

**Position of hard and soft news:** Hard news refers to the news stories that have a bigger impact at the society as a whole and need to be reported urgently. Hard news articles are positioned on the first page primarily along with the follow up pages. Examples include news on politics, crime, economics, international affairs, natural calamities, riots etc. Soft news on the other hand refers to the stories that provide other background information about world events, human interest stories or entertainment news. They are positioned as per the respective segment of the newspaper. Examples include sports news on the sports page, celebrity news on Page 3, or human interest stories in special supplements.

**Which are the common fonts and size do newspapers use?**

According to a study, the 10 most popular typeface families (in order) are: Poynter, Helvetica, Franklin Gothic, Times, Utopia, Nimrod, Century Old Style, Interstate, Bureau Grotesque, and Miller. Standard font size for newspapers is usually set in 10pt, but this is not a rule set in stone. It can range from 9pt to even 12pt. The most popular font size for headings is a range between 13.5pt and 22pt.

### **Who all work for a News Publication?**

There are several departments and units within the newspaper organization. Each of these units has a specific functionality and staff is hired to perform the respective task. Some of the departments include the printing department, stores department, editorial department, advertising department, circulation department, administrative department etc.

#### **Editorial department:**

This department is responsible for creating the material / content for the newspaper. This includes gathering information, collating it and segregating it in the right format, chunking the same pieces of information together, editing the information, conducting final checks of the content before releasing it for printing. Some of the key roles here include-

**Publisher** – The publisher is the main organiser of the newspaper and is responsible for the operation of the business and the editorial sections.

**Editor-in-Chief** – Oversees all phases of the production of a newspaper. All articles and sections run through the Editor-in-Chief for a review. He is responsible for assigning staff with their stories, along with the section editors.

**News reporter** – The reporters generally report out stories relevant to their area (locality). The two kinds of reporters are – a beat reporter and a general assignment reporter. The former type is confined to the same prototype of news, subject, location etc. Some of them are legal reporting, parliamentary reporting, and political reporting.

**Photo editor**- helps in selection of photos for the news print.

**Graphics editor**- heads the arts department and is responsible for graphics and illustrations.

#### **Business & Advertisement department:**

This department looks after taking orders from advertisers (companies, personal) which can be published in the newspaper. Their job is vital since the revenue generated through these ads go a long way to sustain the business of the newspaper in the print industry. There are sections in this department too – local advertising, general advertising, classified section, legal advertising, consumer specific ads etc.

#### **Printing department:**

This team consists of workers who have the expertise and experience in printing of publications. They are the ones who finally print out the whole bunch of news for the readers.

#### **Circulation department:**

Once printing is done, they are the ones responsible for delivering the newspapers to carriers, homes, third party distributors, vendors, companies etc.

There are other departments like IT, Administration, Stores and many more as per the size of the publication house. You can explore in detail by visiting a Publication House in your city.

