

Sun-Sentinel

The front page of the *Sun-Sentinel* is a window to rest of the paper, and a mirror of the community we serve. It is also a highly-formatted, intensely-local, reader-friendly newspaper.

The enclosed Palm Beach County edition had four stories on the front. In our Broward County edition, we zoned three of those stories to better meet our readers needs. . We also had two digest items and 22 promos to sections and stories inside the paper..

The package on the drown child is a captivating story with pictures that capture the emotion of the moment. The display of this story gives the page a dominant visual element, and a starting point for the readers.

Here are a few notes from our design style book that reflect our overall design style.

"Nobody turns to a newspaper
for a visual experience;
they turn to it for information."
- Gene Cryer

The most important thing to remember at the *Sun-Sentinel* is this: Form follows function. Design for the sake of design is not an option. As the quote says, we are an information provider first and foremost. Therefore, every design element must have a function that can be clearly articulated.

A functional design accomplishes two things:

1. It makes our newspaper easier to read.
2. It enhances the meaning of the information we provide our readers.

We strive at all times to be a distinctive, cosmopolitan and reader-friendly newspaper that reflects the community in which we live. Our basic design is clear, simple, and easy for the reader to follow. We strive to be sophisticated in a classic manner, without decoration or gimmicks. Our goal is to use our photos and graphics to strengthen and enhance the presentation as well as offer additional information.

Consistency of design within sections and from section to section is necessary to present a unified image to our readers.

Our design relies on the anchoring of standing sections, columnists and standing features to maintain reader-friendliness.

A formatted column runs down the left-hand side of Page 1A, section fronts, Page Threes and many inside open pages.

Pages are built around a dominant visual element.

Stories, photos and graphics should be no larger than they must be in order to quickly communicate their message.

Page 1A is our showcase page. As such, it sets the tone for the entire newspaper, spotlighting our best stories, photos, graphics and design elements. It also helps our readers quickly find what they are looking for elsewhere in the paper. We do not jam the page to create a high story count. We concentrate instead on effective and appropriate presentation of a story elsewhere in the paper, combined with a strong refer to the story from 1A. It is more important than shoehorning in an important story at the bottom of the page. This can be done effectively with stand-alone photos referring to an inside story, digest items that refer in to more detailed content or refers in stories that pull the reader to more information inside.

Because our circulation depends so heavily on street and news stand sales, it's important that we place a premium on effectively selling the *Sun-Sentinel* above the fold on 1A every day. This means that in addition to our best stories, we should use graphics, photos and headlines to create a compelling and appealing above-the-fold presentation.