

Newspaper Design

KSPA STATE COMPETITION 2010

PAGE 1 OF 2

This is a carry-in contest. Please attach the contest number assigned to you on the upper right-hand corner of the entry. Do not put your name on the entry. If you do, your entry will be disqualified.

Students are not to request help or advice from anyone other than the KSPA Executive Director. All work must be that of the contestant.

OVERVIEW

Description

You are a staff member of Ad Astra High School's *The Star*. Your newspaper is a biweekly with the next edition to come out May 7. Your editor has asked you to design an inside page about school fundraisers and how they help fill budget gaps at Ad Astra, specifically in the athletic department.

School Info

Name: Ad Astra High School	Location: Aspera, Kansas	Mascot: Box Turtles
Enrollment: 850 (grades 9-12)	School Colors: Green & Gold	
Name of Yearbook: Honeybee	Name of Newspaper: The Star	

DIRECTIONS

Assignment

Using the available story, sidebar and photos (see download instructions on Web site), design page 5, where you always place special issue-oriented features. You may design a special page-header (such as "IN DEEP" or "THE STAR REPORT") that would indicate that this is a standing feature. The page should include folio information as well as the stories and corresponding photo(s) you see fit to include. Designers may add illustrative art, mug shots or other graphics not included among the available photos to enhance overall design. You will have to write your own headlines for the stories.

The newspaper must be designed as a tabloid, 17 inches deep by 11 inches wide. The designer may determine the number of columns. Entries must be computer-generated and may be submitted in color, or black and white. Entries must be printed on a single 8 1/2 x 11 inch sheet of paper, reduced to fit.

Other Specifications

- Photos should be cropped, cut out, and enlarged or reduced to fit the design plan.
- You may edit stories down slightly if you need it to fit a space, but you should use at least 75 percent of each.
- The headline and other subheadlines (internal and/or atop the story) should suggest the content of the story and should be designed in exactly the size, style and location you want.
- You may use the cutlines provided on page 2 of these instructions.

DIRECTIONS CONT'D

Instructions for Downloading Contest Photos and Stories

- 1) Visit this address: <http://www.kspaonline.org>
- 2) Go to the tab on the front page that says "State Contest" and click on it.
- 3) Scroll down to find the section designated for Newspaper Design Photos and Stories.
- 4) Click on a link for each photo (three files) and the two stories (one Word file).
- 5) If you use a PC, RIGHT CLICK on the photo and then SAVE PICTURE AS... (or)
If you use a MAC, hold the CONTROL button while you CLICK on the photo, then SAVE IMAGE AS...
- 6) Repeat steps 3 - 4 until all appropriate photos and the story file have been saved to your computer.
- 7) If all else fails, e-mail staff@kspaonline.org and we will e-mail you the photos and story files.

PHOTOS

Photo #1: Rainbow Car

Freshman Bailey Reimer aims her sledgehammer at the juniors' "Hippie-mobile" at the Homecoming "Crash Test Dummies" car-bashing event. Reimer's \$5 contribution was just part of the \$1,500 raised to help the field hockey team make a trip to state. The team has had its budget cut each of the past five years.

Photo #2: Watermelon

Athletics Director Paul Cole goes teeth-dip into his watermelon slice at the Box Turtle Melon Test eating contest at the 15th annual Junior-Senior Carnival in the Ad Astra parking lot in early April. The carnival annually brings in about \$5,000, Cole said, the majority of which goes to the football team to offset its equipment costs, which have risen dramatically in the past three years.

Photo #3: Mirror

Junior Claire McInerney checks out her distorted reflection in the "Crazy Mirror" at DECA's Mid-Winter Fun Day, designed to raise money for the girls' tennis team, which has absorbed 40 percent budget cuts this year. The assistant boys' basketball coach risks losing his supplemental pay if the team can't raise \$2,000, Athletics Director Paul Cole said.

STORIES

Main Story: Should athletes have to raise their own money to play?

Sidebar: Ad Astra to host volleyball games

You will find two stories in the file on the Web site.

The first is a longer story about the role of fundraising in the Ad Astra athletic department. You may edit it down slightly if you need it to fit a space, but you should use at least 75 percent of the story. That means it should be a major part of your layout.

The second story is about an upcoming event at Ad Astra that will raise money for a Relay for Life event. you should use at least 75 percent of it place it into the layout as a sidebar.

The photos and other elements that you choose to add (including headlines) should work to complement each other in a cohesive single-issue layout. Good luck.