

THE DESIGN OF MORGENAVISEN JYLLANDS-POSTEN

IN GENERAL

The design of Morgenavisen Jyllands-Posten contributes to the creation of the newspaper's image. It is our wish to appear as a serious, good and well edited newspaper. Consequently the paper must be recognisable from one day to the next.

The pages of Jyllands-Posten should appear light and friendly. They should give the impression of homogeneity and consistency, and the readers should never be left in doubt as to whether it is news, reports or features that they are presented with.

The design of the pages must appear uncomplicated and logical. The individual elements must be well balanced, and the essential must appear as such, while the less essential must be toned down.

The layout of the pages carrying news and of the pages carrying features must be designed in accordance with the current manual, and creativity should be concentrated on the feature section front pages where headline, text and illustrations must form a synthesis.

THE FRONT PAGE OF JYLLANDS-POSTEN ON 10 FEBRUARY

There were less news and photos available than usual, and consequently the front page was not as punchy as it normally is.

The political leading story - the Socialist People's Party top risks defeat in EC dispute - appears in the middle of the page, but out of consideration for the sale to non-subscribers, the headline appears above the place where the newspaper is folded. This is so because we wish to have a photo at the top of the front page as we know that photos of people may help sell the paper. The photo features the boxers Manning Galloway and Gert Bo Jacobsen.

To the left we carry a story about the previous German highway toll which is of substantial relevance to Danish export companies and to the many thousands of Danes who

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holiday in Germany and Southern Europe in their own cars every year.

The international news, to which Jyllands-Posten attaches great importance, are represented by a reference to a news feature about white South Africans who, owing to unemployment, are queueing up to get poorly paid jobs. Finally, the national news are represented by an article on the subject that more teachers will be transferred to socially deprived parts of Copenhagen.

The permanent elements of the front page are a weather spot beside the newspaper logo and a tiny article with the permanent headline Go' morgen, Danmark (Good morning, Denmark). Below we carry highlight of to days newspaper content.

The front page will usually carry 4-6 news articles without jumps. But there might appear references to background articles or analyses inside the paper.

When large events take place, all available space may be reserved for one single story with only the permanent elements remaining intact.

Borge T. Skovsende
16.02.93