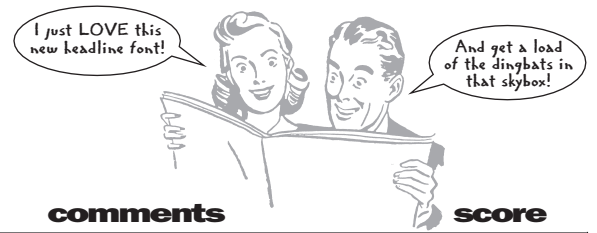


Newspaper design report card

no (0 pts.)
 somewhat (1 pt.)
 yes (2 pts.)



			comments	score
headlines & type	Do news headlines intrigue, inform and invite readers in?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Do feature headlines project a friendly, appealing personality?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Do decks summarize and sell stories to browsers?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Do headlines and text use an effective mix of styles and weights?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Are all typographic details consistent and professional-looking?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
photos	Are photos active and engaging (rather than dull and passive)?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Are photos cropped, sized and positioned effectively?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Are photos sharp, clear and well composed?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Are important photos in color — and is the color well balanced?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Do enough photos appear throughout the entire paper?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
graphics & artwork	Do graphics and sidebars supplement stories where necessary?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Is graphic data meaningful and understandable?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Are sidebars and agate material typographically well designed?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Are drawings clean, clever and well executed?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Is there witty/provocative art on the opinion page?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
special page designs	Are special pages and section fronts active and attractive?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Are display elements — art and type — given bold treatment?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Are headers and logos polished and eye-catching?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Is color used effectively in photos, graphics & standing elements?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Are themed pages packaged with distinctive features and formats?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
inside pages	Is the content organized, logical and consistent?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Do layouts use modular shapes with strong dominant elements?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Is there a mix of briefs and analysis throughout the paper?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Is each page's contents labeled with a consistent header style?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Are jumped stories well labeled and easy to find?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
the basic fixtures	Are liftout quotes used often and effectively?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Are margins and spacing uniform and appropriate?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Are headers, logos and sigs consistent, attractive and helpful?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Do rules, boxes and screens effectively organize material?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Are bylines and jumplines well designed and positioned?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
volume & variety	Does the front page cover an compelling variety of topics?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Have major stories been packaged with short, useful sidebars?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Do key pages provide enough traffic? Plenty of story options?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Do stories appeal to a broad range of reader tastes?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Is there a consistent mix of live news and popular features?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
ads & self-promotion	Are front-page promos appealing and versatile?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Do you link to your online material wherever appropriate?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Can readers phone in for the latest scores, weather or headlines?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Are ads well designed? Arranged in neat, unobtrusive stacks?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Have you given readers reasons to anticipate your next issue?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
user-friendliness	Is there a complete index in a consistent, obvious spot?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Are some stories interactive (quizzes, tips, Q&As, checklists)?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Do you run complete calendars (for meetings, sports, events)?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Is it clear how to reach key staffers (by phone, fax, letter, e-mail)?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Can readers sound off on pages <u>besides</u> the editorial page?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
personality	Is your paper's flag sophisticated-looking and contemporary?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Does your paper's personality match that of its target audience?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Are readers ever suprised by anything unexpectedly <u>cool</u> or <u>fun</u> ?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Does your paper offer obvious improvements over your competition?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
	Will anything in today's paper provoke reactions from readers?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		

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<p>grading scale</p> <p>Whether you're a weekly or daily — whether you're a small rural tabloid or a big-city broadsheet — the same design principles apply. Your score will help you assess your graphic identity <u>and</u> your appeal to readers.</p>	<p>90-100: Outstanding; a top-notch publication. 70-89: Good, but could still use new ideas & improvements. 50-69: Average — possibly dull. Thinking about a redesign? below 50: Sorry, but you're old-fashioned. Your readers are bored. It's time to consider a major overhaul.</p>	<p>YOUR TOTAL SCORE </p>
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