

Visualisation, Journalist and New Media trend

As a student of journalism we ever came to know or we give tips, there is a set phrase that 'Half of the battle in news paper is how can you hold to your readers in your page'. We came to know there are four important elements for an attractive page. There should be at least one lead story, one anchor, one box item and one photograph. These are set formats for pages. But now time has been changed. Not only in page making, news displaying but also in reporting field. It required from journalist how he or she present himself or herself. Their way of talking, presenting facts and at last displaying news. At this movement several things came for a little bit. for example value of news, need of photos, graphic etc. than a little clash between desk and reporting. Actually when we report any thing we motivate for its element, we see the news but the person who is in desk just saw the interest of readers. But nowadays this clash is slow down by different reasons. Now design is also a very important part in journalism. It's true that reports should be strong, it's also true head line and other related part like crosser, sub head should be attractive. now we will discuss how design is related to readership.

Each design decision must reflect the spirit, mood and meaning of the story or stories being displayed. The design should reflect the philosophy of the content of the paper. The philosophy of a paper reflects the audience it serves. Then, the design reflects the content.

There's a lot of information outside, and people don't have a lot of time to sift through it. Good design serves readers by presenting well-edited information clearly. Also, we're competing in a visually



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savvy world, and a slap-dash look can hurt credibility.

Design helps readers navigate the stories. Design should be created to reflect the readership. Is the audience upscale, high end? Are the readers subway readers? The design needs to meet that.

Design is about HOW we tell the stories and HOW we package the photos and other information in a paper. HOW you read a paper depends directly on how much the paper's staff knows its readers and prepared the product with them in mind. Design IS packaging too. Let's not forget that or be ashamed of it. Packaging is directly related to how someone interacts with a product. If you have clear, thoughtful and useful design, that positively benefits a customer's experience. But it's like the drums in a Tarzan movie: Readers shouldn't perceive good design all on its own, they should just be able to enjoy the jungle (the news). It's when the drums suddenly fall silent (when design is not working) that

they become apparent. Half the battle is to get the reader to stop on the page. Most often this is achieved through good design, though not always. A strong headline will do the trick. If readers don't stop on a page, they won't read. If they do stop, the chances are certainly higher that they will at least browse the page and perhaps read something that they otherwise wouldn't. Good design brings the readers into a product, then into a page. Bad design doesn't.

Rules and boxes are neither good nor bad; it depends if they serve a purpose. To me, they are an organizing tool and one that helps to show what elements belong together, i.e., which photo goes with which text.

What about color screens (and gray screens)? Good? Bad? Why?

I'm not a fan of color and tinted screens. I believe you save your color for content: Photos and graphics are much more effective when they don't have to fight what I call structural or standing color.

Screens should be used sparingly. Screens reduce the legibility of text type, but they can serve a purpose. Use them sparingly and make the type slightly heavier (i.e., medium) and slightly larger to compensate for the reduced legibility caused by the non-white background.

As everyone know when pasting department was consist in newspaper industry the page making was not so artistic but now there are so changes. In news covering also changed. the new definitions of news is what is new that is news. same in design and page layout. How can we give our page an attractive look. So newness in news, newsmakers and page design is very important part for these days.