



Dear Mr. Finberg,

We were honoured to be chosen for participation in A Day of Design. On February 10 we had, unfortunately, some technical problems with the production and some temps were on duty due to ongoing training. As you can see from the below, the day in question is not representative of what we can accomplish in terms of good design, especially considering the changes that will be made in the spring. If you still want ST to be part of the summary of A Day of Design, please note the following.

The inside of February 10 are an example of the present design of ST. However, the front page deviates from our design philosophy which stipulates that each page should have one picture that carries weight and that the others should be smaller. This is the main principle, but there are of course exceptions, i.a. for photo reports.

February 10 will still be A Day of Design for us at ST, since we then started seriously the work that will lead to a new design of our paper in the spring. A design group will within the next few months compile suggestions and collect views from all departments of the paper and from our readers. A reader's panel has been established to continually comment on the development work. We mean to refine our design philosophy, to try new fonts and to get better coordination between the various sections.

The new paper will contain a more active and better thought-out philosophy of pictures, headlines and new graphics, the elements mainly used to lead our readers through the pages.

Attached is a copy of our Saturday section "ST lördag" which is aimed at supplying extra interesting reading for the weekend. It is sort of a "life" section also containing local issues, reports, a picture page called "Lördagsbilder" (Saturday pictures), and a page of new-born children from our distribution area, a page we introduced recently. The placards also show photos of some of the children in colour.

We will be happy to send you some copies of the new ST when our work is finished so you can see the difference.

I consider A Day of Design to be a very good initiative. Since I teach info graphics and newspaper design at the Sundsvall university, I look forward to using your book when teaching.

Kind regards,

Svenåke Boström, development & training manager.

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