

The Washington Times' design philosophy is to guide the reader through the page meeting as little resistance as possible. We emphasize simplicity, conveying information in a straightforward and uncluttered fashion. A complicated story demands a clean, modular look, with graphics and pictures that emphasize information over aesthetics. The paper's design strength is its classic typography and visual pacing throughout the page.

The edition of February 10 illustrates an effective use of graphics. While many newspapers ran a two or three-column picture of President Clinton announcing White House staff cuts, we believed a one-column picture incorporated into an explanatory graphic would serve readers more effectively. The story was confusing because of the political shell games and only grew more confusing within the story's text. The graphic explained exactly what was happening with a 30-second glance.

The A1 design was affected by a late-breaking development on a sensational CIA killing as well as NBC's apology to General Motors. Neither element was on the page in its initial design.