

*The Financial Post* is Canada's national business paper covering many diverse interests. From a design standpoint, we try to hit all the major business stories of the day on page one, bearing in mind some stories are bigger in western Canada than in the East and vice versa. We try and pick a lead that has impact right across the country.

Graphically, we like to feature the corporate leaders involved and give a quick fix on their company by way of a stock price or earnings chart. We use a lot of charts, either as throws from Page One or with the story. They provide a lot of up-to-date information in a quick, easy to absorb format and add a design element to a business story that would otherwise often be difficult to find art for.

Being a tabloid, we make full use of Page One boxes and typographical devices to add impact. The front page is designed on a Macintosh Quadra 950 with pictures and charts scanned in and placed on the screen before the page is processed.

Our general philosophy is to present and explain the complex world of stock markets and corporate events in a concise manner, helped by good design and meaningful graphics.

Chris Watson

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