COMPILING A SHOPPING LIST

Once you've identified your flaws and established your goals, you can pinpoint specific items that need repair or replacement. As you compile your redesign shopping list, decide what's sacred (your flag?), what's *got* to go (your ugly headline type?) and what's optional (maybe a fancy index would be nice, but not essential).

To help you itemize the changes you need to make, try using this checklist:

WHICH ELEMENTS NEED A REDESIGN AT YOUR PAPER?

HEADLINES & TEXT

☐ **THE FLAG**..................... *Must be unique and expressive, like a corporate logo. Should you try a modern, stylish typeface? Special graphics effects? Color?*

☐ **HEADLINES** .... *Want them bold and punchy? Or sleek and elegant? Want to try alternative forms (hammers, kickers) — or add topic labels?*

☐ **DECKS** .... *Should complement the main headline's typeface. Will you add them to every story? Want different styles for news and features?*

☐ **STANDING HEADS** .... *Choose one expressive, stylish type family for all page toppers, logos, sigs, etc. Want screens, reverses, other graphics effects?*

☐ **TEXT** .... *Must be comfortable to read. What's the ideal size and leading?*

☐ **SPECIAL TEXT** .... *Want a sans-serif alternative for graphics, sidebars, briefs? Should be a font with versatility (strong boldface, italic, etc.).*

ARCHITECTURE & DESIGN

☐ **PAGE GRIDS** .... *Should you try a new system of column widths and page formats? Will this work with ads — or just on open pages?*

☐ **PAGE HEADERS** .... *Where do you want them — at the top? Sideways? Indented? Can they incorporate graphic extras (factoids, calendars, etc.)?*

☐ **BRIEFS** .... *Should you regard them as fundamental building blocks and anchor them throughout the paper? Can you include art?*

☐ **SPECIAL FEATURES** ...... *Polls. Quotes. Stats. Calendars. Quizzes. Contests. Letters. Cartoons. Can you build these into standing page formats?*

☐ **RULES & BOXES** .... *They're a key part of your overall look. Want them loud? Quiet? Decide on ideal line weights. Box styles. Screen densities.*

☐ **PROMOS & INDEX** .... *How prominent? How flexible? How much art can you add?*

☐ **ADS** .... *Can you keep ad stacks modular? Cleared from key pages?*

CONTENT & ORGANIZATION

☐ **SECTIONING** .... *Can you restructure the news into innovative topics and departments? Can you create special themed pages or packages?*

☐ **SEQUENCING** .... *What's the most interesting, effective flow of topics through the paper? Where can you pile ugly ad stacks to do the least damage?*

☐ **NON-TEXT OPTIONS** ...... *Can you repackage information in a variety of forms – besides text and headlines? Can you anchor these alternative formats?*

☐ **INTERACTIVITY** .... *How user-friendly should you be? Where can you give readers more opportunities to speak, participate, interact?*

OTHER ELEMENTS

☐ LIFTOUT QUOTES   ☐ JUMP HEADLINES   ☐ CREDIT LINES
☐ COLUMN LOGOS   ☐ INITIAL CAPS   ☐ EDITOR'S NOTES
☐ REVIEW/PREVIEW BOXES   ☐ CUTLINES   ☐ MAPS & CHARTS
☐ BYLINES   ☐ CUTLINES FOR   ☐ REFERS
☐ JUMP LINES   STAND-ALONE PHOTOS   ☐ CORRECTIONS