

# ABOVE THE FOLD

## HOW NEWSPAPER DESIGN AFFECTS THE READER

When you read the news, you might think about the headline or the images or the facts. But do you ever consider the design of the newspaper or website itself?

Newspaper design is important. It can be a big factor affecting whether you decide to read an article or skip over it. Whether you read right to the end, or stop reading in the middle.

The design of a newspaper tells readers lots of things about what they're reading, like whether a story is serious or a bit lighter. The day's most important (and often the most serious) articles are usually put "above the fold," on the front page of the newspaper.

A newspaper's "fold," is literally that—the place where the paper folds in half. "Above the fold" is the part that shows through newspaper boxes or is on top when newspapers are stacked. It's what most people see first, which is why the most important, exciting or visual stories go there.

At the Toronto Star the design of the front page, known as A1, is overseen by Becky Guthrie, the newspaper's art director. She thinks about all the news stories the reporters are working on each day and, with the help of editors, decides which ones should be on A1 and above or below the fold.

The rest of the articles will go inside the paper, in different sections, be put on the Star's website or kept for another day. Guthrie says she works with many experts at the Star who design, lay out and print the newspaper.

The editors and designers ask themselves lots of questions to determine where articles will go on the page. "What stories will have impact for our readers? What stories have we been following that make sense to get onto the front?" says Guthrie.

It's important that the main story on the front page has an interesting, exciting or colourful image to attract readers. If there isn't one—for instance, if it's a story about money or something that may not have a bold visual—she may create an interesting graph or chart that will

help tell the story. She can also use a photo from one of the many wire services the Star subscribes to such as Canadian Press (CP) or Getty Images.

Sometimes she uses words as the main "image." For instance, when Russia invaded Ukraine, she used a very large font—at least 50 points. (Points and picas are the units used to measure the height of letters in type).

"We used a very large bold front of the Star for that day because it's hard news and very important. (A bold font says) 'please pay attention,'" explains Guthrie.

For features—stories that take you on a bit of a journey, such as a profile of a person—the font she uses for the headline may be thinner and the image large and bold. Often, those stories have good visuals, she says.

How did Guthrie become the A1 page designer at the Star? She got a degree in journalism and then joined the National Post newspaper as a paginator, putting stories on pages and proofreading. "Over the years I just got more and more design work and less proofing work until I was essentially one of the top designers."

She points out that she is part of a large team of people at the Star who all have important skills, such as writing headlines, reporting, taking photographs, doing layout, editing and more. She says A1 is very much a team effort.

At the end of the day, however, one person does have the final say about how A1 looks. At the Star, that person is Anne Marie Owens, the editor in chief.

### MASTHEAD

**TORONTO STAR**

WEATHER: HIGH 6°C | SNOW | MAP A20 FRIDAY, FEBRUARY 25, 2022

WAR IN UKRAINE

## WORLD LEADERS CONDEMN ATTACK

50 PT. HEADLINE



THE FOLD

Smoke rises from a military airport near Kyiv, Ukraine, after an apparent attack by Russian forces as they launched a "full-scale invasion" of the country.

**SANCTIONS**  
**Canada joins global push against Russia**  
Putin among 'reviled European dictators,' Freedland says after invasion of Ukraine

**TORONTO** The Trudeau government Monday announced sanctions against Russia, joining a global push to isolate the country after its invasion of Ukraine. The move is a grave threat to the world under Canadian leadership and a signal that the government is serious about addressing the crisis, said a senior government official. The move is a grave threat to the world under Canadian leadership and a signal that the government is serious about addressing the crisis, said a senior government official.

**COVERAGE A3-B, B1**  
**All eyes focused on Ukraine**



Biden has no easy answers for a world stunned by Russian aggression in Ukraine, Kucinich A3  
Disbelief, shock among Ukrainian Canadians concerned about loved ones in what is now a war zone A6

**ANALYSIS**  
**In Moscow, not everyone believes Putin's tough talk**

**MOSCOW** Even the loudest act of defiance in Russia takes a giant leap of faith. That is the way it was in Soviet times, and that is the way it was the day after Russia invaded Ukraine. A day that began before the sun rose, the Russian President Vladimir Putin's personal justification for the invasion was a certainty: the Russian people would support the Russian military buildup in Ukraine's borders. "You and I," he said, "simply have no choice left with our eyes open. It is a matter of life or death for the people of the world."



# A Day in the Design of A1

- **9 a.m.:** The Star's news editors discuss what is being covered that day and assign stories to the reporters.
- **2 or 3 p.m.:** The editors, including the managing editor of news Nicole McIntyre, let Guthrie know which stories have potential to be on A1.
- **2 or 3 p.m.:** Guthrie is also given a heads-up about stories that have interesting art to go with them: photos, illustrations or charts that will entice readers or help them understand the story better.
- **3:30 p.m.:** The photo editors start sending Guthrie a selection of photos she can use in the layout. She also looks at photos from the wire services, such as Canadian Press, AP and Getty.
- **4 p.m.:** Guthrie and the editors "get down to the nitty gritty," she says. They start to make hard decisions about which stories should be on A1 and above the fold.
- **4:30 p.m.:** Guthrie uses layout software special to the Star to choose the types and sizes, and she blocks out the design for A1. She starts to lay in the stories and images.
- **6 p.m.:** Guthrie spends the remaining time until 7 p.m. laying in as many of the elements on the page as possible, including the main image and stories.
- **7 p.m.:** Guthrie hands A1, finished or unfinished, over to the newspaper's production team. They will put in the articles and images and put the finishing touches on the front page—and the rest of the newspaper. If the team has questions or needs to make big changes to Guthrie's design, she may be called in—even if it's late in the evening.
- **10 p.m.:** Press time! The entire newspaper is sent digitally to the printing presses to be printed and then delivered to readers starting at 7 a.m. the next morning. (On weekends, press time is 11 p.m.)

## LOREM IPSUM

When designers want to show where articles are meant to go, but they don't yet have the finished article, they use Latin type (or wording) known as "lorem ipsum." The words are real Latin, but they act as placeholders for the real article.

The placeholder type is called "lorem ipsum" because those are the first two words in the text designers use. The Lorem Ipsum passage actually comes from a paper written by Cicero in 45 BC called The Extremes of Good and Evil (de Finibus Bonorum et Malorum). (Source: [lipsum.com](http://lipsum.com))

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin ut dignissim metus. Sed commodo nisi eu eleifend tempor. Etiam aliquet eros id erat condimentum volutpat. Nam vitae erat elit. Etiam consequat congue ornare. Nunc molestie nec orci et pharetra. Integer placerat, quam sed lobortis fringilla, quam lacus rutrum nunc, sit amet malesuada ex ex at eros. Vestibulum malesuada, elit ut sollicitudin dapibus, sapien turpis aliquam lectus, sit amet rhoncus quam dolor id magna. Duis porta nunc ac dolor porttitor porttitor. Nulla gravida risus eu diam commodo eleifend. Nam ut mattis tellus.*

Becky Guthrie is part of a large team at the Star. Read other *FOR THE RECORDs* about some of the other team members she works with. Click the buttons below to read more.

EDITORS

PHOTOJOURNALISTS

INVESTIGATIVE JOURNALISTS



# Try designing A1 yourself

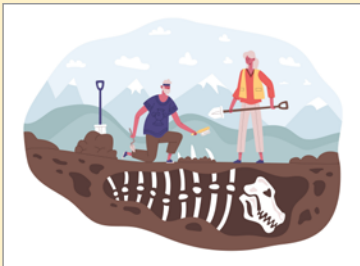
Your editors have just sent you the following images and headlines. Which ones will you use, where? Why did you choose those articles and placements? What will you do with the rest of the articles?



Canadians happier than ever: study



Mayor cuts ribbon at new restaurant



New dinosaur discovered in Alberta



Video of goats 'singing' goes viral



Firefighters put out blaze at Hamilton community centre



New health-care funding proposed

» TORONTO STAR «





## Find and circle these design-related words

**HOW TO PLAY:** Circle the letters in the puzzle below to find the words listed in column on the right. Words can run in all directions – up, down, right, left, backwards even diagonally. Letters can be used in more than one word. Good luck!

FONT  
PICA  
PIXEL  
IMAGE

HEADLINE  
ABOVE THE FOLD  
TYPESTYLE  
LOREM IPSUM

BOLD  
VISUAL  
ART DIRECTOR  
EDITOR

LAYOUT  
DESIGN  
WIRE SERVICE  
ITALICS

A	S	F	X	L	A	H	P	K	B	Q	C	M	X	D	N	O	L	E	F
A	C	I	P	R	M	O	D	L	R	F	T	E	U	J	E	C	S	L	H
T	B	O	L	D	A	I	E	G	N	S	K	B	Q	W	K	R	P	Y	Q
P	Q	O	U	J	Y	L	T	V	E	O	S	P	G	K	F	A	Q	T	A
E	C	I	V	R	E	S	E	R	I	W	I	C	O	D	A	S	H	S	G
I	R	C	P	E	T	G	N	E	B	G	M	E	R	V	F	Z	R	E	E
J	V	I	L	X	T	U	L	D	S	F	O	R	O	M	T	O	X	P	L
D	C	M	T	U	W	H	S	K	H	A	J	O	S	U	T	X	N	Y	J
R	Q	S	O	X	P	E	E	E	R	C	R	T	W	I	T	E	X	T	P
M	U	Y	J	X	T	A	N	F	M	N	Y	C	D	N	R	A	D	X	N
X	A	Z	G	I	L	D	Z	U	O	F	X	E	T	O	J	O	E	L	I
L	X	Q	V	D	N	L	S	C	W	L	O	R	E	M	I	P	S	U	M
T	R	B	G	K	O	I	U	D	M	H	D	I	O	R	X	V	I	Y	A
I	M	H	F	L	T	N	X	J	H	B	X	D	X	W	I	Z	G	S	G
L	C	S	A	E	P	E	B	N	X	L	Z	T	Y	S	R	V	N	T	E
E	Q	F	T	O	Q	G	K	E	R	E	N	R	U	U	J	O	U	N	O
L	A	P	I	D	U	F	N	O	U	X	S	A	K	Q	C	X	B	L	E
K	M	N	G	R	I	Q	W	S	C	I	L	A	T	I	M	G	H	I	O
D	V	L	F	O	G	A	J	M	T	P	X	Q	F	P	N	D	L	R	B