

# Norrköpings Tidningar

REDAKTIONEN

Norrköping 930215

SND Foundation

Additional information about Norrköpings Tidningar

Norrköpings Tidningar (NT) is the oldest daily newspaper in Sweden, founded in 1758 and one of the oldest still running papers in the world.

At present we are making the paper with an Atex-system and a Macintosh-network with the use of QuarkXPress 3.11. All the advertisements are Macintosh-made since two years. Page 1 and the TV-supplement are completely made on Mac and the rest is produced on the Atex-system and traditionally put together to paste-ups page by page. We plan to have switched to a complete electronic paper by midsummer 1994. Already we have a complete computerized picture-system with scanners and Macintoshes. The old repro with cameras are history.

Our design philosophy is put together in a few words as follows:

"Norrköpings Tidningar must be easy to read. The pages shall be designed in such a way that the reader easily and fast can get an orientation of what is in the paper so that he or she easily can decide what to read or not read. The reader should be able to feel, that by reading NT, he/she will have control of what has happened locally, regionally, in Sweden and abroad. The newspaper is to be designed as a complete (a whole) paper where all the staffmembers are working in the same direction and where the individual solutions are held back".

We have a manual for the work and although it is written in Swedish I enclose it with this letter.

Per Fröberg (night-editor) about page 1 (made on a Macintosh Quadra 950):

"The front page of Norrköpings Tidningar of February the 10th 1993 is starting from one of the basic elements of newspaper design - the contrast. One big photo is completed with smaller photos or -in this case- a graphic.

The top story deal with a ferry-line to Riga, a ferry line with many problems during the last years.

The main picture-story is about executive auctions on cars that people can't pay. The other stories are local and domestic".

I also enclose some special "themes" - one about the people in Riga in Latvia and one about different aspects of work.



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