

The design philosophy reflects what we have learned lately about the order of elements people read, from largest display elements down to body type.

We introduced a cover page 11 column, 6-pica grid that allows two ways to enhance the page: 1) an organized place to put display elements, display type and illustrations and art, and 2) a way to force white space into traditionally tightly packed news pages.

On section fronts (after the left hand briefs column), the left and right 6 pica columns are the suggested place for display type and art elements.

We use columns of briefs, story summaries and art liberally, which means our news section fronts rarely have more than 5 story starts.

Our A1 teaser package is below the mast, and is heavily weighted toward topics non-traditional readers show interest in, rather than importance (given the choice between a rock band and a think piece, the band always wins).