

全球最佳报刊设计

第20届全球报刊设计大赛获奖作品集

张莉 詹炳宏 译



Vom Wägenzugverfall in einen profitieren Touristen: Lärma-Baum, Shopping, Tickets kaufen plötzlich von den Hälften weniger

Bali billig



Univers



世界上
最具权威的
报刊设计社
团——设计沙
龙(SND)；世界
上影响最广泛
的报刊设计
比赛——全球
报刊设计大
赛；13000份
参赛作品
品精彩纷呈；21类奖项

各有千秋；不同的语言
讲述不同的故事；不
同的图片构成不同的
风貌；“全球最佳报刊
设计”为涉足印刷制
作、图形设计、摄影
及大众传媒的
你提供灵感
源泉。



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——第 20 届全球报刊设计大赛获奖作品集

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中国纺织出版社

特别感谢

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A ROCKPORT BOOK



20th edition THE BEST OF NEWSPAPER DESIGN

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2 ■ 全球最佳报刊设计

图书在版编目(CIP)数据

全球最佳报刊设计:第20届全球报刊设计大赛获奖作品集
(汉英对照,2-9章英、西班牙文对照)/张莉 詹焰宏译.—北京:中国纺织出版社,2000

ISBN 7-5064-1818-5/J·0070

I. 全... II. 张... III. 报刊-图案-世界-图集
IV. J532

中国版本图书馆 CIP 数据核字(2000)第 03923 号

责任编辑:刘 磊 责任校对:陈 红
责任设计:李 然 责任印制:初全贵

中国纺织出版社出版发行
地址:北京东直门南大街6号
邮政编码:100027 电话:010-64168226

http://www.c-textilep.com/
E-mail:faxing@c-textilep.com
利丰雅高(深圳)有限公司印刷 各地新华书店经销
2000年3月第一版第一次印刷
开本:965×1260 1/16 印张:17
字数:470千字 印数:1-3000 定价:198.00元

凡购本书,如有缺页、倒页、脱页,由本社发行部调换

FOREWORD

This book represents the best work in the world in the field of newsprint journalism design for 1998. You will find the pages fascinating and inspiring.

You will find work that surprises you, creativity expressed in a way that hadn't occurred to you. You may find work that is flawless in its execution, the product of a news organization hitting on all cylinders. You will find work that advances the state of the art of visual storytelling, representing a quantum leap for us all.

Each year we receive thousands of entries — nearly 13,000 this year to break all records — from visual journalists who aspire to do work that is beyond mere competence. Indeed, this is work that makes a difference in how and why readers read. This year was the competition's biggest ever, with winners from 163 newspapers from 21 countries, totaling 1,055 awards.

The role of the competition, now in its 20th year, is to set a higher standard every year and inspire us to do the best we can. Each year as we work on this contest, whether we are among the hundreds who win or the thousands who hoped, we help establish a place for visual journalism in our newsrooms.

Putting this all together each year is a labor of love.

The judges who assembled at the S.I. Newhouse School of Public Communications at Syracuse University in February 1999 are multinational, multilingual and multitalented. They start the weekend strangers, some speaking languages the others don't understand. Though they are a diverse group, they share a passion for visual journalism. By the end of the weekend, they leave inspired.

So, too, for these folks, who deserve a special thanks:

- Marshall Matlock, who has run the competition out of Syracuse University for the past 11 years and has it running like a well-oiled machine; Shamus Walker, who takes care of all the little details at the judging site;
- Jim Jennings, for his help coordinating the World's Best-Designed Newspapers judging;
- the professional assistants who work 15-hour days at the judging site despite their aching feet and backs;
- the student assistants at Syracuse University and the invited guests from the University of Miami who helped us tremendously;
- David Gray and Elizabeth Cromer, from the SND office, who take care of everything from mailing the Call for Entries to data entry of winners to the letters that go out announcing the results; and
- the S.I. Newhouse School of Public Communications at Syracuse University and Dean David Rubin and his staff for continuing to support the competition as it expands and flourishes.

And now, turn the pages to see the work that made a difference in the world this year.



Carolyn Flynn, 20th edition coordinator

前言

本书集中了新闻报刊业 1998 年度全球最佳设计作品。这些作品赏心悦目、令人振奋。

您会为这些作品表现出的全新创造力拍案叫绝。您会发现新闻传媒与印刷技术的结合完美无瑕。您还会发现这些作品将促进视觉艺术飞跃性的发展。

每一年我们都收到可视新闻工作者寄来的数以千计的参赛作品,今年共收到了 13000 份,创下最高记录,而他们孜孜以求的工作已超出了单纯比赛的意义。的确,他们的作品改变了读者的阅读方式和阅读兴趣。今年是有史以来规模最大的一次比赛,来自 21 个国家的 163 种报刊共产生了 1055 名获奖者。

如今我们已举办了 20 届报刊设计大赛,举办比赛的意义就是每年树立一个更高的标准以激励我们全力以赴。每一年比赛的时候,无论是面对数百位获奖者还是面对数千位期望获奖的参赛者,我们的职责就是帮助可视新闻工作者在报刊业中建立正确的位置。

每年的大赛都是一次爱心的奉献。

1999 年 2 月,来自不同国家、操不同语言的多才多艺的评委们来到了锡拉丘兹大学纽豪斯公共传播学院。他们开始时互不相识,语言也不相通,但他们对可视新闻有着相同的热爱。一个星期之后,他们带着兴奋离去。

当然,我还想对以下人员表示感谢:

- Marshall Matlock, 他曾经在其它举办地组织了前 11 届大赛,把比赛办得有声有色; Shamus Walker, 他承担了评委繁琐的具体事务;
- Jim Jennings, 他帮助协调“全球最佳报纸设计大赛”评审工作;
- 专职工作人员们在评审期间不辞辛苦,每天工作长达 15 小时;
- 帮助我们工作的锡拉丘兹大学的以及从迈阿密大学请来的大学生们对我们帮助很大;
- SND 办公室的 David Gray 和 Elizabeth Cromer, 他们承担从开始发参赛信到统计入围人数再到发信通知比赛结果全过程的具体操作;
- 锡拉丘兹大学纽豪斯公共传播学院的校长及全体教职工,当大赛规模日益扩大,他们不断地给我们以支持。

好,现在让我们欣赏本年度全球最不同凡响的作品。



Carolyn Flynn, 第 20 届大赛协调员

INTRODUCTION

We wish there was a magical way to explain what takes place each year at the competition. There isn't. Many hours are spent by editors, judges and assistants to make the process work. The judges have an awesome task: to determine which entries represent the best of the work being done in the world's newsrooms.

What judges look for in winners changes each year depending on the judges' personalities and the quality of the entries. That's what makes our industry exciting and challenging. Design is subjective; however, our definitions for the various awards remain the same.

Best of Show is the best of the Gold Medal winners. Any discussion for this award takes place at the conclusion of the judging. Judges have an opportunity to view all Silver and Gold winners at the same time. There is no limit as to the number of Best of Show awards that may be presented in one or more categories. This year only one was awarded.

A Gold Medal is granted for work that defines the state of the art. Such an entry stretches the limits of creativity. It should be impossible to find anything deficient in a gold-winning entry. It should be near perfect.

A Silver Medal is granted for work that goes beyond excellence. The technical proficiency of the Silver Medal should stretch the limits of the medium. These entries should shine.

An Award of Excellence is granted for work that is truly excellent. This award goes beyond mere technical or aesthetic competency. But to receive an Award of Excellence, these entries need not be "perfect." It is appropriate to honor entries for such things as being daring and innovative if the entry is outstanding, but less than 100 percent in other aspects.

The Judges' Special Recognition can be awarded by a team of judges or by all judges for work that is outstanding in a particular aspect, not necessarily singled out by the Award of Excellence, Silver or Gold award structure. This recognition has been granted for such things as use of photography, use of informational graphics and the use of typography throughout a body of work. This body of work may be a particular publication, section or sections by an individual or staff. The special recognition does not supplant any Award of Excellence, Silver or Gold and should be seen as an adjunct. This year nine A of E's were given.

In addition to the Award of Excellence and the two medals, two special honors are also possible: the Judges' Special Recognition and the Best of Show. These honors are given only when special circumstances warrant the awards.

Anyone who has attended the judging will agree the days are long and the work intense. Some categories have too many entries to be displayed at the same time. When this is the case we do a "first cut" by having judges pick the pages they'd like to see again. It only takes one vote to make the cut. Depending on the number of entries in the category, this process may be repeated several times.

Once the first cut is completed and all entries in a category can be viewed at one time, the actual voting begins. Each judge has a single chip color to cast his or her vote. The judge must vote yes or no by placing a chip in one of the cups in front of each entry. Every judge must vote unless there is a conflict.

A conflict occurs when a judge comes across an entry from his or her publication, a publication he or she has done recent consulting work for (recent is defined as an 18-month period immediately prior to judging) or a publication with which he or she directly competes. In this case the judge places a yellow cup on the entry signifying to the team captain that a conflict exists. It is at this point the "floating" judge votes for or against the entry.

It takes three or more "yes" votes to get into the show.

- Entries receiving three votes receive an Award of Excellence.
- Entries receiving four or more votes in the first round go directly into the medal round.

- Any entry receiving four votes during the medal round is awarded a Silver Medal.
- Any entry receiving five votes (unanimous vote of the judging panel) is awarded a Gold Medal.

- At the end of the entire judging, judges re-examine all the Silver and Gold Medal winners. Medal winners can be renegotiated up or down the award scale at this time.

In the following pages, the medal won is indicated above the name of the publication. Publications without any references won an Award of Excellence.

Again, there is no magical way to explain what takes place during judging. Hopefully this information will put the winners that follow in perspective.

简介

但

愿我们能解释清楚每年报刊设计大赛中发生的每件事,但是我们不会魔法,没法做到。编辑、评委和工作人员花了大量的时间来处理大赛期间的各种事宜。评委们尚负着艰巨的任务,决定哪一件参赛作品代表世界新闻媒介制作的最高水准。

评委们看中获奖作品的哪些方面每年都随评委的个人情况和参赛者的水平而有所变化。这就使得我们的报刊制作业充满生气并具挑战性。报刊设计带有主观性,但我们对各奖项的评判标准却始如一。

最佳作品奖颁给金奖作品中的佼佼者。它是经评委在终评阶段讨论产生的。评委们要把所有金奖、银奖作品一起比较。最佳作品奖的提名不受限制,因为它们可能代表一种或几种类型的设计。本届有一人获此殊荣。

金奖颁给可以称得上是艺术品的设计作品。因为这样的参赛作品将开拓我们的创造力。金奖作品不可能毫无缺点,而应该说是几乎完美。

银奖颁给比优秀作品还要好的作品。银奖作品中表现出来的技术熟练性打破了局部的局限性。这些作品熠熠生辉。

优秀奖颁给真正优秀的作品。这一奖项并非单纯的技术或艺术的较量。获此奖项的作品未必“完美”,但必须有所突破和创新,在其它方面可以稍有不足。

评委特别奖将颁给由一组评委或所有评委提名,在某一方面特别突出的作品,此项奖的获得者不必是优秀奖、银奖或金奖的得主。特别奖一直是奖给整个作品的图片、图表和排版表现出色的作品。这些作品可以是某人或全体编辑人员制作的某一篇出版物,也可以是其中的一个或者几个部分。特别奖不能取代优秀奖、银奖和金奖,而应看作是附加奖项。今年 El Mundo 增刊获得了此项奖的九个“A”。

除了优秀奖和金奖、银奖外,报刊设计大赛还有两项特殊的荣誉奖:评委特别奖和最佳作品奖。这两个奖项只有在特殊情况下才予以颁发。

任何一位参加过评审工作的人都感到评审工作时间长、任务重。某些类别的参赛作品太多而无法同时展示。当遇此情况时,我们便进行“初选”,让评委挑出他们喜欢的作品。仅得一票的被淘汰出局。这一过程要依该类参赛作品数量进行数轮。

一旦初选结束后,同一类的所有参赛作品将同时展出,开始正式投票评选。每个评委都用有颜色的筹码投出自己的一票。评委们必须要在每个参赛作品前的器皿中放一筹码,表明“同意”或“不同意”,除非有需要回避的情况发生。

这种情况指的是评委遇到了他或她所在出版社的参赛作品。近期(从评审时算起的前18个月)指导过的某个出版物,或者直接参与的出版物。这时评委要在参赛作品前放一个黄杯子以告诉评审组组长自己需要回避。此种情形下,由候补评委为该作品投票。

得三票以上的作品将获奖:

- 得三票者获优秀奖。
- 在第一轮中得四票以上者直接角逐银奖。
- 金银奖评选中,得四票者获银奖。
- 得五票(评委们一致同意)者获金奖。
- 投票结束后,评委们还要再次审议获金银奖的作品。这时要商议金银奖的获奖人数的多少。

本书后面所登载的金、银奖作品都在作者名字前注明奖项,而没有任何说明的是优秀奖作品。

再次声明,我们无法更清楚地解释整个评审过程,希望上述说明能让大家了解获奖者产生的合理程序。



在本章中还包括：

最佳作品奖

正如标题所示，本作品是金奖作品中的佼佼者。它是经评委在终评阶段讨论产生的。评委们要把所有金奖、银奖作品一起比较。最佳作品奖的提名不受限制，因为它们可能代表一种或几种类型的设计。今年有一人获此殊荣。

第一章

评委特别奖

此项奖将颁给由一组评委或所有评委提名，在某一方面特别突出的作品，此项奖的获得者不必是优秀奖、银奖或金奖的得主。特别奖一直是颁给整个作品的图片、图表和排版表现出色的作品。这些作品可以由某人或全体编辑人员制作的某一出版物，也可以是其中的一个或若干个部分。

WORLD'S BEST-DESIGNED NEWSPAPERS INTRODUCTION

The designation of a "World's Best-Designed Newspaper" are for those publications that excel in design and content. The judges look very carefully at the publication's content as well as the design. These newspapers must serve their readers.

Any list purporting to announce the "Best" of anything is subject to debate. People will naturally second-guess the judges' decision to include some, while excluding others. That is the nature of competition. A hand-scratched note sitting on the fax machine brought this home ever so clearly.

There, across the top of a press release announcing the winners of SND's World's Best-Designed Newspapers was the following: "Is this a joke? How could (the name of a newspaper indicated by a bold circle on the release) make this list? I used to respect this organization!" These three short sentences from an otherwise astute senior newspaper executive summarized how far the society's competition had come in two decades, and how far it has yet to go.

The individual failed to understand that the fundamentals of design — use of the grid, typography, color, information graphics, photojournalism, etc. — were not the primary force behind the judges' decisions as they faced the 323 entries in this category. They were but a consideration among many including accessibility, content, discipline, presentation, restraint, risk-taking, story-telling, understanding of market, use of resources and design, with the emphasis on content.

The judges spent three days reading, discussing and debating the entries. In the end, 37 finalists sat on the table. The final discussion lasted just under four hours and centered as much on what was missing from the overall group of entries, as what was present in the finalists and ultimate winners.

"It is amazing how predictable everything began to look," one judge said. "I mean so many of the papers had a sameness about them. There was very little sense of community, having an audience, about them."

"You're right," another said. "It was hard to get an understanding of who they were trying to reach... of who their readers were."

"That's especially true with the North American papers," added a third. "There was little sense of place or culture. If you removed the nameplate they could be from anywhere."

The winning entries, the judges said, demonstrated a more rounded approach to the design process. "I voted for content. It was as simple as that," said one judge. "With this many entries you are looking for the surprises. The things that stand out from the mass and go beyond the obvious. Things that add value and relevance for the reader," added another. "I gave a lot of credit for the willingness to take risks... to try new things and dare to be different," said a third.

So, what lessons have we learned from the winners of the 20th edition's World's Best-Designed Newspapers category? Some of them repeat what we have heard in previous editions. Others are new.

1. Allow content to drive design: Remember that content is king. The judges had little time for heavily formatted design that restricted the ability to tell a story effectively. The winners avoided cookie-cutter solutions, choosing rather to use many elements in the design toolbox — typography, illustration, infographics, photography, etc. — to display the day's content in the most effective way possible.

2. Create a sense of place, community and culture: The judges were quick to note the sameness in many of the

entries. The winning entries displayed a "clear understanding of not only their own identity, but that of their community," one judge noted. Another judge said, "Design should enhance content while reflecting the identity of the community. Design can take away from the sense of place, and it did a number of times. A lot of newspapers began to look exactly alike. Every design tool used on a page should have a reason for being."

3. Provide relevant content within an understandable context: Institutional coverage was viewed as an "easy out," often covering for a lack of planning. The winning papers provided relevant content in an understandable format. They told the readers not only what they needed to know, but also what they wanted to know as well.

4. Engage and interact with the reader: "The reader should not only be able to relate to the newspaper, but interact with it," explained one judge. The winning papers not only helped establish an agenda for their communities, but provided opportunities for the reader to participate in the process.

5. Experiment — seek new solutions to old problems: The judges applauded those papers willing to break out of the mold — taking risks and "pushing the envelope" in seeking well thought out design solutions to existing problems. The winning papers broke away from the predictability of the group, reflecting the "vitality of community life."

6. Give the same care and attention to the words as to the design: The judges considered headlines and captions in many of the entries "uninspired." This was viewed as a result of increased production demands on the copydesk. Headlines and captions should say something, and not be left to the end of the editing process.

7. Design the entire paper: The judges noted that the attention to detail in many of the entries stopped at section fronts, with inside pages presenting a sense of having been ignored. The winning papers demonstrated a sense of internal logic, movement and pacing offering the reader a consistent level of presentation throughout the edition.

8. Treat photography with respect: Pretty pictures without strong visual content were seen as a waste of space. The judges saw photojournalism as a fundamental story-telling tool that has diminished as visual content has been replaced with color, lighting, the use of photo manipulation and glitz for its own sake. The power of good black & white photography was noted, as was the power of a well-told picture story. Image manipulation was criticized as a gimmick or a "crutch" propping-up a lack of planning or creative thinking.

9. Practice restraint: The judges quickly tired of the overuse of technology and color. They suggested restraint when working with the various design tools, noting that the availability of a wide range of tools (color, graphics, photographs, typography, etc.) did not require the use of all of them at once.

10. Create a daily surprise for the reader: The judges believed that each day's paper should contain something special that stops the reader and makes them take notice. Something that goes beyond the norm. Something serendipitous that they will look forward to each day. What follows are the 17 winners. Those who have been here before, as well as true newcomers — including a newspaper that did not even exist four months before the judging — represent some of the standards of the industry.



James Jennings, category 1 team captain

全球最佳设计报刊奖简介

被称作“全球最佳设计报刊”的是那些在设计和内容上都有过人之处的设计。除了设计之外，评委们对报刊的内容也评审得非常仔细，因为这些报刊必须服务于读者。

人们对任何一件号称“最佳”的东西总有不同意见。这自然令人联想到评委的决断一定也偏重某些方面而忽略另一些方面。竞赛本身就是这样。传真机上的手写通知已让人们清楚地了解了这一点。

随着 SND 的最佳设计报刊奖得主名单的最终宣布，人们总会产生各种想法，“是在开玩笑吧？这种报刊（指在获奖名单上圈注出的报刊）怎么能上榜？过去我还觉得这个组织挺有分量的。”从另一报刊的一位机敏的高级执行官的这三句话中，我们可以总结出二十年来 SND 举办的设计大赛的影响力有多大，前面还有多少路要走。

人们不理解当评委面对某类比赛的 323 件参赛作品时，基本的设计要素——字模板、版式、颜色、图表、新闻图片等的运用——并不能成为左右评委决断的主要因素。他们所考虑的包括通俗性、内容、办刊风格、表现力、约束力、冒险性、叙事风格、对市场的把握、对资料的运用以及能突出重点内容的设计。

评委们花三天的时间阅读、讨论参赛作品，发表各自不同意见，最终留下 37 件作品。终审讨论要持续四个小时，主要围绕对所有参赛作品是否有所遗漏、终审结果及最后的获奖作品要说明什么问题这两个方面。

“面对如此平庸的作品真叫人吃惊。”一位评委说道。“我的意思是说很多报刊太相似，他们缺少社会特点，只是拥有一群观众而已。”

“是这样，”另一位说道，“很难弄明白那些报刊是办给那些人看的，他们的读者又是谁。”

“北美的报刊就有这个问题，”第三位接着说道，“没有区域或文化特点，是要去掉刊名，可以是任一地区的报刊。”

获奖的参赛作品，评委们说道，都表现出了比较出色的设计思路。“我为那些内容好的报刊投票。事情就这么简单。”一位评委说。“在众多的参赛作品中你总是要找一些新奇的东西。要找那些能从所有作品中‘跳’出来并有自己独到之处的东西，要找那些对读者有价值 and 实用性的东西。”另一位评委补充道。“我更倾向于愿意冒险尝试新东西和敢于标新立异的作品。”另一位评委说道。

那么，第 20 届全球报刊设计大赛的各项获奖作品又能给我们什么启示呢？其中一些在过去的大赛中都已提及，但另一些却是新的。

1. 设计服务于内容：请记住内容至上。评委们不会看中版式设计花哨而报道作用遭削弱的作品。获奖者们都避免花里胡哨的设计而宁可选择常用的方法——文字版式、插图、图表、新闻照片等——以尽可能有效地突出每天的内容。

2. 要让报刊有地区性、社会性和文化性：评委们很快发现许多参赛作品都很雷同。而获奖的作品则“不仅对自己本身而且对他们所处的社会环境有清醒的认识。”一位评委如此评价道。另一位评委说：“在体现社会特点的同时，版面的设计应该突出内容。版面设计与地域特点相脱离的例子很多，使许多报刊看起来近乎相同。版面上的每一个

设计元素都应有其存在的意义。”

3. 用易懂的方式为读者提供适宜的内容：八股文式的新闻报道常常缺少策划，令人感觉“粗糙”。而获奖的报刊总是用易懂的方式为读者提供适宜的内容。他们不仅告诉读者应该知道的东西，而且还告诉他们知道的东西。

4. 保持连续往来：“读者不仅要能与报社有所联系，而且要互相促进。”一位评委解释道。获奖报刊不仅帮助读者确立参与的方法，同时为读者提供参与的机会。

5. 创新——为老问题寻找新的解决办法：评委们赞同有些报刊有意打破现有模式——勇于尝试和“冲破束缚”，为现存的问题寻找好的设计思路。获奖报刊都突破了行业老套，反映出“社会生活的生机与活力”。

6. 设计很重要，文字要推敲：评委们觉得许多参赛作品标题和提要“缺少灵感”。这可能是编辑桌子上日益增多的稿件所造成的。标题和提要应该有内涵，是编辑工作的重点。

7. 全盘统筹：评委们注意到许多参赛作品对细节的处理只停留在各版块的头版上，而具体内容却给人以凌杂的感觉。获奖报刊却让读者感到从头至尾始终如一，具有内在的逻辑性、运动感和节奏感。

8. 处理好图片，缺乏强烈的视觉内容的图片尽管很漂亮但也会被看作是浪费版面。评委们注意到作为叙事基本方法的新闻图片已经减少，视觉内容被色彩、用光、运用技巧以及搔首弄姿的矫饰所代替。好的黑白照片与精彩的叙述有着相同的感染力。人们批评滥用图片令人讨厌，是支撑毫无目的、毫无创新想法的“空架子”。

9. 要有所节制：评委们很快就厌烦了报刊中技巧和色彩的过多使用。他们建议在使用不同设计元素时要有所节制，注意各种设计元素（色彩、图表、图片、文字版式等）不要一次用尽。

10. 每天要给读者以新奇感：评委们相信每天的报刊内容都要有一些能引起读者注意的、不寻常的东西，一些读者每天都期盼的意外收获。下面是 17 个获奖作品。这些报刊有的久已有之，有的新近才出现——其中包括评审前 4 个月还不存在的新报纸——代表了报刊界某些方面的水平。


James Jennings, 第 1 评审组组长



a.m. De León
墨西哥莱昂市

The a.m. is the liveliest newspaper in the group of winners. There is a wonderful sense of energy and vitality at work here. It has a "creative intelligence" about its presentation. There are two — or possibly three — designs working at once to meet the needs of the diversity of the readership. The content is well-crafted. The color palette is incredibly bright, yet controlled. This is a nice publication.

该晨报是获奖报刊中最具生气的报纸，充满旺盛的精力和蓬勃的活力。它的表现力是“创新智慧”的结晶。它同时用了两种——可能有第三种——设计元素来满足各种读者的需要。其内容经过精心策划，色彩相当明快而统一。这是一份设计上乘的报纸。



Domingo

Charles Chaplin

La senda luminosa
revela la
investigación
de la Luna

E

Tiras la estela de los cuentos de Perrault

E

a.m.

Buena Mesa

para Papá

E

a.m.

Actualidad

Llega hoy a Cuba

**Llenar el vacío
con religión**

**Escenario ideal para
hablar del capitalismo**

Negocios

**Se reúnen
2,500
gasolineros**

**Es Pagano Campeón Anaya
empresaria
del año**

**Abastecen al país
4 mil 92 gasolineros**

a.m.

Gente

Mil 300 personas llenan Teatro Doblado

Impresiona Pilobolus

Arranca Gira de Goff

Es francesa una "Magdalena"

Conquista Nina Galindo

a.m.

Deportivo

**Vuelan boletos
para Eloy**

6% 41% 53%

Preferen Clásico...



Centre Daily Times

宾夕法尼亚州立大学

The Centre Daily Times is a solid newspaper that speaks to its readers and is not afraid to take risks. There is a lot of good thinking about what makes a good local paper going on here. It is very local in story selection and play and uses all of its resources effectively to tell stories. The packaging is well-organized and its typography is handled well. The paper has great local photography and isn't afraid to use it for good effect. The inside pages also show an understanding of the community and the paper's audience.

这是一份实实在在的报纸，它总是告诉读者事实而不惧怕任何风险。它有着许多办好地方报纸的好的设想。它重点选择当地新闻，并有效地采用所有信息资源阐述事件。它的整体包装经过精心设计，文字版式处理得当。其中的图片带有很强的地方特点并且用得恰到好处。里面各版也都反映出办刊人对当地社会和报纸读者的了解。

State College grade schools may end grading

Officials rebuffs board's request to end grading in state college grade schools.



Guards quit courthouse security jobs

Investigators learn how to reconstruct crashes



Student workers to get Social Security tax break



Investigators learn how to reconstruct crashes



Student workers to get Social Security tax break



Out of control?

School violence brings call for more security.



NATO set to test weapons over Albania

Accord will demonstrate new power to attempt to get tough on killing.



SPORTS

McGwire's humility under heavy pressure impresses players

[illegible][illegible]

Penn State's potential pleases Paterno

HENRY J. PATERNO, the 67-year-old coach of Penn State's football team, has been named the 19th president of the National Football Foundation, the organization that sponsors the Heisman Trophy.

Paterno, who has coached at Penn State since 1969, was named president of the foundation, which was founded in 1950, by its board of directors in a vote taken last week.

The foundation, which is a non-profit organization, is the largest of its kind in the world. It has a budget of about \$10 million a year and is the largest source of funds for the Heisman Trophy.

Paterno, who is a member of the foundation's board of directors, was named president of the foundation for the first time in its history.

The foundation's board of directors, which is made up of 15 members, was formed in 1950. It is the largest of its kind in the world.

Paterno, who is a member of the foundation's board of directors, was named president of the foundation for the first time in its history.

Aviation

AIRLINE PASSENGERS who are traveling to or from New York City will be able to avoid the hassle of checking in at the airport, thanks to a new service called "Express" that will be available starting next month.

The service, which is being offered by several airlines, will allow passengers to check in online and receive their boarding passes at the airport. This will save time and reduce the stress of traveling.

The service is being offered by several airlines, including Delta, American, and United. It will be available for flights to and from New York City.

Passengers who use the service will be able to check in online up to 24 hours before their flight. They will then receive their boarding passes at the airport, where they will be able to skip the check-in line.

The service is being offered as a way to improve the passenger experience and reduce the time spent at the airport.

TOMORROW

CONFIDENTIAL sources of the FBI have said they will be looking for a man who is believed to be involved in a plot to assassinate President George W. Bush.

The man, who is believed to be in the United States, is believed to be a member of a group that is planning to assassinate the president.

The FBI is currently looking for the man and has issued a warrant for his arrest.

The man is believed to be in the United States and is believed to be a member of a group that is planning to assassinate the president.

Sunday
LIVING



With *Plutonium*, the first full-length independent production of the film company, the group has made its debut.



we d n e s d a y
FOOD



SUDDENLY, IN 1971, I REMEMBER AGING, and I began to feel the little cracks in the floor, the high ceilings that sagged down to the ground, the heavy doors that wouldn't open, the heavy doors that wouldn't open.

[illegible]

Author's Note: I would like to thank Dr. Robert L. Taylor for his helpful comments on earlier drafts of this manuscript.

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Received 16 May 2008; accepted 10 July 2008

LOCAL & STATE

When you're looking for a new job, you may want to consider the possibility of working for a company that is not only growing but also has a strong reputation for its products and services. This is a key factor in many people's decision-making process when it comes to choosing a new employer. A company's reputation can be a significant indicator of its financial health, its commitment to its employees, and its overall success in the market. Therefore, it is essential for job seekers to research the companies they are considering and to look for signs of a strong and growing business.

[illegible]

BOOK BEAT



Summer books heavy on the relaxation factor

Stress is a natural part of life, and it can be a powerful motivator. But when stress becomes chronic, it can take a toll on your health. Chronic stress can lead to a variety of health problems, including high blood pressure, heart disease, diabetes, and depression. It can also affect your immune system, making you more susceptible to illness. So, it's important to find ways to manage stress and keep it from taking over your life.

...overlapped panels illustrating potential for a national history website.

SPORTS SHORTS

SPOTLIGHT



New York, Chicago, Los Angeles, and other major cities are the most common destinations for immigrants from the former Soviet Union, according to a new study by the U.S. Census Bureau.



Sanz reanuda a la Mesa por la Paz si se cumplen los acuerdos • Pág. 19



Diario de Noticias

西班牙帕姆普罗纳市

Diario de Noticias is a very organized paper. It knows its audience and writes to it. Its design is consistent from front-to-back, without looking formatted. There is a lot of movement on every page, especially the inside pages which were the strongest part of the entry. There is a texture about this design that sets it apart from many of the others in the competition. The publication makes excellent use of its photography and illustrations. It uses technology to advance the content without allowing it to take control of the overall package.

该报结构严谨。它了解自己的读者并为他们“量身定做”。它的设计从头至尾始终如一但又绝不单调。它的每一页尤其是内芯各页都充满动感，这一点是该报最具竞争力的地方。它的设计有自己的特色，使其在大赛中从其它众多的参赛作品中脱颖而出。该报还最恰当地使用了照片和插图。它用设计技巧强调内容而不是让设计主宰整个版面。



mundo

Tropas serbias intensifican su ofensiva contra los independentistas en Kosovo

Los serbios continúan con el avance en Kosovo. Los serbios intensifican su ofensiva contra los independentistas en Kosovo. Los serbios intensifican su ofensiva contra los independentistas en Kosovo.



Los serbios intensifican su ofensiva contra los independentistas en Kosovo. Los serbios intensifican su ofensiva contra los independentistas en Kosovo. Los serbios intensifican su ofensiva contra los independentistas en Kosovo.

navarra

Seis heridos, uno muy grave, tras el incendio de una casa de La Milagrosa

El fuego se originó de forma fortuita en el ático de una vivienda. Seis heridos, uno muy grave, tras el incendio de una casa de La Milagrosa. El fuego se originó de forma fortuita en el ático de una vivienda.



Seis heridos, uno muy grave, tras el incendio de una casa de La Milagrosa. El fuego se originó de forma fortuita en el ático de una vivienda.

pamplona

El Consistorio subvencionará con hasta un millón el Día de las Peñas

La ayuntamiento se compromete a la celebración de la fiesta. El Consistorio subvencionará con hasta un millón el Día de las Peñas. La ayuntamiento se compromete a la celebración de la fiesta.



El Consistorio subvencionará con hasta un millón el Día de las Peñas. La ayuntamiento se compromete a la celebración de la fiesta.

La Cuba que encontrará el Papa

El papa visitará la isla de Cuba. La Cuba que encontrará el Papa. El papa visitará la isla de Cuba.



La Cuba que encontrará el Papa. El papa visitará la isla de Cuba. La Cuba que encontrará el Papa.

Todo es mentira

La evolución de los efectos especiales en la industria del cine. Todo es mentira. La evolución de los efectos especiales en la industria del cine.



Todo es mentira. La evolución de los efectos especiales en la industria del cine. Todo es mentira.

MUNDIAL' 98

Los jugadores españoles, con aires de revancha ante Paraguay

Los jugadores españoles, con aires de revancha ante Paraguay. Los jugadores españoles, con aires de revancha ante Paraguay.



Los jugadores españoles, con aires de revancha ante Paraguay. Los jugadores españoles, con aires de revancha ante Paraguay.

La de las Marías

El premio a la regularidad

El premio a la regularidad. El premio a la regularidad. El premio a la regularidad.



El premio a la regularidad. El premio a la regularidad. El premio a la regularidad.

UGT y CCOO abogan por luchar juntos por el empleo

UGT y CCOO abogan por luchar juntos por el empleo. UGT y CCOO abogan por luchar juntos por el empleo.



UGT y CCOO abogan por luchar juntos por el empleo. UGT y CCOO abogan por luchar juntos por el empleo.



巴西巴西利亚市

从某种程度上讲,这份报纸是市场引导者。它拥有一群年轻、受过良好教育的读者并且知道如何迎合他们。它的内容也很有趣。该报设计中最突出的是非常注意细节。它的制作极其精细,内芯各页完美地统一。几乎在每一个局部该报都注意为读者提供大量视觉切入点。该报大量运用层状版式设计,而且都非常成功。







El Correo
西班牙比尔堡市

El Correo is clearly text-driven, targeting a conservative readership. It is serious and filled with great writing. The publication presents its readers with a passionate voice and presentation. It is nicely done with a quiet, crisp, scripted — almost understated — sense of design. There is an understanding of scale and balance in everything it does. It lets the content carry its message. The photography and graphics are handled well.

这显然是一份以文字为主，以因循守旧的人为目标设计的报纸。它很严肃并且刊载了大量的文字。它呈现给读者的是激昂的言论和强烈的表现力。它的设计素净、简明，在撰稿方面做得相当出色，几乎是通俗易懂。它对每一处的比例和平衡关系都把握得恰到好处。其内容做到以文载道，图片和图表都处理得当。

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