

Newspaper Design Critique

Directions: Find one of the exchange papers and answer the following questions based on the layout of either the front page or another news page.

1. Give the name of the paper, date of issue and the school.
2. Does this page contain all four elements (text, photo/art, caption, headline) of page design? If not, what is missing?
3. Does the page use modular layout? Partially? Not at all? How many non-rectangular modules are there on the page?
4. Does the page have dominant artwork or is all the art the same size?
5. Are the headlines well-written? Do they summarize the article and entice the reader? Do they all have verbs? If not, list which ones break any of these rules.
6. Are there captions to any photos/artwork? Are they well-written? Captions should be two sentences - one describes what is in the photo and one adds information not provided by the photo. Do the captions do this? List those who break the rules.
7. What typeface are the headlines? What typeface is the text? What typeface are the captions?
8. How is the story text aligned? (Ragged right, justified, etc.)
9. Are bold or italic types of text used on the page? Where?
10. What is the **approximate** point size of the text? What is the **approximate** point size of the largest headline? You will need to use a pica ruler.
11. What is your overall opinion of the page and type design? If you had to change one thing about the design, what would it be?