

The Atlanta Journal

THE ATLANTA CONSTITUTION

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TONY DE FERIA

ASSISTANT MANAGING EDITOR / GRAPHICS

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Howard Finberg, AME
The Arizona Republic

Dear Howard:

Ron Martin asked me to help him with your request for your "A day of design" project. Enclosed you'll find copies of both of our newspapers but our main effort is usually made on the morning edition (The Constitution).

Our design philosophy is as follows: We try to let content dictate design whenever possible but with tremendous regularity, the Art Department is called upon to help orient and direct the placement and visual representation of stories. Almost anything that we do these days comes through the Art dept. and I can comfortably say that we are given tremendous access in the planning and execution of all projects, especially the large ones. All this is done in conjunction with our Photo Dept. but we have great influence in pretty much all areas.

We as other papers, are going through the transition from rigid typesetting to the open world of the Mac and that has served to increase our involvement with all sections. This has grown after the completion of our recent redesign and I think that we are at our best with special projects. I have included some of those sections and the one that we as a newspaper are most proud of is the Olympic section that we produced last summer. We had around 45 people dedicated to this section which appeared daily, ranging in size from 14 to 18 pages, for over two weeks. Half of that team was stationed in Barcelona, beaming back all photos, some graphics and in some cases entire paginated pages which included illustrations by way of the mac.

Since the Atlanta papers are the largest in the Southeast, we strive to reflect in our look a certain "Southern sophistication" thus the use of rules, and elegant (hopefully) fonts such as Torino for our masthead and Classical Garamond for our serif headlines. Gil Sans (or Humanist in Mac-language) is our Gothic. My department produces approx. 100 graphics a week and the full page design of approx. 18 section fronts.

I hope that this is helpful and let me know if I can be of further help. I'd also be interested in getting some feedback.