

Anchorage Daily News

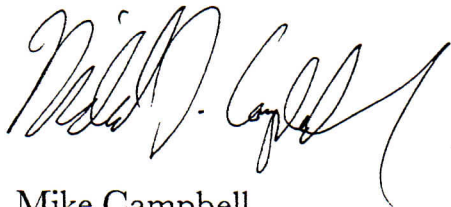
Daily News Design Philosophy

Like many newspapers, we strive for design that attracts and informs readers. More than most, we invest a lot of energy in using high-impact color visuals that can be played large so they the power to hook readers. We're more consistently successful executing that on feature section fronts than on the front page, in my view.

Our ideal front page has a special package in which we combine a good strong, strong photography and/or telling graphics with a design that makes it look special. The combination can give readers more than they can get on TV. Successful days are ones where we give readers a treat. We like to have a clear visual center of interest, with the rest of the page revolving around that. We like to have at least two or three visual elements on the page in addition to the window boxes. We've invested a lot of time and energy improving color photography and reproduction, though we never run color for color's sake. We like to tell the news, but not shout it unless merited. But there are times I think the tone of our front page is too bland, and that's something we will be working on this year.

Unfortunately, Feb. 10 is not a very good front page. The best enterprise story in the paper is a sports story, so we used a photo on A-1 to key readers into that package. The mix of black and white and color photography is not our first choice. A more attractive page would have used the back page color map on A-1, but the black-and-white photo of the state senator was felt to be an important news photo, since he had not been seen in public since being accused of sexual harassment and then undergoing alcohol rehab. The window boxes reproduced with much heavier color than they should have had. We made an effort to coordinate the background color in one of the boxes with a tone in the lead color photo — something we do often — but the color in the boxes gained on the press.

Insofar as innovative sections, I am sending two: Impulse and Your Health. Impulse is our daily entertainment section targeted at the under-35 age group with the cover designed every day as a poster page. It's the page in our paper we expect to have the most impact, day in and day out. Last year we began devoting our Monday feature section to health. We've tried to take an approach that made the subject inviting, relying more on illustration and photo illustration than on informational graphics in an effort to personalize it a bit. We've gotten good reader feedback on both sections.



Mike Campbell
Assistant Managing Editor
