Reading Questions: The Newspaper Designer's Handbook

Refer to The Newspaper Designer’s Handbook for the answers to the questions below. Type or print your answers. Please remember that you are responsible for the information in the entire chapter.

Chapter 5 ("Nuts and Bolts")

1. What are the two contrasting philosophies of flag design?
2. What essential elements should be contained in the nameplate (flag)?
3. What do column logos or photo sigs consist of?
4. What do sigs identify? What are they used to label?
5. What are series logos? What do they consist of?
6. What are the guidelines for using liftout quotes or pull quotes?
7. What are the guidelines for dummying liftout quotes?
8. What is a deck? What are the basic guidelines for using them?
9. What is the information that goes into the lines of a byline?
10. What are some of the functions of credit lines?
11. Learn the spacing guidelines given near the end of the chapter.
12. What are some of the most common ways newspapers use rules (lines)?
13. What are refers (see glossary)? What are the guidelines for them?
14. Learn the uses of subheads and initial caps.
15. What are the guidelines for using dingbats?
16. What are orphans?
17. What are the guidelines for using story jumps?