Design principles

Years ago, people had plenty of time to read newspapers. In many cases newspapers were the primary tools used to communicate information to people. They didn't have as many media choices as they do today. Today, people receive news and entertainment from such media as television, the Internet and satellite radio. Using these forms of media take little work. All you have to do is turn them on, sit back and absorb the information. On the other hand, newspapers take work. People have to make a conscious effort to get information from a newspaper. With this in mind, it is our job to make this effort as easy as possible for our readers. Modern publication design has to be inviting, easy to grasp and instantly informative. Design is as important as writing articles or taking photographs. It is part of the communication process.
Newspaper history

One of America’s first publications was published during colonial times – more than 300 years ago. *Publick Occurrences* and publications like it were small – the size of pamphlets or newsletters. There was little consideration for making these publications pleasing to the eye. Most ran news in deep columns of text. Few headlines were used and most were void of any art.
By the 19th century, most newspapers in America took on a different look. A new trend developed – the use of multiple drop headlines or decks. The text ran in long, monotonous columns with little or no artwork to break up its gray appearance.
In the 20th century newspapers began to take on an appearance we are more familiar with today. These publications started running bigger and bolder headlines and art. The multiple decks started to fade away. However, most publications still used an eight or nine-column grid system. Many used fine lines to separate the columns of text.
In the not-so-distant past, many newspaper designers began to convert their pages into six-column grids. Headline typefaces began to become more sophisticated. Editors began to understand the importance of art and photos to help convey a message. White space, instead of lines, was used to separate columns of text. Even with these improvements, most papers from the middle of the 20th century were a bit chaotic. In this example, it’s difficult to quickly see which headline goes with which story.
Compared to publications throughout our history, most of today’s papers have clean lines, are easy to navigate, rely heavily on art and graphics, and are colorful. The majority of contemporary newspapers use modular design, which we’ll look at in a few moments.

As you can see, it’s not enough today to focus solely on writing or solely on photography. Today’s readers expect editors to edit and guide them through a publication. Readers also expect editors to communicate through the use of visual communication. Strong publication design is a must in the communication process. But before you can become a great publication designer, you must understand some basics. Let’s take a look at those now.
Design basics

At first, designing publications can be a bit intimidating. However, it might help to think of the pages of a publication as a puzzle. There are a few basic elements that make up the majority of all publications. Four elements common to most publications include headlines, text, art, which includes photos and graphics, and cutlines. Once you practice using these four elements in different configurations, you will get the hang of design.
Headlines

Headlines are like neon signs. They attract our attention, get us to read stories and summarize what stories are about. They also help us make a decision to bypass a story as we scan a page. Headline design in contemporary newspapers has changed considerably throughout history. A century ago, most publications mixed headline typefaces at random. They also had a combination of all caps and lower case.

Many headlines were centered horizontally with stacked layers of narrow decks atop one another with rules between each deck. In modern publications, headlines are generally written with the normal rules of capitalization, run flush left, and are usually wide rather than narrow. They also use decks optionally.

Let’s review several types of headlines—all of which you should remember from your first headlines lesson. These aren’t the only types of headlines out there but are several you can practice using in your layouts at DINFOS.

Hospital earns kudos for patient care

Banners

Banners are a standard headline style. They are one-line headlines that stretch across a story and are often called a streamer. The banner headline can also be more than one line. To avoid trapped white space when designing your page, make sure that all headlines touch the “half-way” point of the last column of text. Banner’s are the standard way to write a news headline, but are not the only way. Below are some alternatives you can use to spice up your layouts.

Tearing down Tencza

Engineers prep. to demolish building

Kickers

Kickers lead into headlines by using a word of phrase to label topics or catch your eye. They’re usually smaller than the main head, set in a contrasting style or weight.
Ecstasy: Experts dispell drug’s myth

Slammers are a two-part headline that uses a boldface word or phrase to lead into a contrasting main headline. Some papers limit these to special features or jump headlines.

Pres. honors fallen heros at Dover AFB Mon. night

Raw wraps – Most headlines cover all the text below; this treatment lets text wrap alongside. It’s a risky idea because you want to make sure your text is clearly separated from neighboring stories. Adding a rule above the story can help separate text when a raw wrap is used. Headline can be justified left, centered or justified right.

Aquatic jewel
Beauty, solitude and exploration await at San Elijo Lagoon

Hammers use a big bold phrase to catch your eye, and then add a lengthier deck below. They’re effective and appealing but are usually reserved for special stories or features.
Heritage: Beauty, solitude await sailors traveling to San Elijo Lagoon

Tripods come in three parts: a bold word or phrase, often all caps, and two decks squaring off alongside. Tripods usually work better for features than hard news.

Ft. Meade soldiers raise $5,000 for Haiti relief effort

Sidesaddle heads let you park the headline beside, rather than above, the story. It’s best for squeezing a story into a shallow horizontal space. Side saddle headlines should be used with stories that are boxed. This type of headline can be flush left, flush right or centered.
Text is the most important element of publication design. It communicates the bulk of information on a page. It can be gray and boring, but there are many ways to manipulate text so it is pleasing to the eye and easy to read. For example, we can add paragraph breaks. We can use indentations to help readers recognize the beginnings of paragraphs. We can also change the size of text and align it in several different ways. Finally, we can add bullets, make certain passages bold or add a large capital letter.

Serif vs. Sans Serif -- There are two basic type families that make up the bulk of our publications – serif and sans serif. Serif type has tiny strokes at the tips of each letter. We primarily use serif type families, such as Times New Roman and Bookman, for the large bodies of text in our stories. The tiny strokes at the tips of each letter help readers connect each letter in a word. Sans serif typefaces have no serifs or strokes on the tips of each letter. In French, “sans” means without. In modern publications, most editors use sans serif typefaces for headlines, cutlines and other items in a publication where a typeface needs to contrast with the text of stories. We will talk more about text in upcoming lessons.
**Type terminology** – It’s also important to know what the parts of type are. This will become especially important later in the course when you will be required to establish a set amount of space between elements on a page. The four parts of type important for you to know include the baseline, the ascender, the descender and the x-height. The baseline is the invisible grid line the characters sit on. The ascender is the part of a letter that extends above the body of type. The descender is the part of the letter that extends below the body of type. Finally, the x-height is the height of a typical lower-case letter, the “x.”
Most publications set text flush left and flush right. This is called justified alignment. However, some editors use text aligned only to the left for certain types of stories. This is also called ragged right. There are no strict rules on when to use one type of alignment over the other. It is an editorial choice. However, within a publication there should be consistency or a style. As an editor, you may choose to use ragged right to place emphasize on certain stories. Some editors use justified text for all news stories and ragged right for all features and commentaries. The philosophy behind this is that some editors feel justified text is formal looking and is suited best for use with news stories, whereas features are informal, and the extra white space offered in ragged right gives the story a more informal appearance. While you are at DINFOS your news stories in desktop publishing will be justified in alignment while features will be ragged right, or aligned to the left.

In justified copy, the type is aligned on both the left and right margins by varying the amount of spacing between words - and sometimes between letters in each line. It has a formal look.

This is the copy set flush left or ragged right. The lines have exactly the same amount of wordspacing. No letter spacing is used. The left-aligned margin makes it easy to find the beginning of each line.

This is flush right or ragged left copy. It has equal wordspacing and no letterspacing. When used in long passages though, it’s tiresome for the reader to find the beginning of each line.

This is centered copy. It is ragged on both left and right sides.
**Leading** (pronounced ledding) is the vertical space between lines of text. Some people refer to leading as interline spacing. It’s the space between one baseline down to the next baseline. This spacing can be tightened or loosened using DTP software. The amount of leading can help or hinder the readability of text. The important thing to note here is that once your publication establishes a standard amount of leading, it should not be tinkered with. In most cases you will use the default leading in your DTP software.

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**Storm downs lines on post**

*By Mike Brewster*

Pleff lorem monaq morel plaff lerom baple merol pliff ipsum ponaq mipsu ploff pimso caple supim pluff sumip qonaq issuum daple ussum ronaq ossom fap25 abcede tonaq fghij gapple klmno vonaq pqrst haple uvwxy nonao zzzz.

Laple pleff lorem monaq morel plaff sumip qonaq issuum daple ussum ponaq gapple klm50 lorem monaq morel plaff lerom baple merol pliff ipsum ponaq mipsu ploff pimso caple supim pluff sumip qonaq issuum.

Daple ussum ronaq ossom faple abc75 tonaq fghij gapple klmno vonaq pqrst haple uvwxy nonao zzzz

Don’t tinker with leading simply to make text fit.
**Photos** -- Today, readers expect dynamic photos. These photos entice them into picking up a publication and investing their time in it. Not only do they attract the attention of readers, photos help readers comprehend stories. This also applies to other types of artwork, such as information graphics, charts and maps.

What’s the first thing you noticed when you looked at this page? If you are like the majority of people, the first thing you noticed was the photo.
Although it may seem obvious to you, artwork comes in three primary shapes – horizontal, vertical and square. When looking through a camera lens, most of us hold our cameras horizontally. This format probably makes up the majority of photos we use in publication design. It is the most common shape for news photos. On the other hand, readers find vertical photos interesting. Readers tend to like vertical photos because they are not accustomed to seeing them as frequently as horizontal photos. As a publication designer, however, vertical photos can give you a headache because they run deep and may cause readers to question which stories they go with. Finally, there is the square format. Many editors won’t allow any square photos in their publications because they feel they are the most boring shape. However, the content of some photos almost begs for a square shape. In the end, let the content of a photo dictate its shape.
Cutlines or captions -- Another element in publication design is the cutline. Let’s say you’re browsing through a newspaper and you come across a photo like this. Without any additional information you would be left wondering the meaning of the photo and what action is taking place. As we know, pictures themselves tell stories. But cutlines help fill in the “who, what, where and when.”

Not all cutlines must be placed below a photo. Cutlines run to the side of a photo should be pushed off the page. Also, if the cutline is not justified the ragged edge should be away from the photo.

Every photo should have a cutline. Never assume readers are as smart and you are -- or that they intend to read the story. Identify everything: all faces, places and activities. Cutlines below photos usually align along both edges (justified). They should never extend beyond either edge.

Stand alone photos
Stand alones are high quality images that tell a story without an accompanying article. They receive a full cutline, a small headline called a catchline, and are often boxed to separate them from other elements on a page. See example below.

Paying respect
2nd Lt. Kevin Schaeckel, 436th Civil Engineer Squadron, looks at a wreath he just laid at Arlington National Cemetery, Va., Dec. 14. He was one of 44 Dover Air Force Base, Del., Airmen who volunteered to help lay 5,000 wreaths at the cemetery to honor those who have served their country and passed on.
**Cutline typeface** -- The typeface used for cutlines depends largely on the typeface used in the story text. Cutlines should contrast with any nearby text. To make sure this difference is clear, most publications use a typeface opposite that of the text. For example, if a publication uses a serif font for text, such as Times New Roman, its cutlines may be a sans serif typeface, such as Arial. Some publications use the same typeface in their cutlines as the story text but make the cutlines bold to show contrast. Some publications use a combination of different typefaces and bold type.

In this example from the Fort Detrick Standard, the cutlines are sans serif and bold to contrast with the serif text type.
**Cutline placement** -- Cutlines can rest below the photos and or beside the photos. In some publications you may find cutlines that rest between photos. However, this should be avoided because it makes readers work too hard. These are called gang cutlines. In general, each photo should have its own cutline.

**Below the photo**

This cutline rests below the photo. It is probably the most common way to place a cutline. Notice the cutline is flush with both edges of the photo. It should not extend past the edges.
**Beside photos**

Some cutlines rest beside photos. In this case, the cutline rests on the left side of the photo. When this is done, the cutline should be aligned right. That way it is flush with the photo. However, ragged left type can be difficult to read in large blocks. Use this technique sparingly.

This cutline also rests along side the photo. Notice that when you rest a cutline along the side of a photo it is not only flush against the photo but runs flush to the bottom also. Make sure when you rest a cutline along side a photo, the cutline is not too narrow. This can also make it difficult to read.

**Between photos**

When a cutline rests between two photos and explains the action, it is called a gang cutline. This is generally not a good idea. Readers expect each photo to have its own cutline. Remember, you risk losing readers when they have to work too hard to get the information they want. Reading cutlines should not be a puzzle.
Pulled Quotes
Pulled quotes, also known as liftout quotes remain popular. Readers find them interesting and these quotes attract their attention to a story. A pulled quote is also a great tool to have in your bag when you need one to help fill space or create an interesting design. Although they can be designed in a variety of ways, pulled quotes share some basic guidelines. First, they should be actual quotations found in the story, and they should be attributed. They should also be bigger and bolder than the text type. Pulled quotes less than 1 inch deep can look trivial. Pulled quotes can also be combined with photos of the people who said them.

This is an examples of a pull quote, there are many like it, but this one is mine. Great care should be taken with spelling here.

Staff Sgt. Joshua Salmons
DINFOS Instructor
Modular design

By definition, a module is a unit or a part of a whole. As applied to page design, it is a rectangular unit. The four basic elements that make up a module include headlines, text, art and cutlines. By using basic, rectangular shapes, pages look neat and orderly. Readers like these neat packages because they help them organize their thoughts. In the not-so-distant past, editors gave little thought to packaging, and text wrapped irregularly around related or nonrelated stories and pictures. This practice was supported by the principle that readers can be led from one story to another by interlocking them like a puzzle. However, the pages looked somewhat chaotic and often confused readers. Let’s take a look at how pages once looked and how modular design has reshaped publication design.

A module consists of everything related to the story: the story itself, the headline(s), the side bar or related story, the photo(s) and any graphic element such as a logo or summary box or map, etc. These modules should be rectangular or square in shape, although rectangles are preferred because they promote eye movement and are less boring aesthetically, according to eye-track research done by the Poynter Institute.

In addition to its clean and simple look, readers prefer modular design because it makes pages neat and orderly - easy to find things. For a page designer or and editor, modular layout saves time in the production process, adapts quickly to technological changes (such as publications on Web sites) and gives a “packaging” effect to make it clear to the reader the items that are related.
The dominant module on this page is clear to the reader (A short life, a great love). If you were to draw a line around it, it is the largest rectangle, and all of the components related to the story (both headlines, both photos, and the story itself) fit in that rectangle. The other modules on the page are also rectangles or squares. Think of the rectangle’s outline as an “invisible fence” that keeps the reader in the right story before moving on to the next one. The “fence” around the table of contents information (the bottom right hand corner of the page) is in an acceptable square shape because it is not story content trying to draw the reader in. It is a short burst of information that the reader is accustomed to looking for and will either read it or not. Including the bottom advertisement, there are seven modules on this page.
There is only one module on this page. This is because it is an entire page dedicated to one story. This is often done on inside feature pages of a publication when highlighting a big event. Because the page itself is a rectangle, and everything on that page relates to the “Summer Bash,” it is modular.

**Feature**

**Summer Bash 2005 - Lasting all night long**

By Marissa Fitzpatrick Clarke

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This page is not modular. If you were to draw a “fence” around the headline, story and photo, it would not be a rectangle or square. Instead, it resembles a staircase, which is why this is called a “stair-stepped” page. While it is easy for the folks who lay out advertising to simply stack ads on top of each other in this fashion, it makes your job difficult trying to design around it. In addition, it is confusing to the reader which part is story content and which part is advertising. Most contracts for military newspapers specifically do not allow this stair-step practice.
Just like you should not stair-step stories around ads, you should not stair-step them around other stories. This is not modular design. On this page, the “Sailors injured …” story is stair-stepped around a photo of sailors - which are not related to that story. Stair-stepping stories around other, unrelated stories is confusing to the reader and looks like amateurish design.
Two basic shapes of information -- As novice publication designers, there are two basic shapes of information you should master -- the U-shape and the L-shape. Once you understand the “invisible fence” rectangle or square that must go around your module, you need to know how to shape that information inside the module.

Let’s take a look at each. Both of these shapes do the job well and should be part of your design tool box. In the U-shape, a banner headline establishes the “fence” of the rectangle, while the story itself is wrapped in a U around the photo. This is a good thing because the reader’s eye is drawn to the photo and then follows the information from the story in the U around the photo.

3/3 readies for fair weather fighters

HAWAII MARINE
MARCH 11, 2005 • A-5

3/3 readies for fair weather fighters

FORWARD OPERATING BASE SALLIE NO. 2, Afghanistan — As the temperatures gradually begin to rise and the snow starts to melt throughout Afghanistan, anti-government and anti-terrorism militants are expected to resume attacks.

Historically, fighters take respite during Afghanistan’s harsh winters and re-emerge in the spring with a fresh burst in attacks.

In the last few weeks, several people claiming to be Taliban spokespersons have called media outlets to indicate they know they will launch their “spring offensive” when the weather gets there.

However, these Afghan weather fighters shouldn’t expect to catch the coalition on their heels this year, said Maj. Paul Davis, operations officer for Combined Task Force Thunder at Forward Operating Base Salerno in Khost Province.

“We’ve already experienced the attacks, and anything that they launch at us, we’ll be ready to address,” Davis said.

Compared to our very low level of activity during the winter, Davis said any event or attack is going to seem like an increase, but he certainly doesn’t expect an overwhelming offensive.

Instead, he expects to see a small increase in low-level attacks, but thinks the enemy is banking on a historical trend and perhaps a bit of hope that their forces are going to come out and conduct major strikes when the winter weather comes.

“But I’m not so sure their message and their threats are associated with any distinct capabilities that they’ve shown,” Davis said. “They’re making those statements perhaps in hope, and based on trends, that their insurgent fighters are actually going to come out and do that. I certainly would not give credit to an overwhelming operational or strategically coordinated action.”

Task Force Thunder is still conducting its own winter offensive, Operation Mountain Freedom, which was developed to exploit the success of last year’s presidential election. The purpose of the operation was to stay active throughout the winter, against the enemy and continue training the Afghan National Army and Afghan National Police so they are able to address enemy attacks in the spring.

“There’s a lot of emphasis on what the enemy is going to be able to do, but I will tell you that the ANA and ANP, in conjunction with U.S. forces, are set and our capabilities are trained. They are 100 percent ready,” Davis said.

“This enemy is going to do what they typically do, which is increase attacks in the spring, but they’re going to run into an ANA and ANF force that is more than capable of addressing those threats on their own feet — let alone with assistance from the U.S.”

Unlike the enemy, U.S. and coalition service members organized operations throughout the winter, no matter the weather.

Sgt. Orlando Arenas, a squad leader with Weapons Company, 3rd Battalion, 2nd Marine Regiment, said he and his fellow Marines are always ready for anything the enemy throws at them. When they were just out on missions, Arenas said he and his fellow Marines were constantly training to maintain their readiness — even when it was cold outside.

No matter how challenging it got, the Long Island, N.Y. native said the Marine Corps never decided it was too cold to get missions.

“No... no, that never happens,” he scoffed.

“The Marine Corps prides itself on being cold and that’s just no excuse.”

Between their four columns, the cold and their tactics, Arenas said he doesn’t get too worried about the enemy fighters.

“They like to let our support to them,” he said. “They’re playing with people’s lives here and the country, and it’s just not going to happen. They’re just cowards. They just get no respect.”

Even if the enemy’s hibernation and attack abilities are questionable after all, their months probably haven’t improved.

“In our opinion, their chances for an enemy resurgence is almost like a 100 percent — it’s almost like a 100 percent,” he said. “They’re playing with people’s lives here and the country, and it’s just not going to happen. They’re just cowards. They just get no respect.”

Each time that enemy re-emerges from its hibernation and attack abilities are questioned. After all, the months probably haven’t helped their survival skills.

In our opinion, the enemy’s abilities have not improved at all. Even this year just went into hibernation. What we’ve done is we’ve actually improved ourselves. We’re coming out that much better and that much better prepared because of what the ANA and ANF have done throughout the winter months.

3/3 readies for fair weather fighters

FORWARD OPERATING BASE SALLIE NO. 2, Afghanistan — As the temperatures gradually begin to rise and the snow starts to melt throughout Afghanistan, anti-government and anti-terrorism militants are expected to resume attacks.

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In the L-shape, the story wraps around in an L (or even reversed) around the photo. This is still modular design, because if you drew the “fence” around all the related items, it is a vertical rectangle module.
Focus

How often do we hear people say, “That’s not fair!”? We all like the concept of being fair. But when it comes to laying out and editing a publication, we can’t always be fair. In fact, we should not try to be fair. Readers expect editors to edit. When it comes to placing elements on a page, fairness and equality can lead to a boring design. Some stories are more important than others, or some stories are more interesting than others. And some photos are simply better than others. Readers expect you to make these decisions for them. When placing elements on a page, could you imagine just throwing every element on a page in equal piles?

Pages require focus. To do this, each page should have a dominant element. Pages with focus give readers a starting point and help guide them through the information you present. The easiest way to give focus to a page is to use a dominant photo or graphic element. However, you can also use type effectively to create a dominant element.
Not focused
Focused

III MEF Band performs summer concert

Symphony, Salsa, Soul

Amerinon and Japanes families packed all three floors of the concert hall and a small room filled with eager fans. The lights dimmed to darkness, and the stage appeared illuminated from behind the curtains. The conductor moved to the front and faced the band. The music rose, sending shivers over the audi- 
cence. It was showtime.

The III Marine Expeditionary Force Band and 19 members of the Marine Junior Wind Orchestra performed the Summer Concert 2000 at the Okinawa Convention Center May 28. The concert opened with the Japanese and Amerinon national anthems, and proceeded with classical musical numbers.

III MEF responds to Indonesian earthquake

Members of the Takai drum group, Waka Tsuka, perform during the Summer Concert 2000 at the Okinawa Convention Center May 28. Waka Tsuka performed with the III Marine Expeditionary Force Band during the first intermission, blending Amerinon and Japanese percussion to decorate the concert hall in a wave of harmonious hues.

III MEF is committing medical personnel, equipment, and supplies to Indonesia to contribute to the international humanitarian relief efforts in the wake of the devasting quake that struck near the ancient city of Banda Aceh, approximately 100 miles south of III MEF’s. III Marine Expeditionary Force Camp Foster.

AAFES gas prices rise for 2nd consecutive month

Marines with 3rd Marine Expeditionary Unit Memorial Day observance ceremony at the International Historical Cemetery in Naha.

HONORING THE FALLEN

Page 10
New service dress prototypes pique interest


Tree City USA
Members of local Cub Scout Pack 118 and Boy Scout Troop 156 get a tour of the National Arbor Day Plant at the Thomas Jefferson Tree Ceremony May 19th at Chapin Park. Ermendorf has been named a tree city USA by the National Arbor Day Foundation. This is the sixth time Ermendorf has been awarded this national recognition. The Tree City USA program is sponsored by the National Association of State Foresters and the U.S. Department of Agriculture Forest Service.

ALCOM officer named top federal employee

Air Force major who has a key role in homeland defense operations in Ohio was named the 2008 Federal Employee of the Year. Maj. Lori Stander, Joint Operations Center for Alaska, was a key leader in establishing and developing the day-to-day operating procedures for the newly established Joint Task Force—Alaska.

"She is a superb leader, educator and role model," said Lt. Col. Trent Johnson, Director of Operations, ALCOM. "Major Stander's efforts during Exercise Alaska Shale Northern Edge 2005, the largest military exercise ever in the state of Alaska, provided outstanding command and control from Joint Task Force Alaska in Northern Command, State and local government agencies.

Mr. Tom Shoemaker
Some developed procedures and policies to ensure homeland defense within Alaska to detect and deter terrorist attacks on national strategic infrastructures in Alaska.

"The major and her small team were the key players in the Joint Operations Center to the personnel providing military assistance to civil authorities in the state of Alaska during the potentially devastating natural disasters of volca-
Medical professionals gather to discuss NCA

By Bernard S. Little
Washington Army National Guard Staff Writer

Integration was the focus as representatives from the National Capital Area Medical Healthcare Systems met for a two-day Integration Conference last week at the Uniformed Services University of the Health Sciences in Bethesda, Md.

Army Col. Thomas Fitzpatrick, Office of Integration director, began the conference with a question: “Are you ready for the integration changes that are about to take place in the National Capital Area?”

Col. Fitzpatrick said he has heard a range of answers to this question when he’s visited various facilities.

“This is never going to work,” said one convener. “We can make the change when the time is right, like around 2020 or 2021,” said another.

But there was another group that said: “Change brings exciting things, and I want to be part of it,” said one.

He said some of the objectives of the meeting was to have attendees become “the keepers of change.”

“The reason you’re here is to help make change happen,” he said.

He called the conference attendees, most leaders in one capacity or another at their various institutions, “change leaders for integration.”

管理人员 receive tools to assist customary workplace changes

By Marissa Turner
Army Staff

The 89th Mission Support Group Civilian Personnel Office provided change management training for 1,100 Department of Defense civilian employees and military and civilian supervisors there June 5 to 8.

The training is required under the National Security Personnel System Authorization Act. The DOD will implement the NSPS in January to retain and attract trained and motivated employees committed to excellence and to compensate and reward employees based on performance and mission contribution.

The NSPS is the biggest change for the DOD in

Health & Wellness

Little rookies
Blue Eagles toe up against White Wolves in youth center league.

Page 24

89th Airlift Wing

June 7 to 13
Midday Flights 19
Departure Reliability Rate 100%
Not focused
Focused

Inside

Think you’re busy?

Robert ‘Smokey’ Vance
not only is a single parent
for his children, but also a
father figure for his community.

Raising the neighborhood

It’s 6 a.m. and the neighbors are already out on the grass in front of the house
where Robert ‘Smokey’ Vance lives. The kids are playing, the dogs are
barking, and the sound of music can be heard from the nearby
school. ‘Smokey’ is a single father who is always present in the lives of his
children. He is not only a provider, but also a role model for the
community.

“My life revolves around my kids. That’s the beginning and end of the
story for me.”

The ‘Smokey’ story is a testament to the power of dedication and family.

Design Principles

- Focused

Layout and Design

- The Defense Information School, Fort George G. Meade, Maryland

Home | Newspaper History | Design Basics | Modular Design | Nuts and Bolts
Nuts and bolts

The flag -- One of the first things readers notice on a newspaper is the nameplate of the publication, which is also called the flag. It sets the tone for the publication and gives it a certain personality. The flag can say to the reader, "This is an old-fashioned newspaper," or "This newspaper is up-to-date." Like almost anything in design, simplicity is the best approach. When a flag is unnecessarily cluttered, it can give the publication an amateurish quality.

Storm downs lines on post

By Mike Brewer

Navy Chief Petty Officer Ben Hoover, a constructionman assigned to the Naval Mobile Construction Battalion Seven Four, pedals across a road in an attempt to complete a team-building obstacle at the leadership reaction course at Camp Shelby, Miss., May 3. All NMCB chief petty officers and commissioned officers participated in a weeklong field exercise on base as part of the battalion's homeport training cycle.
**Section headlines** -- Just like travelers need signposts to tell them where to go, readers need signposts to guide them through a publication. Often times we do this by using section headlines and standing headlines. A section headline tells readers what department of the paper they’re in. It’s like a huge highway sign telling them, “Now you are entering the land of NEWS,” or “Now you are entering the town of SPORTS.”
Army celebrates 231 years of service

Commander’s Corner
Col. Jason T. Evans
Garrison Commander

Many of the same values — loyalty, duty, respect, selfless service, honor, integrity and personal courage — that you and I commit to memory during our military careers, was also in the hearts and minds of our uniformed brothers and sisters over the course of two centuries. They fought against tyranny and oppression because they knew it was the right thing to do. They cared for their fellow Soldiers and practiced good leadership because they knew America expected nothing less. They are the embodiment of today’s Soldier’s Creed, which reads in part:

Know I am extremely proud to have this opportunity to serve with every member of our Army family here at Fort Monroe, to include our world-class DA civilian workforce. I am also awestruck by the continued love and support shown by our local community and our family members — spouses and children alike. Combined with the might of our sister services, we continue the Army’s unbroken heritage of service, sacrifice and readiness. The individual Soldier today — whether here at home or one of 370,000-plus forward deployed to more than 130 countries around the world — represents the magnitude of our Army as an institution.

In every theater and every operation, Americans watch you and reaffirm the trust, faith and confidence they’ve placed in you. In countless places, the force of the United States is the face of an American Soldier. Thank you for your honor, duty, morale and courage. And, thank you for your many contributions over the past year.

Happy Birthday Army! Hoah!
Standing headlines -- Standing headlines are smaller signs that tell readers, “Exit here for MOVIES,” or “Pull in here for HOROSCOPES.”

Standing headlines

Asian Pacific Americans overcome challenges, pursue dreams

The United States is a nation founded by and made up of immigrants. In May, Asian Pacific Americans -- a group of people who make up about 5 percent of the U.S. population -- celebrate their colorful heritage. They are Chinese, Filipino, Korean, Indian, Japanese, Vietnamese and others from the Asian-Pacific region of the world. Some trace their roots back many generations of Asian Americans, while others represent the first in their families to come to America seeking a better life.

“Throughout the years, Asian immigrants and Pacific islanders have enriched the American way of life,” said President George W. Bush in a statement on the White House Initiative on Asian Americans and Pacific Islanders Week. “Our troops winner Dr. Enokihara’s Asian-American Chinduwa’s groundbreaking theories on the evolution of race helped lay the foundation for modern astrophysics. Actress Anna May Wong was one of the first Asian Americans to achieve great fame in American films. And the story of the 10th Infantry Division and 442nd Regimental Combat Team, composed primarily of Asian-Pacific Americans, valiantly served our nation during World War II. These stories are remembered in some of the most highly decorated U.S. military history.”

Asian Pacific American Heritage Month celebrates the cultural traditions, ancestry, native languages and unique experiences represented among the more than 58 ethnic groups from Asia and the Pacific found here in the U.S., the president said.

Rocky beginnings

Many Asian American Pacific Islanders had a rich and significant history for many Asian Pacific Americans. On May 10, 1849, America’s first transcontinental railroad was completed -- a task made possible largely by the contributions of Chinese immigrants who laid the tracks. And May 7, 1956, marked the first Japanese immigration to the U.S.

Sound Off!

Do you have a concern or an issue on your mind? Are you seeking a channel for your voice to be heard? Look no further.

The TIRI welcomes all letters regarding issues or concerns involving the Camp Zama community as a whole. Critical letters should offer suggestions for resolutions as applicable. Letters or emails must be signed, but names will be withheld in publication upon request. The TIRI will protect the names of its sources if so desired.

Letters may be edited for content and length according to the Associated Press Stylebook and the Tyndale Style Guide. If you would like to have your voice heard in the TIRI, email your thoughts to the editor at either angela@usa.army.mil or send by regular mail to USARJRTC/TC-Public Affairs ATTN: TIRI Editor U.S. Army, Japan 25500 APO AP 96343-5005
Standing headlines

**Commander’s Column**

"...Corpsman Up...Corpsman Up...Marine Down...Corpsman Up!!" It takes a special breed of people to possess the courage and love for fellow man required to put themselves in harm’s way and render aid when needed. "Above and beyond the call of duty" is a phrase commonly associated, especially in times of war, with Naval Hospital Corpsmen. Last week we celebrated the 108th Birthday of the Hospital Corpsmen, which was officially created by an act of Congress on June 17, 1898.

The history of the United States Navy Hospital Corps dates back to the nation itself. The first direction given to Navy Medicine which would eventually evolve into the position description and title of the Hospital Corpsman as we know it today consisted of merely one article in the "Rules for the Regulation of the Navy of the United Colonies of North America of 1775." Article 16 stated:

A CONVENIENT PLACE SHALL BE SET APART FOR SICK OR INJURED MEN, TO BE REMOVED WITH THEIR HAMMOCKS AND BEDDING WHEN THE SURGEON SHALL ADVISE THE SAME.

Changed with time is the dedication, valor, courage and selfless service of the Hospital Corpsmen. They are so well-trained and conditioned to respond to the needs of others without hesitation or concern for the potential consequences to themselves. Some pay the ultimate price...offering their own lives in sacrifice.

Just as Navy Medicine has depended on them for the last two centuries, so will we...well into the future. As they continue to add to their illustrious history, serving and saving those on the battlefield fighting the Global War on Terrorism we will be forever grateful for their selfless contributions.

I would like to leave you with the Hospital Corpsman’s Pledge which I believe says it all:

I solemnly pledge myself before God and these witnesses to practice faithfully all of my duties as a member of the Hospital Corps. I hold the care of the sick and injured to be a privilege and a sacred trust and will assist the Medical Department Officer with loyalty and honesty.

I will not knowingly permit harm to come to my patient.

**News & Notes**

**Hospital to Host Supply Training Session**

Monday, Wednesday in Clark Auditorium

National Naval Medical Center is hosting a supply training session Monday and Wednesday in Laurel Clark Memorial Auditorium from 8 a.m. until 10 a.m. The program is presented quarterly and consists of acquisition, budget, and equipment management modules. Staff members who hold departmental supply-related positions are encouraged to attend and new Responsible Officers and Sub-Hand Receipt Holders are required to attend.

**Naval Air Engineering Station Lakehurst, N.J., Hosts Health, Safety Fair June 29**

Naval Air Engineering Station Lakehurst, N.J., is hosting a Health and Safety Fair June 29 in the base’s gym. The fair is scheduled from 9:30 a.m. until 2:30 p.m. The fair will house more than 30 information booths and health and safety-related exhibits. Other attractions include a performance by an African drum ensemble, a nutritional cook-off, martial arts exhibit and free massages. Contact LT Richard Hubbard at (732) 323-1998 or rhubbard@bethesda.med.navy.mil.

**Medical Center to Hold Pre-Holiday Safety Brief in Memorial Auditorium June 30**

National Naval Medical Center’s Safety Office is hosting a Pre-Holiday Safety Brief in Memorial Auditorium June 30. The brief will last from 8 a.m. until 9 a.m. Holiday weekends, especially during the summer months, are known to be high hazard times for off-duty service members. Naval District Washington’s Bob Parsons will discuss traffic safety for the upcoming July 4 holiday.
Standing headlines

OSSEOPOROSIS
TREATMENT OFFERED

The Wilford Hall Medical Center Interventional Radiology Department is offering treatment for patients suffering from spinal fractures caused by osteoporosis.

Osteoporosis often causes painful, debilitating spinal fractures that, if left untreated, can lead to more spinal fractures, creating an excessive curvature of the spine (kyphosis).

Balloon kyphoplasty helps to repair the fracture and correct deformity, resulting in a significant reduction in pain, increased mobility and improved quality of life.

To schedule an evaluation appointment, call 282-7838.

Volunteer Services seeks help

The Volunteer Services Office at Wilford Hall Medical Center is currently recruiting individuals who can volunteer four or more hours a week.

Volunteer opportunities include:
- main information desk
- patient escort
- transportation service, pharmacy and others.

For more information, call 292-6591 or 292-6592 or visit the Volunteer Services Office, Room 1C33, 8:30-11:30 a.m. or 12:30-3:30 p.m. Monday through Friday.

SGLI/FSGLI PREMIUM CHANGE

Effective July 1, the Servicemembers' Group Life Insurance premium rates will increase from 6 cents to 7 cents per $1,000 of coverage per month. This will increase the premium rate for a servicemember, with the maximum coverage of $400,000, from $25 to $28 per month. Also effective July 1, the Family SGLI premium rate will decrease, based on age groups.

E-mail questions to 37CPTS.CustomerService@lackland.af.mil.

GATEWAY THEATER

FRIDAY, JUNE 9, 2006 TALESPINNER

HOME
Theatrical Movie 4:30 p.m. (PG-13), starring Molly Shannon and Anna Paquin.

SATURDAY
Abilene and the Bet, 1 p.m. (PG), starring Lawrence Fishburne and Kasi Lemmons.
American Dream, 4 p.m. (PG-13), starring Hugh Grant and Dennis Quaid.
Silent Hill, 7 p.m. (R), starring Radha Mitchell and Sean Bean.

SUNDAY
American Dream, noon (PG-13).
Silent Hill, 3 p.m. (R).

Closed Monday through Thursday.
Adults - $5.50, children - $1.75.
Standing headlines

**Home**

"It's an education reality," said Gaye. "Some of it is a curious thing and some of it is making sure people are informed."

After altering Fort Sill representatives and spending time with their hometown Soldiers, Gaye and another Guardian trainees are receiving the information and training they need to do their job and come home safely.

"I can go home and tell the other people what is happening here and what they will be doing when they go to Iraq," Gaye said.

**Raid kills 10 extremists**

American Forces Press Service
WASHINGTON — Afghan National Army soldiers and coalition forces killed 10 extremists June 21 in a raid on a Taliban compound in Uruzgan province, belonging to a heroin distributor, U.S. military officials reported.

"We will continue to intensify our pursuit of extremists hiding in southern Afghanistan," said Army Lt. Col. Paul Phamric, Combined Joint Task Force 76.

Explosives were located in another region, Task Force Wolf Pack, arrived shortly after the Afghan police reported their find and discovered the area was already secure.

... the Afghan National Police were able to spot the device and secure the perimeter before coalition forces arrived," Army Maj. Eric Zenk, a U.S. military spokesman, said. (Compiled from Combined Forces Command Afghanistan news releases)

**Job vacancies**

The following vacancies are announced at Fort Sill:

**Internal**

- Open to current Fort Sill employees or other individuals with competitive status
- Nuclear medicine technologist, GS-0676-C (Perm) closes July 5
- Medical instrument technician (diagnostic), GS-0684-08 (Perm) closes Sept. 6
- Modeler officer (military police, GS-0618-14 (Perm) closes Sept. 30

**External**

- Refer to announcement for area of consideration:
  - Applicants must be U.S. citizens
  - Dental officer, GS-0606-12 (Perm) closes July 5
  - Medical instrument technologist, GS-0676-08 (Perm) closes Dec. 31
  - Dental assistant, GS-0684-09 (Perm) closes Dec. 31
  - Dental hygienist, GS-0684-09 (Perm) closes Dec. 31
  - Dental laboratory technician, GS-0684-09 (Perm) closes Dec. 31
  - Diagnostic radiologic technologist (mammography), GS-0676-09 (Perm) closes Dec. 31

**NAF**

The following are Non-Authorized Fund vacancies:

- Bartender, NA, 7708-03, $7.49 per hour
- Laborer, NA, 3502-01, Flexible, $7.49 per hour
- Hotel desk clerk, NA, 0603-01, $9.04 to $9.29 per hour
- Custodial worker, NA, 1501-01, Flexible, $9.04 to $10.00 per hour
- Television operator, NA, 0602-01, $9.25 to $10.00 per hour
- Food service worker, NA, 7709-02, $6.03 per hour
- Carver, NA, 0609-01, $5.25 to $6.75 per hour

Access more information at www.aft.soldier.mil or come to the Civilian Personnel Office, building 1271 Tuesdays and Thursdays 8 a.m. to 2 p.m.

**Home needed**

If a family has trouble paying personal and medical bills, for example, AW2 officials coordinate with non-profit organizations to seek donations for Soldiers and families.

William M. Yearn has been a Soldier and family management specialist with the AW2 for almost two years.

"When I see the light in Soldiers' eyes and see them interact with their families again, I know I have made a difference," he said.

Yearn is paired with Soldiers and families in need of recovery, living in maroon status, to include New...
**Pulled quotes** -- Pulled quotes, also known as liftout quotes, are popular. Readers find them interesting, and these quotes attract attention to a story. A pulled quote is also a great tool to have in your bag when you need something to help fill space or create an interesting design. Although they can be designed in a variety of ways, pulled quotes share some basic guidelines. They should be actual quotations found in the story, and they should be attributed. They should also be bigger and bolder than the text type.

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*Fort Sam Houston News Leader*

**July 6, 2006**

**Wounded Warrior Program leads Soldiers, families through recovery**

*By Kefasha Dougan*

Army News Service

WASHINGTON — Staff Sgt. Jared Beten was patrolling in Iraq last spring when his life forever changed, courtesy of a sniper shot to the head.

The bullet left the California National Guardman critically wounded, and he’s since endured numerous surgeries to decrease the swelling of his brain and repair damaged blood vessels.

Enter the Army Wounded Warrior Program, which has assisted Soldiers who have been severely injured while supporting the global war on terror since April 2004. Their injuries range from loss of limbs and sight to extensive burns and brain injuries.

“We want them to know there is someone here for them,” said Sgt. Maj. Robert McAvoy, and NCO for the AW2.

“They’ve been through a traumatic event, and they don’t need anything worse.”

The AW2 supports Soldiers and their families through a three-phased process: phase one is notification and evacuation, them as they face the bureaucracy in front of them, whether it be normal Army systems or the (Department of Veterans Affairs) as they transition into the civilian world,” McAvoy said.

When Beene’s wife, Marissa, was informed of her husband’s accident, AW2 officials immediately linked her to a Soldier/family management specialist.

“The program has been great to us,” said Marissa. “Our specialist called every week and was always there to listen to me and help. It was good just to have someone to vent to and talk to about my frustrations.”

While Beene moved between hospitals and eventually to private rehabilitation facilities, Marissa had her own share of hard times. Beyond being a military wife

“‘When I see the light in Soldiers’ eyes and see them interact with their families again, I know I have made a difference.’

William M. Years

Soldier/family management specialist

“We’ve had good days and bad days, and we’ve hit every worst-case scenario there is,” she said. “But I don’t give up because I know that there are better days to come.”

The AW2 has helped the Beene family and other families see better days by helping them meet financial needs. If a family has trouble paying personal and medical bills, for example, AW2 officials coordinate with non-profit organizations to seek donations that will help Soldiers and families.

William M. Years has been a Soldier/family management specialist with the AW2 for almost two years.

“When I see the light in Soldiers’ eyes and see them interact with their families again, I know I have made a difference,”
Pulled quotes less than 1 inch deep can look trivial. Pulled quotes can also be combined with photos of the people who said them.

Combining a mug shot with a pulled quote.

Afghanistan and Iraq taking ‘rightful place’ in free world, Bush says

President speaks at graduation
Steven Donald Smith
American Forces Press Service

WASHINGTON — The United States and its allies have fostered a historic transformation in Afghanistan and Iraq, President Bush said Monday.

"Two of the world's most dangerous regimes have been removed from power, and the world is better off for it," Bush said during the graduation ceremony at the U.S. Merchant Marine Academy in Kings Point, N.Y.

"Two violent dictatorships are being replaced with growing democracies that answer to their people, that respect their neighbors, and that serve as allies in the war on to Baghdad last week was an informative exchange.

"The prime minister is a man of strong character; he has a clear and practical plan to lead his country forward," Bush said.

"He briefed me on the immediate steps he's taking to improve security in Baghdad, to build up Iraq's economy and to reach out to the international community."

The formation of a new Iraqi government and subsequent successful raids on al Qaeda targets in Iraq have created a moment of opportunity for the Iraqi people, he said.

"Iraqis must seize this moment, and we will help them succeed," Bush said.

"I assured the prime minister that when America gives a commitment, America will keep its word."

By helping, Maliki's government achieve its goals, the Iraqi people will have memories of tyranny — Poland and Hungary and Romania and Bulgaria and the Czech Republic and Slovakia, Georgia, Ukraine, Latvia, Lithuania and Estonia," he said.

Bush said he understands that some Europeans do not agree with U.S. decisions on Iraq.

"Yet we've all watched the Iraqi people stand up for their freedom — and we agree that the success of a democratic government in Baghdad is vital for the Iraqis and for the security of the world," he said.

Iraqi government, but only $3.5 billion has been paid thus far. Bush said.

"All nations that have pledged money have a responsibility to keep their pledges — and America and Europe will work together to ensure they do so," he said.

During his graduation remarks, Bush also spoke about the life of a Merchant Marine Academy graduate named Aaron Seesan.

Seesan, an Ohio native, grew up dreaming of being a Soldier, Bush said.

When Seesan graduated fellow Soldiers wondered what was the Army thinking.

"His platoon sergeant said, 'I didn't know what the hell a Merchant Marine graduate was doing here in the 73rd Engineering Company.'"

"The sergeant quickly changed his mind when he saw Lieutenant Seesan in action, taking care of his men as they patrolled the most dangerous roads in and around Mosul," the president said.

In May 2005, Seesan was killed in Iraq when a makeshift bomb struck his truck.

"While still in high school, Seesan was named by his classmates "most likely to succeed."
**Bylines** -- The byline is the name of the reporter (the writer of the story) and what unit he works for. Every story, except for briefs, should have a byline. Bylines have several functions. They give credit to the author. They also place responsibility on the author. Their design function is to provide a transition from headline type to text type. The byline style should be harmonious with the rest of the publication.

There are two general guidelines for bylines. Flush left is best because we read from left to right. Also, bylines are normally larger than the text type. This provides contrast and eases the transition from headline to text. You can also provide this contrast in other ways, such as using bold type or using a sans serif.

A byline provides a transition from the headline to the text. It also places responsibility on the author.
Credit lines -- Credit lines are similar to bylines, but give credit to a person who takes a photograph or creates a graphic design. Credit lines can appear at the end of cutlines, but they generally look better parked at the lower right corner of photos. When they appear below the photo, they should be smaller than the cutline.
Rules and boxes -- You can use rules, or lines, to organize and separate items on a page or to add contrast and flair. More specifically, rules are used to build logos and bylines. They can also create boxes and border photos. Sometimes you can use rules to build charts and graphs and embellish feature and headline designs. Most commonly, rules are used to separate stories and elements from one another. Most modern newspapers use rules and boxes sparingly. Usually these publications reserve the use of rules and boxes for story packages that need special treatment. Rules and headlines should not be used to fix poor design decisions, such as butting heads and misplaced photos. Be careful with decorative rules and borders because they can be overdone and may give your publication an amateurish look.
Subheads -- Subheads are small headlines used to break up long blocks of gray text. They can also be used as headlines for briefs (as in the “Sports Shorts” below). When used in long stories, subheads can make an overwhelming story look like a series of shorter stories. Readers who scan newspapers often start reading a story at a subhead. If they become interested in the story, they go back to the beginning. Subheads should be larger than the text type and placed at logical transitions in a story. Just like regular headlines, subheads should be interesting to help pull readers in.

Subheads can be used as headlines for news briefs or to help break up large bodies of text within a story.
**Initial caps** -- Initial caps can be used to start off a story with a bit of style. And just like subheads, initial caps can be used to help break up long, gray blocks of text. Initial caps come in two basic varieties – drop caps and raised caps.

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**By Mike Brewster**

**Lorem ipsum dolor sit amet, consectetur adipiscing elit.**

Initial caps can start a story with style.

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Daple ussum ronaq ossom faple abc75 tonaq fghij gapele klinno vonaq pqrst haple uvwxynonaq zzzz.

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White space -- White space is any space on a page not occupied by text or graphics. Regardless of the color -- red, blue or green -- this empty space is called white space. To some it may seem a waste of space, but publication designers know how to use this space for a purpose. Just as subheads, drop caps and any other items in black help provide relief to gray pages, so does white space. White space is especially important on feature and editorial pages. This added white space gives these pages an informal feel. News pages use less white space than feature and editorial pages, and this gives news pages a more formal feeling. The lack of white space in a publication becomes tedious to readers. However, don’t overuse white space. White space should not draw attention to itself.

White space provides relief to gray pages and gives some pages a casual appearance.
White space may be inviting to readers.
Gutters and margins -- As discussed earlier in the history of design, publications in the not-so-distant past used rules to separate columns of text (as in the first graphic below). However, the majority of contemporary publications have replaced these rules with white space between columns of text, which we call gutters (see bottom picture). To avoid making your publication look amateurish, it is important to establish consistent spacing guidelines for these gutters. Just so you understand the terminology, the white space that borders a page is called a margin.

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**By Mike Brewster**

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Gutters and margins -- As discussed earlier in the history of design, publications in the not-so-distant past used rules to separate columns of text (as in the first graphic below). However, the majority of contemporary publications have replaced these rules with white space between columns of text, which we call gutters (see bottom picture). To avoid making your publication look amateurish, it is important to establish consistent spacing guidelines for these gutters. Just so you understand the terminology, the white space that borders a page is called a margin.
Conclusion

Putting together a newspaper is hard work. As an editor, you will be tasked with designing your publication so it is inviting, easy to read and instantly informative to your readers. The process of layout and design can feel like putting together a puzzle. You will have to decide on what story takes precedence, what photographs will be used and how large or small to run them. Following the basic layout and design techniques in this lesson will help you produce a good product.
References