

Moise Walters

Professor Greaves

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Chapter 16 is based off Designs and Graphics. I took that to be graphic design. The chapter started off by stating how design is content. Apparently the first rule of newspaper design is that it should be dictated by content. The purpose of design is not about making the paper aesthetically pleasing, but making it easier to navigate and read. A proper design guide will help the reader get through the paper. It basically will show what is important, where to find things, and how to make sense of information that is given.

I learned that design is in fact a form of journalism. An author in the text restated my claim that visual choices should be less about decoration and more about information. Layout and design also goes hand in hand with that. Publications should have a trademark look that sets it apart from its competitor. Whether it is the Wall Street Journal, USA Today, or the New York Times, they all have a trademark look.

In order for these companies to change their design they have to go through a long drawn out process called a redesign process. I learned that some of the tricks they will do for this is changing the size of the headline or where the photos are put next to their varying issues.

The next thing I learned about in chapter sixteen are the elements of good design. Some of the elements were balance, consistency, contrast, visual hierarchy, and simplicity. Balance is when

you even out the pictures or images so they do not look over weight. One example of an unbalanced design is when all the pictures are at the top of the page or something of that nature. An evenly designed page is one that is balanced both horizontally and vertically.

Just like anything in life, consistency is key. Consistent design helps build trust and a loyal fan base. Contrast brings color or life to a project. It allows things to not be boring or mundane. I learned that you want to provide enough contrast without things looking cluttered or confusing. That was pretty straightforward and something I placed right in my memory bank for the future.

A visual hierarchy is pretty much an aesthetically pleasing and good looking page that shows readers what is important by putting elements in the best position possible. Stories with the most value should be at the top portion of the page and have the biggest headlines.

With that being said, things should never look too complicated. As cliché as it may sound, simplicity is key. In page design, simplicity has to deal with fewer elements and more room with white space. It is imperative that these pages are easily used and do not have the look of being clutter some.

Typography is the final thing I learned about in this respective chapter. I learned that typeface or font is essentially a set of characters with one size style and weight. The second definition mentioned was font family. The font family is basically a group of fonts which are related with a variety of styles and weights. Serif type was honestly a tongue twister for me. The way to describe that would be a font with small strokes at the tip of each letter. Leading is the space between the lines of the type.

Alignment is the style or the way the type starts and ends on a line. When there is left alignment it means that the left margin is there and it ends on an uneven arrangement. Justified type lines

up both right and left sides. Computers easily force justify a line of type by putting spaces and words there.