

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 *got to stay* (your flag?), what's *got to go* (your ugly headline type?), what's mandatory 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	<ul style="list-style-type: none"> <input type="checkbox"/> THE FLAG <i>Must be unique and expressive, like a corporate logo. Should you try a modern, stylish typeface? Special graphics effects? Color?</i> <input type="checkbox"/> HEADLINES <i>Want them bold and punchy? Or sleek and elegant? Want to try alternative forms (hammers, kickers) — or add topic labels?</i> <input type="checkbox"/> DECKS <i>Should complement the main headline's typeface. Will you add them to every story? Want different styles for news and features?</i> <input type="checkbox"/> STANDING HEADS <i>Choose one expressive, stylish type family for all page toppers, logos, sigs, etc. Want screens, reverses, other graphics effects?</i> <input type="checkbox"/> TEXT <i>Must be comfortable to read. What's the ideal size and leading?</i> <input type="checkbox"/> SPECIAL TEXT <i>Want a sans-serif alternative for graphics, sidebars, briefs? Should be a font with versatility (strong boldface, italic, etc.).</i> 															
ARCHITECTURE & DESIGN	<ul style="list-style-type: none"> <input type="checkbox"/> PAGE GRIDS <i>Should you try a new system of column widths and page formats? Will this work with ads — or just on open pages?</i> <input type="checkbox"/> PAGE HEADERS <i>Where do you want them — at the top? Sideways? Indented? Can they incorporate graphic extras (factoids, calendars, etc.)?</i> <input type="checkbox"/> BRIEFS <i>Should you regard them as fundamental building blocks and anchor them throughout the paper? Can you include art?</i> <input type="checkbox"/> SPECIAL FEATURES <i>Polls. Quotes. Stats. Calendars. Quizzes. Contests. Letters. Cartoons. Can you build these into standing page formats?</i> <input type="checkbox"/> RULES & BOXES <i>They're a key part of your overall look. Want them loud? Quiet? Decide on ideal line weights. Box styles. Screen densities.</i> <input type="checkbox"/> PROMOS & INDEX <i>How prominent? How flexible? How much art can you add?</i> <input type="checkbox"/> ADS <i>Can you keep ad stacks modular? Cleared from key pages?</i> 															
CONTENT & ORGANIZATION	<ul style="list-style-type: none"> <input type="checkbox"/> SECTIONING <i>Can you restructure the news into innovative topics and departments? Can you create special themed pages or packages?</i> <input type="checkbox"/> SEQUENCING <i>What's the most interesting, effective flow of topics through the paper? Where can you pile ugly ad stacks to do the least damage?</i> <input type="checkbox"/> NON-TEXT OPTIONS <i>Can you repackaging information in a variety of forms — besides text and headlines? Can you anchor these alternative formats?</i> <input type="checkbox"/> INTERACTIVITY <i>How user-friendly should you be? Where can you give readers more opportunities to speak, participate, interact?</i> 															
OTHER ELEMENTS	<table border="0"> <tr> <td><input type="checkbox"/> LIFTOUT QUOTES</td> <td><input type="checkbox"/> JUMP HEADLINES</td> <td><input type="checkbox"/> CREDIT LINES</td> </tr> <tr> <td><input type="checkbox"/> COLUMN LOGOS</td> <td><input type="checkbox"/> INITIAL CAPS</td> <td><input type="checkbox"/> EDITOR'S NOTES</td> </tr> <tr> <td><input type="checkbox"/> REVIEW/PREVIEW BOXES</td> <td><input type="checkbox"/> CUTLINES</td> <td><input type="checkbox"/> MAPS & CHARTS</td> </tr> <tr> <td><input type="checkbox"/> BYLINES</td> <td><input type="checkbox"/> CUTLINES FOR STAND-ALONE PHOTOS</td> <td><input type="checkbox"/> REFERS</td> </tr> <tr> <td><input type="checkbox"/> JUMP LINES</td> <td></td> <td><input type="checkbox"/> CORRECTIONS</td> </tr> </table>	<input type="checkbox"/> LIFTOUT QUOTES	<input type="checkbox"/> JUMP HEADLINES	<input type="checkbox"/> CREDIT LINES	<input type="checkbox"/> COLUMN LOGOS	<input type="checkbox"/> INITIAL CAPS	<input type="checkbox"/> EDITOR'S NOTES	<input type="checkbox"/> REVIEW/PREVIEW BOXES	<input type="checkbox"/> CUTLINES	<input type="checkbox"/> MAPS & CHARTS	<input type="checkbox"/> BYLINES	<input type="checkbox"/> CUTLINES FOR STAND-ALONE PHOTOS	<input type="checkbox"/> REFERS	<input type="checkbox"/> JUMP LINES		<input type="checkbox"/> CORRECTIONS
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