

Modern newspaper layout design tips

The most important thing about a newspaper is keeping it simple to read. The list below includes some of the common design styles currently implemented by professionals to get a clean, appealing stylish look and to gain the attention of readers and build their audience.

- **Minimalist design:** don't make your newspaper look **crowded** or too busy. Newspapers have always looked crowded in the past, but modern design tends to use more white space, thus giving more importance to the images and text you have on a page. Put more space between images and text. Space text out more, and put more white space between paragraphs, columns, and other text boxes.
- **Have good colour schemes:** don't use too many colours, that just looks **messy**. Know what colours go well together and which ones clash. On a newspaper, colours will always print darker than what is on your computer screen, so it is important to lighten up your colours.
- **Grid or geometric patterns:** modern design often employs images in a grid or geometric pattern, giving a fresh, clean look with **straight** lines and easy-on-the-eye visuals.
- **Choose easy-on-the-eye fonts:** articles and stories are central to the newspaper design and layout. Don't use fonts that are difficult to read or make out. Use fonts that the eye can pick up on easily and avoid using many different kinds of fonts. **Stick** with the same font for each of your different text groupings: your main text, your titles, your subtitles, and your headings.
- **Stay consistent in your font sizes:** different sized fonts can be used but stay consistent. When your body text suddenly gets larger, it has an unconscious impact on your readers. Not only does it look messy, but it creates a visual **detraction** from the message. Use a comfortable and readable font, but don't use too many different sizes of fonts or different fonts.
- **Alignment is essential.** It may seem boring, but a well-aligned newspaper will stand out as being far superior to those that are not aligned properly. Consider some areas of alignment:
 - **Columns:** make sure your columns are the same width and either aligned at the top or the bottom;
 - **Pictures:** align pictures to each other where you can and to the text where appropriate;
 - **Titles:** align titles vertically or horizontally where obvious. Centring titles over columns will also look good;
 - **Horizontal and vertical spacing:** make sure there is the exact same amount of space between a title and a textbox; make sure that you keep the same spacing between other titles and textboxes.
 - **Keep picture aspect proportion:** it is always better to crop the picture to align it than to make an image look unnatural.
- **Manage free space:** Empty space is as important as the used space. Leaving large holes in your newspaper design is not wise but trying to use all the free space up may not be wise either. Well positioned empty or white space can make a newspaper really stand out, look clean, look fresh, and look elegant. White space is an essential part of design for two reasons. First, to separate elements, second, to draw attention to specific elements.



Adapted from: <https://makemynewspaper.com/modern-newspaper-layout-design-tips>

crowded: affollato
detraction: detrazione
grid: griglia
messy: disordinato
to stick: continuare ad usare
straight: dritto

1 Say if the statements are true or false and correct the false ones.

1. Modern newspaper design is not very different from the past.
2. It is better not to use white space so as to save money.
3. Use only colours that go well together.
4. It is important to lighten up colours because they tend to be darker when printed.
5. Grids are not effective according to modern newspaper design.
6. Easy-on-the-eye fonts are necessary.
7. Using too many different sizes of fonts or different fonts can stimulate the reader.
8. Using columns will make newspaper design very clear.
9. Columns do not need to have the same width.
10. Columns and spacing are two effective aspects of alignment.

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2 **PAIR WORK** Read the text about teenagers and technology, then create a modern newspaper layout for it as if it was to become an article in a school newspaper. Add images, columns, spacing and whatever you deem appropriate, then explain to the class the choices you have made.

Technology and teenagers

It can often seem like teenagers are using technology and the Internet for a large part of the day. It's hard to know where the line falls between safe, rewarding use and overuse of technology. It sometimes seems like teenagers' lives revolve around their phones and technology. From the Internet and social media, to phones, apps, games, television and other types of technology, technology is increasingly becoming an essential part of our lives. Young people use the internet and social media to: connect with, comment on and discuss things with others, through social networking, emailing and online messaging, find, create or share interesting photos, videos and articles, join or follow interest groups, play online games, learn more about topics that interest them as a study tool for school. Potential risks for teenagers: it's important to remember that teenagers need to have good boundaries and rules to protect them when online. Some risks associated with being online are cyberbullying, which is when people use technology to embarrass, harass or bully someone and trolling, which is when people deliberately try to start arguments or to upset people on the internet. Inappropriate material, pictures or content online, or sharing such material with friends may humiliate themselves or others. Potential benefits of technology for teens: young people love going online, for very good reasons. By using the Internet, they can: easily access information to inform and educate themselves maintain and develop supportive relationships, form their identities, promote a sense of belonging and self-esteem. Research shows that the things that help young people have a positive experience online are: having a good understanding of the Internet and how online media work, having the skills to critically understand, analyse and create content that adds value for themselves and others. If young people understand what it means to be a good 'digital citizen', you have every reason to trust them with managing their own internet use, just as you trust them to act responsibly when they're at school and out with friends.

Adapted from: <https://parents.au.reachout.com/skills-to-build/wellbeing/technology-and-teenagers>