

News Page Design

Shortcode	Description
Color: Excellent	The colors for this design are well chosen with audience and current trends in mind. Color choices will ultimately say many things to the audience. They set the mood of the design, represent the subject and (hopefully) connect with the reader. The choices here reveal that you are searching for the most suitable colors rather than using the most obvious colors.
Color: Weak	Consider how your color scheme here might reflect your topic and audience more intently. What colors represent the stories here? What hues might better speak to the tastes and trends of your intended high school audience? If you are aiming at teens, are you using colors that they prefer? If you are aiming at adults, do their tastes match with your choices here. Colors are a key way to speak to your reader emotionally and stylistically.
Content: Good headlines	The headlines here draw in the reader to interact with the stories. Effective headlines mix the power to summarize the story, to choose words that attract the reader and also to design the headlines with contemporary flair. Nice work here in providing the reader with an entry to written content through the headlines.
Content: good other coverage	This design showcases excellent coverage in its design. Some people call this "secondary" or "alternative" coverage. The contemporary print publication is much more than just words and photos: it features other coverage. The options are endless, but you have done well in creating more than what you were handed. Presenting your information in alternative ways is a feature of solid design. Nice work.
Content: Newsy	Great work of collecting newsworthy content for your page. This design does well at applying journalistic values to what belongs on the page, while also focusing on potential questions of interest from the reader. Good job of remembering that being a designer in the newsroom still means that you are a news person first.
Content: other coverage?	More than text and photos could have been used to cover the stories in this design. Consider how you might have used the design tools of the modern news page: charts and graphs; pull quotes; illustrations, logos and graphics; or subheads, decks and sidebars. With so many possibilities, it can be hard to remember the options. However, this design could better inform the reader through design of "alternative" or "secondary" coverage.
Content: Weak headlines	The headlines of this design could better inform and entice the reader to engage the stories. Consider what words and phrases would jump off the page and demand the reader get involved in the written content.
Design: Disorganized	This page could be more organized for the reader. Consider the principle of modular design -- that all basic page elements can be contained in rectangular building blocks. Most page designs are built with modular design. Admittedly, these building blocks can lead to conservative if not boring designs. However, this method leads to clear organization.
Design: Excellent	This submission showcases clean design: the way that the elements of the page are arranged creates a clean and clear presentation. The page could have appeared cluttered either by using too much information or by not effectively arranging it. Nice work of having a clear concept and executing it without confusion for the reader.
Design: more consistency	The design of this page could use much more consistency. A design can signal professionalism and exactitude to readers by paying attention to small issues of consistency. Some questions to consider: Are the internal margins (space between page elements) consistent? Are the page elements (such as bylines, captions, subheads and body copy) styled in a consistent way? Does the page use restraint in choosing and using fonts? Investigating your page by asking questions of consistency would help here.
Design: More dominance	Consider whether any of the elements of this design -- from headline to photos -- can truly be called "dominant." It is easy to compromise on providing an impactful dominant image for the sake of including more information. Be careful to find the balance between a design with dominance and a design with content. Remember that designs with dominant images/elements have more impact.
Design: More hierarchy	The page designer signals to the reader the relative importance of every element on the page. Which story is most vital? What photo is most important? Consider how you could signal this relationship more clearly here. Designers can use the following elements to signal hierarchy (order or importance) on the page: size, weight, placement, use of color, proximity to the dominant image, the number of visuals used and whether there is white space nearby. Hierarchy can be used to signal what to read first, second and so on.
Design: Solid Organization	The design here showcases solid design principles to create a clear organization of the information. Nice work. Page design often hinges on modular design, but can become more sophisticated for more advanced designers. Consider how you might begin to become daring in your design, perhaps by beginning to break the "rules" of design. Or, perhaps by being even more aggressive in your design by testing the limits of those rules (for instance, designing with an even more intensely dominant image).
Typography: Excellent	In addition to the words chosen for headlines, the way that you style those words matters greatly. The use of typography is excellent here. You are speaking to your audience by using font(s) that they prefer. And the styling of the font(s) is elegant and detailed. Congratulations of elegant use of typography.
Typography: Readability	For the large blocks of copy on this page, more could be done to serve the audience with type that is comfortable and easy to read. Consider the size, font family, style, weight and leading (space between lines) of the body copy. How could you make it more readable? If the ultimate goal of a page designer is to guide the audience through reading the entire page, all of the text should be comfortable to read.
Typography: Weak	While the wording of your headlines is important, the way that you design those words is also important. The design here could do a better job of representing both what typography your audience prefers (what font family represents your audience's taste) and your story's topic (what is the tone and importance of this story). Of course, once those choices are made, there are more detailed decisions to make regarding styling. Try to tinker more with typography in the future, with both you audience and stories in mind.

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Use of Space: Excellent	Using space in newspaper design is a delicate balance between providing lots of information for the reader, but also giving the reader relief with properly distributed white space (or negative space). This page design strikes that balance well. Usually, that kind of effective use of space comes hand-in-hand with a well-planned concept before sitting down at the computer. Nice thoughtful design work!
Use of Space: Weak	The use of space here needs improvement for the sake of your reader. Are there portions of your design that seem either too full or very empty? Are there portions that seem overwhelmed with information or vice versa? Also, consider how well you are also establishing consistency with your internal margins (space between page elements).
Visuals: Excellent	The use of visuals here showcases the important storytelling images in a compelling way. The key advantage of an effective page design is the ability to be both verbal and visual. This page design leverages the visuals in a compelling way indeed. If visuals are most likely to attract readers' attention, this page should attract lots of readers.
Visuals: Weak	The visuals could be improved to help the audience understand the content here. Consider the menu of possible visual possibilities: 1) photo and illustrations; 2) charts, graphs and tables; 3) icons to help navigate the page; 4) screens and lines to separate and organize. Which ones did you employ here? Which could you better employ? How?