

3.3 JUMPS

EXERCISE: Below are some samples of jump lines. After looking at them and other examples you can find in other publications, sketch out a jump line, giving the specifications for all type, including font, size, leading, color/tint and the thickness of any rule lines.

Please turn to **CITY COUNCIL, Page 158** ▶

SAMPLE: The first three words are in Minion italic, 10 pt. The jump slug and page number are in Frutiger black, condensed 70 percent. The triangle is a 4 in the font of Webdings. The entire paragraph has a 0.5 pt. paragraph rule above it offset by 1 pica.

BEST QUOTE

Jumps will never be popular with readers.

If a story's engrossing enough, readers will follow it anywhere.

Otherwise, they'll use the jump as an excuse to bail out.

SEE **CAMPUSES, PAGE 9A**

Please see **GANGS, page 13**

NEW PETS | Page 6

See **CAMPUSES, Page 9a**

Continued on page 3

■ **MARRIAGE** CONT'D ON PAGE 6

See protest page 10

See **PISTOL** / page A3

▶ Turn to **GOGUE, Page 3**

WATERGATE continues on page 2A

Review, page 7

Write down seven guidelines for jumping stories based on the discussion of jumps in *The Newspaper Designer's Handbook*.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____