

Points and Picas

The basic units of measurement in design are points and picas. You use points to measure type size. Headlines are measured in points. When you dummy a headline on a page, however, you must convert points to picas because pages are dummied in picas and sometimes column inches. A column inch is one inch of type over one column.

- 72 Points in an inch
- 12 Points in a Pica
- divide point size by 12 to get picas.

THE BASICS

There are 12 points in a pica. If you divide the point size of a headline by 12, you get the number of picas. For example, if you have a 48-point headline and want to know how many picas to allow for it, take the following steps:

- Because there are 12 points in a pica, divide 48 by 12 to get the number of picas.
- $48 / 12 = 4$ picas.
- Dummy 4 picas for a one-line, 48-point.

DOUBLING UP

Sometimes, you have more than one line of a headline. To determine how many picas to allow on your dummy, you first must multiply the size of the headline by the number of lines. If you had a two-line, 48-point headline, you would do the following:

- Multiply 48 by 2 because you have two lines.
- $48 \times 2 = 96$ points.
- Divide 96, the total points, by 12, the number of points per pica.
- $96 / 12 = 8$ picas.
- Dummy 8 picas for a two-line, 48-point headline.

You also can use the headline dummie chart when determining the number of picas to allow for headlines of various point sizes and number of lines.

CALCULATING WITH INCHES

Sometimes, you must dummy a story that is measured in inches. There are 6 picas to an inch. Here is how you would deal with a 10-inch story:

- Because there are 6 picas to an inch, multiply 10 by 6 to get the number of picas for the story.
- $10 \times 6 = 60$ picas.
- Dummy 60 picas for your 10-inch story.

OVERAGE

Text is measured in picas and points. The standard width for one column of text on a six-column grid is 12 picas and 2 points. The fact that points are measured on a 12-point scale, i.e. 12 points to a pica, and picas are measured on a 10-point scale causes problems. But the solution is simple: Convert the points to a decimal when doing math. You convert to a decimal by dividing the number of points by 12, the number of points in a pica. After you have done the math, convert back into points.

Let's try our example with two columns:

- Divide 2 points by 12, the number of points in a pica.
- $2 / 12 = .17$
- Add the decimal to the 12 picas: $12 + .17 = 12.17$ picas per column.
- To find out the width of the 2-column headline, multiply 12.17 by the number of columns, in this case two, and add the number of gutters, in this case one.
 - 12.17×2 (columns) = $24.34 + 1$ (gutter) = 25.34 .
 - Convert the decimal back into points by multiplying by 12.
 - $0.34 \times 12 = 4.08$.
 - Rounding off we get 25 picas and 4 points for a 2-column headline.

You also can use the grid chart to determine the size of standard columns.

6-COLUMN GRID	5-COLUMN GRID	4-COLUMN GRID
1 COL = 12p2 2 COL = 25p4 3 COL = 38p6 4 COL = 51p8 5 COL = 64p10 6 COL = 78p	1 COL = 14p9 2 COL = 30p6 3 COL = 46p3 4 COL = 62p 5 COL = 78p	1 COL = 18p9 2 COL = 38p6 3 COL = 58p3 4 COL = 78p
2 LEGS in 3 COL = 18p9 3 LEGS in 4 COL = 16p6 4 LEGS in 5 COL = 15p5 5 LEGS in 6 COL = 14p9	2 LEGS in 3 COL = 22p7 3 LEGS in 4 COL = 20 4 LEGS in 5 COL = 18p9	4 LEGS in 3 COL = 13p10
BOXED MEASURES	BOXED MEASURES	BOXED MEASURES
1 LEG in 1 COL = 10p2 2 LEGS in 2 COL = 11p2 3 LEGS in 3 COL = 11p6 4 LEGS in 4 COL = 11p8 5 LEGS in 5 COL = 11p9 6 LEGS in 6 COL = 11p10	1 LEG in 1 COL = 12p9 2 LEGS in 2 COL = 13p9 3 LEGS in 3 COL = 14p1 4 LEGS in 4 COL = 14p3 5 LEGS in 5 COL = 14p4	1 LEG in 1 COL = 16p9 2 LEGS in 2 COL = 17p9 3 LEGS in 3 COL = 18p1 4 LEGS in 4 COL = 18p3
2 LEGS in 3 COL = 17p9 3 LEGS in 4 COL = 15p10 4 LEGS in 5 COL = 14p11 5 LEGS in 6 COL = 14p5 4 LEGS in 6 COL = 18p3	2 LEGS in 3 COL = 21p7 3 LEGS in 4 COL = 19p3 4 LEGS in 5 COL = 18p2	4 LEGS in 3 COL = 13p4

Dummying Tips

Beginning designers often have problems figuring out how to account for everything on a dummy and how to ensure that the resulting page looks like they envisioned. The following tips are designed to help designers dummy pages correctly.

1. Generally, dummy 1 pica between each element on the page. You need this space to separate the elements. There are four exceptions; allow no space between them on the dummy. They are:

- Between the headline (or deck) and the text (or byline).
- Between the headline and the deck.
- Between the photo and the credit line.
- Between the credit line and the caption.

These exceptions are made either because the space is always less than 1 pica or it is inconsistent.

2. Allow 1 pica for a photo credit and 1 pica for each line of the caption. For example, if you have a photo with a 3-line caption, you would allow 4 picas for the caption and credit.

3. For conversational decks, add 1 pica to the number of lines that you need. If you need a 4-line conversational deck, allow 5 picas. The extra pica accounts for the bold-faced read-in.

4. To determine how many picas that you must allow for a headline, divide the total number of points for the entire headline by 12 and round up the answer. There are 12 points in a pica.

Write head orders in this style: number of columns, point size, and number of lines. If a headline is two columns of 42 point type in three lines, write: 2-42-3. Without this style, the paginator wouldn't know whether you wanted three lines of 42-point across two columns or two lines of 42-point type across three columns.

5. Write the slugs on stories and photos on the dummy and circle them. If you write legibly, it will be easy for the paginator to know which story or photo you want. Write down the dimensions of photos in picas so that the paginator will know their size. Do the same for info boxes and graphics.

6. Write down the sizes of bastard measures for stories so that the paginator knows what size of type you want. If you don't put down a size, the paginator will assume that you want the standard size, which is 12 picas and 2 points for a six-column grid and 14 picas and 9 points for a 5-column grid.

Draw a line from column to column to show how the story flows on the page. Write the length of the story in picas at the end. If the story jumps, write the page number, such as "Jump to Page 8," at the end of the story. If not, write a "#" sign.

7. Indicate all rules, including boxes, with red lines so that they will stand out on the page. If you don't do this, it is easy for the paginator to miss them. When you can't find a red pen, use another bright color. Draw an arrow to the rules and write down the point size. Most rules are 1 point.

8. If you want a screen on the text, write down SCREEN in red, capital letters in the box so it stands out on the page. If you want a certain percentage, include it. Don't make the screen too dark because the reader will be unable to read the text.

Design Fundamentals

By Stan Ketterer, assistant professor

To design sound pages, you must follow some basic principles. You must apply these principles every time you design a page. If you follow them, your pages will have consistently sound designs. Violate them frequently, and you will be looking for another line of work. Follow these principles:

1. Before you touch pencil to paper or hand to mouse, rank your stories. You must know what the stories are about and evaluate their news value. Don't be lazy; read them. Once you have ranked them, generally place them in descending order on the page according to their importance. Story placement is a nonverbal cue that indicates their importance to readers.

2. When you design, start with the art and build your page around it. Pages are built around photographs and graphics. Your design options often will become clear once you place photographs and graphics, especially if they go with stories.

3. Have one dominant element, usually a photo with a story. You must give the reader a reason to stop and look at the page. Often the dominant element is a story with a photo, but it can have more photos, quotes and graphics to provide the reader with more points of entry onto the page. Your central package must dominate the page so that the reader's eye is drawn to it.

4. If you only have one photo, play it BIG. Eye-Trac research shows most readers enter a page by looking at photos. If you have only one photo, make it big enough to catch the reader's attention. Photos can be smaller if you have more of them.

If you have an open page, the dominant photo generally should be:

- At least 3 columns if it is vertical.
- At least 4 columns if it is horizontal.

5. Vary the sizes and shapes of the photos and graphics to add variety and visual appeal to the page. Photos that have similar shapes and sizes are dull, giving the reader little reason to sample them. If they are nearly the same, none stands out. Avoid square photographs.

6. Use a mixture of vertical and horizontal elements to add variety to the page and to move the reader's eyes around it. Cross the page at least once with type. Don't leave vertical gutters that run all the way down the page and divide it visually. Avoid stacking, or pancaking, stories on top of one other. None of them will stand out.

7. Use photos and other graphic elements to break up the gray and to avoid tombstoning headlines. Secondary photos and graphics are wonderful ways to break up headlines and to add life to the bottom of your pages. This is especially true with jumps. Make your art work for you.

8. Honor the hierarchy of type. Generally, headlines should decrease in size as you go down the page because the stories are less important. Use three-line headlines above two-line headlines. The main exception to type hierarchy is the headline at the bottom of an open page on an anchor story, which gives the reader a reason to look at the story. You need a bigger headline to attract a reader to the bottom of the page. In most cases, use a 48-point headline for an anchor.

On the front page, use the following main headlines:

- A one line, 60-point headline for banners. Use a one line, 72-point headline for more important stories and big packages.
- A three line, 54-point headline for 2-column main headlines with a six-column grid. With a 5-column grid, you can use 60-point or 54-point for a 2-column headline.
- Three-column main heads are normally 60 or 54 points.

On open pages, normally use the following headlines:

- A one-line, 60- or 54-point headline for banners.
- Use the same as the front for main 2-column or 3-column headlines.

On most inside pages, normally use the following main headlines:

- A one-line, 48-point or 54-point banner, depending on the story. If the page is nearly open, you can use a 60-point banner.
- A two-line 48- or 54-point headline for 2 columns; a two-line 48-point headline for 3 columns.

In all types of pages, most 1-column headlines should be three lines. Some publications allow 4-line, 1-column headlines on long stories. In all cases, the second largest headline should be two types sizes smaller than the main headline. This sizing will allow the main headline to stand out.

9. Use screens and color to add variety to your pages. Use screens more when you have only one piece of art, especially on the bottom part of the back page. Keep screens small to increase their legibility. Color is more effective when used sparingly.

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