UNIT 3 DESIGN — LAYOUT AND TYPOGRAPHY

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3.0 OBJECTIVES

After studying this unit, you should be able to:

- Explain the relationship between newspaper contents and its design;
- Discuss the use of typography in enhancing the beauty of a newspaper page;
- Describe some skills in designing a newspaper page; and
- Evaluate cover designs of different magazines.

3.1 INTRODUCTION

This is Unit III of Block V, which deals with editing and page layout. In Unit II, we discussed photo editing. In the next unit, i.e., Unit IV, we shall deal with the electronic editing.
Activity 1

Collect a few daily newspapers and magazines, and categorise these according to their sizes. You will find that most of the newspapers and magazines can be categorised in three to four sizes. Write a note why it is so, and why each newspaper is not of the same size and shape.

3.2 HISTORICAL PERSPECTIVES

Though the newspapers and magazines we read today have gone through several stages of developments, more changes are taking place as new techniques and technologies are introduced.

The first newspaper in India was published on January 29, 1780. It was called the Bengal Gazette. Later, it also came to be known as Calcutta General Advertiser or Hicky's Gazette. James Augustus Hicky was its founder, editor, printer and promoter—all in one.

The Bengal Gazette was a weekly. It consisted of two pages, measuring 12" x 8".

The Bengal Gazette of 1780 was a one-man show. Large newspaper establishments today employ thousands of workers, and use modern equipment worth crores of rupees.

Skills and inputs from many specialists in different areas are essential to produce a newspaper today. In India, we have over 27,000 publications, in this field, in more than 90 languages.

3.2.1 Technological Developments

The newspaper composing and printing methods have gone through major changes during the past few decades. However, the basic function remains the same, to convert the printing matter into printable format.

An understanding of the printing matter composing methods would help in better understanding the limitations as well as advantages of each composing process, in designing the page.

The composing methods used by the newspaper industry range from hand composing to computer-guided operations. The major composing processes are:

a) Hand setting.

b) Machine setting.
   - Line type,
   - Intertype,
   - Monotype, and
   - Ludlow.

c) Phototypesetting or cold type.

d) Typewriter composing.

e) By computer.

Let us discuss these one by one for a better understanding.

a) **Hand Setting:** Hand setting or hand composing is the original method of setting movable type. It is still used extensively. In the process of setting type by hand, the compositor or typesetter works with a composing stick, a type case (a shallow tray divided into compartments to hold the type), and the metal type itself: letters, punctuation marks, etc.
the desired pica measure or line length. To set type, he/she holds the composing stick in one hand, and picks type from the case with the other.

To create the desired amount of leading or space between lines, he/she inserts metal strips called leads. When the composing stick is full, the lines of type are transferred to a long shallow tray, called a “galley”.

After taking out proofs and carrying out the necessary corrections, the next step is to make up the page, i.e., to assemble various elements such as the text type, display type, picture blocks, according to the designed layout.

Since the composed matter consists of hundreds of individual pieces, it is essential that it is held together securely or locked up. This may be done by tying up the type with a string, or by surrounding it with furniture strips of wood, metal or plastic. These, in turn, may be held firmly in place with metal strips. The type may be locked up on the galley in a metal frame, called a “chase” or directly on the bed of the press.

Collectively, type and other printed matter locked up and ready to be proofed or printed is called a “forme”.

b) Machine Setting: This method involves casting type from molten metal. For this reason, machine-set type is also referred to as hot type. There are four popular type casting machines—Linotype, Intertype, Monotype and Ludlow.

Linotype and Intertype: These are mechanical methods of composing and casting type in one piece lines called “slugs”. Since these machines cast lines of type rather than individual characters, these are called “line-casting” machines.

The name Linotype is derived from casting a line-of-type. In both systems, the operator sits at a keyboard, not unlike that of a typewriter. The machine is adjusted to set type to the desired pica measure and leading. The upper front section of the machine carries a magazine, a slotted metal container, which holds the “matrices”, or letter moulds, of the type to be set.

When the operator strikes the keys, the matrices fall into positions to form a line-of-type. The operator sets as many characters and wedge-shaped space bands as possible within the given line measure. The space bands are used for the word spacing. When the operator is ready to cast a line, he/she pulls a lever which sets off a series of events. The line, made up of matrices and space bands, is transferred to the casting mechanism. The wedge-shaped space bands are driven up between the words to justify the line. Molten metal is forced into the matrices, and the trimmed line of type or slug is ejected onto a pan or galley tray.

As soon as the type is cast, the matrices are returned to the magazine with the help of a mechanical distributor, and the space bands to the space-band box, ready for the next line.

After the matter is composed, the type is locked up on a galley. Line-casting machines can set type and leading as one piece. For this reason, it is impossible to reduce the amount of leading, the space between lines and words, once the type has been cast. However, leading can be increased by inserting leads between lines by hand.

The cost of corrections is reasonable. Any change within a line means that the entire line, or even all the succeeding lines in a paragraph, have to be reset.

The basic difference between linotype and Intertype is that the Intertype of matrices. They can be used for casting headlines as well as body matter.

Monotype: As the name suggests, “monotype” casts the characters one by one rather than as a complete line. It is a combination of two machines, a keyboard or perforator and a typecaster. It is a two-step or two-machine method of casting individual type characters, mechanically.
To set type, the machine is adjusted to the required pica measure and leading. As the copy is typed, it produces a perforated paper roll, which is used to drive the typecaster. A combination of holes dictates the letters, spaces and punctuation marks to be set.

Normal spacing is punched into the roll between words. A calculator measures the amount of unused space at the end of the line, and the operator then punches the holes to indicate the amount of additional space to be given between words to justify the line. When the roll is fed into the casting machine, it is fed in backwards so that the machine “memorizes” the amount of space to be added between words, as the letters are cast.

To set type, the perforated roll is fitted on the typecaster, where it directs the casting mechanism by means of compressed air. The air passing through the perforations brings the matrix holder and the specific matrix ready to be filled with molten metal into proper position. Once the type has been cast, it is ejected onto a galley, one character at a time.

Ludlow: This is a combination of handsetting and machine-casting operations. Like linotype, it produces a slug, but in a different way. The operator sets the type matrices and leading in a composing stick by hand. The composed matrices are then locked into a casting machine, where they are filled with molten lead to produce the slug. Ludlow was designed primarily to cast display type from 12 to 72 points, but it is mostly used for the newspaper headlines.

cj Phototypesetting: It is also known as photocomposing, or cold type setting. All the other methods stated above involve hot type. That is, they require the use of molten metal. Since photocomposing does not involve metal casting, it is also called a cold type-process.

The first phase of photocomposing resembles that of monotype setting. Unless the perforator is attached to a video display unit (VDU), the operation is limited to conversion of copy matter into a coded perforated tape. This perforated tape is then fed into a programmed computerised unit, which projects the desired images of type characters onto photosensitive film or paper. This paper is then made up in mechanicals or photomechanicals from which printing plates can be produced.

Photocomposing provides a fast, flexible and reasonably economical method of setting type. This method offers several advantages over other methods.

In handsetting and casting, type is to be inked in order to print. The pressure of the metal type against the paper causes ink squeeze, which tends to make the edges of the printed forms irregular. Offset plates produced from art pulls tend to have rough edges. In phototypesetting, on the other hand, individual letters are projected and exposed directly on to photosensitive paper of film, resulting in the sharpest possible letter forms.

As long as type is on a piece of metal, there is a limit to just how close the letters can be set. With phototype setting, it is merely a question of projecting the letters where one wants. Letters can be set touching, overlapping, in fact, in any way one wishes.

Another advantage of phototypesetting is that type can be set and matter made up directly on photosensitised film or paper. This means that it is possible to go directly from film to plate-making. This process saves time for the designer as well as the printer. A phototypesetting unit with a visual display terminal (VDT) offers the additional advantage of providing a visual display of the composed matter.

Phototypesetting is done through the computers, which are essentially electronic equipments capable of logic functions, according to predetermined programmes.

The computers can carry out programmed decisions and eliminate errors caused by human judgement. The programmed decision-making process can be used advantageously to reduce pre-press time. This is one of the major crisis areas in newspaper production.
In hand or machine setting, the speed of compositors is restricted because of the requirements of proper word-spacing and the line alignment process. In computer setting, these functions can also be programmed to carry on predetermined page make-up. You will study this in greater details in the next unit.

The computer input is text set on tape, and the output is a coded tape, including format and typographical instructions. Just as the compositor, composing by hand or by machine, has to think of the text as type in a specified type face of a certain size, of a certain line length with all the spacing, word breaks italics, capital letters and other textual conventions, the computer programmer has to design his programmes to convert straight input tape ("idiot tape", as the computer experts picturesquely call it) in to the typographically stylised output.

The computer contains, within its stereot programme, all or most of the typographical decisions an experienced compositor takes as a result of his knowledge and experience in typesetting. The programme may be written to produce the required kind of text-setting. The output of the computer-coded paper tape can be used to control the actual typesetting equipment, including the conventional automatic composing machines using hot metal or any phototypesetting system. The outcome of the total system is dependent on the computer programme employed.

The programmes used in computer typesetting do not differ in principle from those used for many other computer operations. That is to say the computer obeys the programmer’s instructions by performing a series of calculations, in accordance with the needs of the output, which in this case is the tape used to operate a typesetting machine.

A computer can be programmed to carry out all the calculation needed to establish word-spacing within acceptable limits, and, beyond these, a word-break is required to break up a word and place part of it in the next line. Photo editing and page designing can also be done on the computers. Now-a-days, almost all big newspapers in India are using the computers for composing purposes.

Check Your Progress 1

Note: i) Write your answers only in the space provided for that purpose.

   ii) Whenever necessary tick the right answer.

   iii) Compare your answers with the model ones given at the end of this unit.

1) Name a few composing methods.

2) What are the advantages of photo-typesetting?

3) Is Photo-editing or page-designing possible on computers?

   Yes [ ]  No [ ]
3.2.2 Market-Readership Changes

As you know, different editorial components of a daily newspaper or a magazine are generally news reports, special reports, photographs, book reviews, art reviews, film reviews, feature articles, interview stories, investigative and interpretative reports. Along with these, newspapers also publish advertisements, with display and classified public information, notices and jobs/employment advertisements. In addition, newspapers also publish the stock market information, weather reports, radio, television, cinema and theatre charts.

The newspapers operate in a competitive world. In addition, these have to compete with the radio and television.

Also, as living styles and product consumption patterns of the readers improve, the newspaper editors and proprietors have to improve the quality of their product. Therefore, to keep up with the times, there has been a marked improvement in the use of the typography and newspaper design in the newspapers during the last few years. More improvements are bound to take place with innovations in newspaper production. If you take a closer look at the newspapers being published from different centres in India, you will notice many differences in their use of typography, design and production techniques. Several newspapers have started using colour printing for improving their appeal to the advertisers and readers.

Activity 2

List the design changes you observed in the newspaper/magazines recently.

1) Give names of well-known newspapers/magazines.

2) Identify and explain the changes you have observed in these newspapers/magazines.

3) As a reader, give your judgement whether change(s) in the printing technology is/are an improvement or not.

3.2.3 Newspapers Today — Design and Contents

At any newspaper stall or shop, you will notice a large variety of newspapers and magazines. Newspapers come in different shapes and sizes. There are newspapers that provide general public interest news to the readers. There are other which cater to the needs of the specialists. Every newspaper has its own way of presenting news, views and features.

In a competitive market, it is essential for each product to have “uniqueness” or an individual identity. By appropriate use of typography and layout design, each newspaper attempts to require and perpetuate its unique identity.

Even if the contents of two papers are similar, the use of different typography and design can give the newspaper two distinct identities. For example, take a daily English language newspaper published from Delhi, and compare it with a newspaper published from Patna, Jaipur, Madras, Bombay, Calcutta, Chandigarh, Hyderabad, Trivandrum, Lucknow or Bangalore. The page one design, layout of the news items, pictures, box items type faces, even display of news items will stand out prominently. Besides, the
newspapers from Delhi will carry more national and international news. Others will emphasize more local state, regional, national and international stories in that order. Almost the same criteria apply on other pages, including the edit page. The reasons for these varied emphases are the needs of the readership.

Activity 3

Take two newspapers published on the same date from Delhi and from your home town. Find common news items or features in these, and comment on their presentation styles.

3.3 NEWSPAPER SIZES AND FORMATS

Since the newsprint (the paper on which newspapers are printed) comes in fixed sizes, newspapers in general have adopted same page sizes. The page print area of almost all major dailies is approximately the same. Sometimes, there are minor variations due to technical requirements of the printing machines.

Given the same size, newspapers try to adopt different formats, or the page make-up techniques to see that their papers look different. That is why some papers have eight columns, while others may have six or seven. Each newspaper’s name or the masthead has unique characteristic, typography, placement and style. Some newspapers may use bold lines to separate each column, while others use white spaces. The newspaper formats define the limits within which the newspaper pages are to be designed.

Activity 4

Take two or three newspapers of the same date.

1) Measure the print area of each.

2) Identify the differences in format and typography.

3.4 DAILY NEWSPAPERS — FRONT PAGE

The front page of a newspaper is like the face of a beautiful woman. If it is attractive, it will hold the attention. You may have heard the expression, “the front page news”. For a newspaper, to report news is a normal function, but there is something special about the fact that the news is printed on its front page. The front page is the “face” of a newspaper. Let us take a closer look. Carefully, read the news items printed on the front page of your daily newspaper, and try to find reasons for these items being printed on the front page. Remember, front page is normally the page that is read first, or, at least, looked at first.

Activity 5

a) Select any three news items appearing on the front page of the newspaper you subscribe to, and give reasons for their being placed on the front page.

b) Take a closer look at the page layout and design, and also notice other items such as photographs, cartoons, advertisements, etc., on the front page. Make a list of these items. As we progress with this unit, you may study their significance.

3.4.1 Newspaper Identity

We all acquire a unique identity by our own name. The uniqueness gets reinforced by the unique way we write our names, i.e., the signatures. Many other distinct features add to our individual identity.
Similarly, newspapers have a name. Now, try to observe the ways by which each
newspaper tries to acquire (or is given) a unique identity:

**Activity 6**

Take two different newspapers, and place these side by side. Take a critical look at
both of these. How many unique features of each newspaper can you list?

Now, let us go step by step, and try to examine some of the differences and unique
features:

- Do newspapers have the same size?
- Do newspapers use the same type of newsprint or paper?
- Do newspapers use the same colour of paper?
- Do newspapers have the same number of columns?
- Do newspapers use the same type sizes or type faces to print their names and
titles?
- What other features distinguish one paper from others?

In the following units, we shall examine in greater detail some of the ways newspapers
acquire unique identity.

**3.4.2 The Masthead**

If you observe the front page of a newspaper closely, you will see that the masthead of
a newspaper is much more than just the name of the newspaper. Some of its
characteristics are that:

- it is in distinctive bold print;
- it is in a big type-size;
- it has a fixed place on the front page; and
- it remains in the same form for years.

To understand the significance of masthead, you should take as many different
newspapers and magazines as you can, and see how newspapers and magazines try to
acquire a unique identity by their mastheads or names.

**Activity 7**

Examine the mastheads of newspapers and magazines with regard to

- the placement,
- type size used,
- the style of presentation,
- white or blank space left around it,
- nature of the type-face used (we shall study this in detail later), and
- any other special features, like the logo used by the Times of India, etc.

**3.4.3 Headlines**

Newspapers sell news. Headlines are a means to attract the readers towards the news
items.

For a page designer, each headline is a new and unique challenge. For him/her, the
headlines of the news items are much more than just a set of words. It is the
responsibility of the page-designer to make each headline as distinctive as possible within the given newspaper format and its policies with regard to the use of type faces and type sizes. These policies evolve over a period of time.

To get a better understanding of the concept, let us again go back to our newspapers, and examine how the headlines are made distinctive and used to provide an eye-appeal or an attractive page design.

The task of the page designer or make-up person is to decide whether he/she wants to give more news items and shorter coverage of each, or less news items and emphasise them with greater details.

A headline can be made bold (big typeface), a single line and run horizontally across columns, or short with width: small typeface two lines and one column. Carefully notice these variations in the headlines in your paper. Each page designer uses his/her own experience and creative genius to make the page attractive and give each news item an appropriate placement on the page.

**Activity 8**

Look at the front page of your daily newspaper, and examine the different headlines. Put yourself in place of the page designer, and suggest how you would like the headlines of different news to be placed. You must give reasons for the suggested change.

Headlines are given generally by the sub-editors/ copy editors. The page make-up person cannot change them, but he/she can increase or decrease the display value, readability or importance of the news item by using different techniques at his/her disposal such as type face and size, placement, making it run horizontally across more columns or less. You will find that most newspapers every day give a four or five column bottom-spread on their front page; it is done to give a solid base to the whole page.

### 3.4.4 Placement of Photographs and Cartoons

It is said that a picture is worth a thousand words. On the same basis, it can be extrapolated that a good cartoon is worth at least two thousand words.

From a page designer’s point of view, it is important to realise that photographs, cartoons and graphic have a special significance. Placing a picture or cartoon at wrong place may not only reduce its utility, but also reduce the design appeal of the total page.

Pictures, cartoons and graphics are, usually, evaluated on the basis of:

- subject-matter,
- topicality,
- clarity, and
- news value, significance.

A page designer has to examine whether the picture, cartoon, graphic, chart, has an independent value or it has to be juxtaposed with a particular news story. The size may have to be adjusted due to placement or space considerations.

### 3.4.5 Overall Page Design

Having closely examined some of the major components of the front page of your newspaper, individually, let us now take a look at the architecture of the page or the overall page design. For this, we have to look at the page from some distance. One way is to do a comparative study of two or more papers.

Hang two or more papers of the same date on the wall, and stand at a distance to take a
critical look at these. As you look at these pages, study the structural outline of the
news stories, bold headlines, pictures, cartoons, placement of box items, etc. Take a look
at the whole page from the masthead to the bottom line. Look at the page, as if you
were trying to study a painting or a sculpture. You will notice that there is a design in
the page, a form and a structure. Each page designer has his/her own concept of beauty
and page structure. To bring it out, he/she uses different type sizes, white spaces,
placement of pictures, graphs, charts, cartoons, etc.

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<tr>
<th>Check Your Progress 2</th>
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<tbody>
<tr>
<td>Note:  i) Use the space given below for your answers.</td>
</tr>
<tr>
<td>ii) Compare your answers with the those given at the end of this unit.</td>
</tr>
</tbody>
</table>
| 1) Why are some dailies of eight columns and some, such as The Hindu, are of six
  columns? |
| 2) What are the characteristics of the masthead? |
| 3) Who does normally give headlines to a news item? |
| 4) Why does almost every newspaper give a four to five column as bottom-spread
  on its front page? |

<table>
<thead>
<tr>
<th>3.5 INSIDE PAGES</th>
</tr>
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</table>
| Inside pages of a daily newspaper differ from the front page in their format, structure,
and presentation of contents. If you open a daily newspaper, you will see that on top of
the page, there may be indications about the topics covered on that page — international
news, national news, state news, sports news, city news, business and economy news,
etc. |
| Even if there is no indication on the top, you will notice that the news items on that
page have a common link. It helps the readers in their search for a news item. Also by
grouping news items on specific pages we are able to give the newspaper a structure.
3.5.1 The Editorial Page

One common feature in all daily newspapers is the editorial page. The format of this page looks similar in many newspapers in India and abroad. On this page, you will notice that there is a section where the editor(s) write their analysis of the major national and international news items. These are often referred to as the "newspaper’s point of view". Along with that, there may be one or two articles written by prominent people on current topics. Also, a demarcated section devoted to "letters to the editor", giving reaction of the readers to the news/views, which might have appeared in the newspaper, or items of concern to the readers but not covered in the paper.

As mentioned earlier, each newspaper has, usually, a fixed spot for general information items such as the weather forecast, entertainment, cinema, radio, television, etc. The design of the inside pages of a newspaper is relatively much more structured than the front page, which is dependent on the major happenings during the past few hours.

3.5.2 Advertisements

Advertisements have special significance for commercial publications. The very existence of newspapers and magazines depends on the revenue from advertisements. Hence, special care must be taken with regard to placement of advertisements along with the news stories on the pages.

There are some important factors, which influence the effectiveness of advertisements in a newspaper. Therefore, in many cases, advertisements are placed on these pages according to the product or service to be advertised. For example, advertisements of sports goods such as shoes, wear, equipment or sports programme are generally placed on the sports pages. The advertisers often request for such placements, and even pay extra for such favours. Advertisements, in a way, are paid for news items.

Large colour advertisements have special significance in page design. Page design can be made more attractive with colour advertisements.

3.5.3 Readability and Overall Appeal

Newspapers are meant to be read. Anything that obstructs or reduces the convenience of the reader must be avoided.

As far as possible, the news item should be contained in a neatly defined area. Look at the page of a newspaper as a reader, and ask yourself: Are the news items displayed in a nice, readable manner? Could you suggest any improvements?

Each letter, each word and each story has special significance. Headlines, photographs, cartoons, box items, charts and graphics—all these are important ingredients of the newspaper page design.

Readability for a page-designer has a different meaning than that for a reporter, sub-editor or proof reader. Readability for a page-designer has more to do with its visibility and the convenience of its reading for a reader than the actual contents. Readability from a page designer's point of view depends on placement of the news stories, typography and the overall page layout.

3.6 PERIODICALS/MAGAZINES/JOURNALS

Daily newspapers and periodicals differ in their size, format, page layout, overall design, and printing techniques.

While pages of most daily newspapers measure 41 cms x 56 cms, magazines or periodicals tend to be around 27 cms x 20 cms. However, there are weeklies such as the Sunday Mail, the Sunday Observer or even the weekly editions of daily newspapers, each with their own unique layout.
which are registered as weeklies. They are also of similar size, look and design as the
daily newspapers. Some of the noted magazines/periodicals in English in India are:

*India Today, Business India, Femina, The Week, Sunday, and Stardust.* In all Indian
languages also, a large number of popular magazines are published.

While the basic principles of editing, printing and production remain the same,
magazines are considered a “luxury”, while a daily newspaper is considered a “utility
item.

Magazines are read at leisure, have a longer table life span, and are evaluated differently
by the readers and advertisers.

### 3.6.1 Cover Page and its Importance

The cover pages of periodicals have special significance from the editorial and
newspaper's policy. While about 85 per cent dailies are subscribed to and delivered at
homes or offices, more than 50 per cent magazines are looked at before being bought.
Hence, the magazine covers have special significance.

Next time you go to a magazine stall, take a critical look at the arrangement or display
of magazines. You will see how each magazine tries to attract attention. It is the cover
of a magazine that holds your eyes, makes you pick it up and compels you to purchase
it. Generally, the magazine covers have photographs of women. It is said that the
readers like pictures of women on the cover of a magazine, but no cover on the women.

The cover page of each magazine issue is a real challenge for a page designer. It is a
challenge, because the designer is expected to incorporate into the design the following
points:

- aesthetic attractiveness;
- colour/variety;
- uniqueness to attract attention;
- an invitation to purchase contents; and
- effective temptation to buy it.

Now, if you take a few magazines of the same kind such as *Business India, Business
World and Business Today* or *India Today, Sunday and The Week*, put them side by
side, you could examine the difference in cover contents, price and design strategy to
attract readers' attention.
3) Why are the cover design or magazines more important than those of dailies?

4) What are the main points a cover page designer of a magazine should keep in mind?

3.6.2 Design Alternatives

Limits of imagination of a page-designer determine the limits of page design for a magazine. However, there are a few factors that make some designs more suitable than others.

Every magazine has a history behind it, which gives in a tradition in cover-design. This tradition or the past pattern of the cover-page design tends to set the standard for selection of the alternatives, which may or may not be suitable for particular magazine.

To attract the new readers, a magazine will need to adopt unconventional designs, but too much variation from the past may also tend to alienate the regular readers.

To study the design-pattern trends, take a look at three or four issues of the same magazine. You will see some common or regular features in the designs. Study the format and the items displayed on the cover page.

3.6.3 Sales Promotion, Eye-catching Strategies

The final test for a magazine is at the newspaper or magazine sales stalls. The success is measured by the number of readers willing to pay for it, and that determines its paid circulation.

To understand the sales promotion strategy, we have to find out first the readership profile that an editor and publisher of a magazine have in mind. The readership profile is defined in terms of age group, educational level, marital status, disposable income, nature of job, quality and place of residence, consumption pattern, etc.

Most general interest magazines are read by a wide spectrum of people in different age groups, income levels, educational standards, etc. The readership profile is defined in terms of groups and percentages.

Another factor that tends to influence the price and cover design of a magazine is the long term sales promotion strategy of the newspaper management, i.e., editor and publisher. The most important question can be: Is the management trying to build a long-term (one to three or five years) subscription and distribute the magazine through mail, as is done by the Reader’s Digest, or, is the main emphasis on sales promotion through newspaper and magazine stalls. In case the management adopts the sales promotion policy of promoting newspaper though open sales, i.e., through newspaper stalls, the magazine cover design acquires strategic sales promotion importance. The cover designs, in this case, should be critically evaluated with the cover of other magazines in the same genre.

As an exercise, take two magazines of the same general like film, women, sports, business or general interest such as Sunday, India Today, The Week, etc., and
i) Make a comparative assessment of the cover design with regard to price, illustrations on the cover, style of presentation of illustrations, total number of items on the cover, etc. and

ii) Try and create a readership profile that you think the two magazines are aiming at, or profile of the majority of the readers you feel may be prepared to purchase the magazines. [The profile should be in terms of age-group, education, job profile, marital status, urban or rural, etc.]

### 3.7 Consistency and Change

Change is a way of life in journalism. No two editions of a newspaper or magazine are alike. Whenever a reader picks up a newspaper or magazine, he/she expects to find something new in it.

However, in newspapers and magazines, changes take place within the predetermined format. Formats provide a sense of continuity. Format, may be viewed as a rough outline of the newspaper or magazine, its shape and size, placement of its masthead, and the typeface used for it; placement and presentation of the news, views and other contents. Presently change in a continuous manner is the skill that makes design layout a challenge for each item, on each page, of each publication.

#### 3.7.1 Need for Change

At the first glance it may seem obvious that the change is inevitable, so the question of "need" may seem redundant. However, it is essential that we understand the areas of change that influence the very existence of a newspaper of a magazine and also determine its readership growth pattern. While incorporating changes in page make-up or design layout we must keep in mind a few factors:

a) While bulk of the readers will remain the same, some new readers, however small, may be added with each new edition.

b) Some readers dropout and thus change the overall readership profile.

c) Newspapers and magazines operate in a competitive environment, hence new challenges from competitions have to be met.

d) Tastes, information requirements and entertainment requirements of readers keep changing.

To respond to change one must understand the compelling reasons for change to incorporate meaningful and effective changes.

#### 3.7.2 Challenges and Pitfalls

The readership in newspapers and magazines is built up slowly. It is a painfully slow marketing and editorial effort.

With passage of time most readers get "addicted" to the nature and quality of presentation of the news, the views and the format in which the newspapers and magazines present their contents. Yet as we saw in the previous section there is a need for change. Hence, the question crops up "how much and how" the change should be incorporated in each issue?

Since each publication is a unique entity, there can be no simple clear cut answer. However, generally, it would very much depend on the subject matter of the topics to be covered. In most cases the change would be reflected in the treatment of topics, language, the quality of illustrations, allotment of space, positioning of articles, typographic changes etc.

With the common observation that a picture is worth a thousand words — the nature of pictures selected to accompany the composed matter often indicates the degree of
change. Pictures or illustrations used indicate the degree of change. Pictures or
illustrations are usually the first to be noticed and often draw relatively strong reaction
from readers. Hence it is important that the quality and contents of pictures or
illustrations selected should not have to vary from the earlier issues. However, on the
other hand, it may also be necessary to keep up with the competing publications.

A cautious approach may be to stay within the bounds of past practices of the
publication and the standards of lead publication in that genre of publications. Some
leaders, tend to lead in bold ways and later make amends under pressure from readers.

3.7.3 Handling Last Minute Change

It is not uncommon in the newspaper industry that changes have to be incorporated
when the total publication is almost ready or at times under print. In daily newspapers
it is almost a way of life.

Whenever last minute changes have to be incorporated — the effort is to incorporate the
required changes or include the new items with minimum disturbance to the overall page
layout. However, some sudden events may warrant total change in the front page layout
or cover design of a magazine. Even in case of the most drastic situation, the important
factors to be taken note are the time required to bring about the change and the impact
of changes on the printing process and schedule. Each printing process and schedule, has
its own advantages and limitations. While bringing about changes in the editorial matter
their impact on the printing time should also be considered.

Events, which demand last minute changes usually require prominent display.

3.8 TYPOGRAPHY

For an editor or reporters of an English newspaper there are only twenty six alphabets,
with only two symbols each—one as a capital letter and the other in its small form, for
the page make-up man the choices are almost unlimited. Today with the help of
computers one can develop new type faces by incorporating variations in size, form and
shape of each letter. It is the size, form and shape that determine and distinguish the
type face of a letter.

For a page layout designer, letters become a visual framework that gives readers their
first overall impression of a printed page. As page designers, we must select type by
analysing its visual appearance as well as readability of its type face.

While the choices may be many, editors of daily newspapers for the sake of economy,
workability and convenience to its readers, make deliberate attempt to limit the
variations of type faces used in their page make-up. Many newspapers adopt just one
type face in different sizes throughout the newspaper.

However, magazines and advertisers tend to experiment with typography to give their
pages and messages an eye catching quality.

3.8.1 Historical Perspective

Like everything else around us, typography is an evolving science based on experiments
with few successes and many failures.

If you take a look at an old book, of any language or script, published about forty or
fifty years ago, you will notice that the size, shape and style of the type faces used is
very different from the ones that are in use today for similar publications.

Many major improvements have come about due to technological innovations,
competition between publications and other media, as well as changes in reading habits.

As in other cases, technology tends to standardise products and services. The need for
mass production gives rise to the need to define — the preferences or expectations of
the average reader'. The average reader is assumed to represent the majority of readers. It is the average reader that editors have as a backdrop while selecting editorial matter or while page make-up departments design the pages of their publications.

The needs, requirements and expectations of average readers keep changing. Along with these changes are the developments in composing and printing which give rise to changes in the use of typography.

3.8.2 Hot and Cold Type

It has already been explained in some details earlier. As the name suggests — hot type refers to machine — set type, a method which involves casting type from molten metal. It has three main variations—

a) Handset
b) Linotype
c) Monotype

Handset — In this the composer holds the composing stick in one hand and picks individual letters from a type case with the other. Whenever he wants to insert space he simply inserts strips called leads between the lines.

The handset method of setting type is time consuming and is obviously not a practical or economic alternative for most newspapers.

Linotype — The term linotype gives appropriate description for the machine that casts (hot) lines-of-type. In this case an operator sits at a keyboard and the machine is adjusted to set type and to a specific leading (spacing between line). When the operator strikes the keys, the matrices (a letter mold) falls into place, forming a line of type. When the operator is ready to cast a line, he pulls a level which among other things, forces molten metal into the matrices, and the line of type is ejected into a pan.

Monotype — As its name implies, the monotype casts characters one by one rather than as a complete line. It is normally designed for casting type from twelve to seventy-two points—mainly for news headlines or advertisement matter.

Hot type is associated with letterpress printing process. Letterpress is synonymous with relief printing, because the area to be printed is raised. When the surface is inked, the area to be printed receives ink but the surrounding area, because it is lower, receives no ink and thus does not print.

Coldtype — With the advent of offset lithography printing process, slowly hot type gave way to cold type. Just as hot type is associated with letter press printing process, cold type is with offset printing process.

Unlike letterpress, offset requires transfer of an image from a plate to a blanket cylinder and then onto paper. The use of offset has brought about many new methods of typesetting, because anything that can be photographed can be used in offset printing.

Phototypesetting — It is also known as photocomposition. The letters can be imprinted directly on photosensitised films of paper.

Many different systems are available to newspapers and magazines today, but the basic steps of production are likely to be the same. Typically, most phototypesetting systems are made up of a keyboard for input, a computer for processing and executing such action as justifying copy and allowing for leading space, and an output unit for paper for film reproduction.

Comparatively, cold type is cheaper than hot type, and cleaner. Also because everything that can be photographed can be reproduced in this system, it offers greater design possibilities and greater choice of typefaces.
3.9 CLASSIFICATION

Since new type faces are being designed daily by thousands of commercial artists, it is essential to "classify" them to make communication easy and meaningful between page designers.

As in other cases, type faces are grouped according to their size and face design.

Each classified group is given a name to make identification easy. Each group is called a family.

3.9.1 Families

While new families of type faces are being designed daily some of the popular type face families are illustrated below. A point to be noted is that the main characteristic of a family is the style or general shape of its type face — its height and width only puts it in sub-family classification — as light, medium, bold or heavy, etc.

Examine the type face of your newspaper or magazine. While examining a type face, carefully study its legibility or the quality that attracts you to it and makes type easy to read.

Critically examine type faces of some of the popular type families given below. The family names are given in their respective type faces:

Bauer Bodoni Black
Bauer Bodoni Bold
Bauer Bodoni
Bauer Bodoni Italic
Cheltenham Book
Cheltenham Bold
Helvetica Light
*Helvetica Light Italic*
Helvetica Bold
Helvetica Heavy

Stymie Extra Bold

Bookman
Bookman Light
Bookman Medium
**Bookman Bold**
3.9.2 Structures and Readability

Having examined and critically analysed the different families of type faces, let us experiment and answer the following questions:

1) Does the readability of words or sentences increase or decrease when you have all capital letters?

2) Does the readability increase or decrease when you have only lower case (small letters) in a word or sentence?

3) How to improve readability? Can you suggest a few methods?

4) What is the relationship between structure and readability or legibility of a letter, word and sentence?

You will be able to get answer to the last (fourth) question by critically examining letters with uniform (same thickness) lines and those with variations in their thickness. An attractive structure may or may not be legible. For a page design both are important — attractive structure and readability or legibility of a type face.

3.10 USING TYPOGRAPHY TO ENHANCE DESIGN

Having observed the visual impact of different type faces, perhaps you will agree that each letter or alphabet has immense potential to be used as a piece of art.

Now you can experiment with letters and words as if the page is a collage of letters and illustrations or pictures. Look at the page of some of the well produced magazines and you will see the page designer as a typographic artist.

Now do some experiment yourself. Try and see bold, big size letter as an art form and see how you can use it to enhance the eye appeal of a selected page from a magazine of your choice.

3.10.1 Matching and Contrast

Because of economic and managerial reasons, newspapers use very limited type faces in their newspapers. Some newspapers may use only one. The only variation being the size.

However, with the popularity of phototypesetting and offset printing, newspapers have a wider choice in matching and contrasting of type faces.

You may notice that some newspapers use one bold type face of one “family” for the headlines and type face of another family, usually of smaller size for sub heading. This is a common practice of magazine page designer.

3.10.2 Emphasis and Highlights

In page layout, when we want to emphasise or highlight a word, an expression, a sentence, a paragraph or even a portion of the news item, we have many options before us. Some of the common practices are:

— Use of different type form of the letters such as italics.
— Use of bolder type face for the word or portion of the news item to be emphasised.
— Underlining the word or sentence.

The portion to be emphasised may be displayed with wider margin, different colour or a combination of above alternatives.

Try and identify the different methods used by the page layout person of your newspaper and different magazines.
3.11 LET US SUM UP

Designing page is an art. It is the page designer who can put life and soul into a page by his creative layout. Some editorial matter can be made to look dull and drab or lively and cheerful.

Just as an artist uses white spaces and bold or thin lines to draw attention to the main theme of his or her painting—the page layout man can and should use the given editorial matter and the blank sheet as starting points for his creative endeavours. The creative tools in the hands of a page make-up person are the choices of placements and the creative use of typography.

3.12 CHECK YOUR PROGRESS: MODEL ANSWERS

Check Your Progress 1

1) a) Hand-setting.
   b) Machine-setting.
   c) Phototype-setting.

2) Phototype setting is quicker than hand setting or machine setting. By phototype setting, the typed matter can be directly made up on photo sensitised film or paper, and, thus, it is possible to go directly from the film to the plate making.

3) Yes.

4) The type can be set in any column-width as per the programming of the computer.

Check Your Progress 2

1) Newspapers attempt to look differently from one another.

2) a) It is in distinctive bold point.
   b) It is in big size.
   c) It has a fixed place on the front page every day.
   d) It remains in the same form for years.

3) Sub-editor/chief sub-editor.

4) This is done to provide a solid base to the whole page.

Check Your Progress 3

1) Newspapers are meant to be read. Anything that reduces the convenience of the reader must be avoided.

2) 41 cms x 56 cms.

3) Dailies are mostly delivered at homes or offices, i.e., people do not look at them before buying, whereas more than 50 per cent magazines are looked at before being bought.

4) i) Aesthetic attractiveness.
   ii) Colour/variety.
   iii) Unique appearance to attract attention.
   iv) Effective temptation to buy it.