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Society for News Design

19_{TH}

THE SOCIETY FOR NEWS DESIGN 129 Dyer Street ● Providence, R.I. ● 02903-3904

Judging takes place at The S.I. Newhouse School of Public Communications • Syracuse University • Syracuse, N.Y.

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The Society for News Design

Special Thanks:

S.I. Newhouse School of Public Communications Syracuse University

Judging Assistants:

Jay Anthony, associate professor, University of North Carolina at Chapel Hill, N.C. Stephen Cavendish, page one designer, San Jose Mercury News, San Jose, Calif. Elizabeth Cromer, SND membership assistant, Providence, R.I. G.W. Babb, design director, Austin American-Statesman, Austin, Texas Steve Dorsey, presentation editor, Herald-Leader, Lexington, Ky. Kelly Frankeny, AME/design, San Francisco Examiner, San Francisco, Calif. Carolyn Flynn, AME/photo & design, Albuquerque Journal, Albuquerque, N.M. Scott Goldman, assistant sports editor, Charlotte Observer, Charlotte, N.C. Dave Gray, SND executive director, Providence, R.I. Barbara Hines, associate professor, Howard University, Washington, D.C. Jim Jennings, vice president & editorial director, Thomson Newspapers Adriana Libreros, page designer/illustrator, Asbury Park Press, Neptune, N.J. Marshall Matlock, associate professor, School of Public Communications, Syracuse University, N.Y. Jim Michalowski, photography director, The Citizen, Auburn, N.Y. Kenny Monteith, news designer, Savannah Morning News, Savannah, Ga. Kim Parson, design desk chief, The Orlando Sentinel, Orlando, Fla. Andrew Phillips, staff artist, Home News & Tribune, East Brunswick, N.J. John Sherlock, graphics editor, Philadelphia Daily News, Philadelphia, Pa. Harris Siegel, ME/design, Asbury Park Press, Neptune, N.J. Randy Stano, professor, University of Miami, Miami, Fla. Shamus Walker, SND judging auditor, Syracuse University, N.Y.

S.I. Newhouse School of Public Communications Students – Kannan A.M.R., Taylor Atseff, Lauren Biddle, Sara Bines, Kat Fahrer, Reneé Henrich, Shane Kite, Heather Knoll, Colleen McDaniel, Christopher Page, Courtney Robinson, Susanna Virden, Jennifer Waddell, James Weber

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The Society for News Design

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NINETEENTH EDITION

Book Credits

Designer & Editor

C. Marshall Matlock S.I. Newhouse School of Public Communications Syracuse University

Associate Designer

Shamus Walker Syracuse, N.Y.

Associate Copy Editor

Barbara Hines Silver Spring, Md.

Cover & Chapter Illustrations

Debra Page-Trim Providence, R.I.

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David Gray Providence, R.I.

Contents

Foreword, Introduction	4, 38-39
World's Best-Designed Newspapers	5
world's best-besigned Newspapers	J. C. Carlotte, and T.
Best of Show, Judges' Special Recognition	37
News	40
News	49
Features	95
Magazine	139
magazine	137
Special Sections	157
Design Portfolio	171
Illustration	181
Photojournalism	217
Informational Graphics	229
Miscellaneous, Judges, Index	253



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Illustration	181
Photojournalism	217
Informational Graphics	229
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We don't design for contests.

You've heard it. You've probably even preached it. But still the content of this book always fascinates us and sometimes drives us — towards the goal of building the better newspaper.

With an increase of nearly 25 percent in the number of entries from the last judging, the quality of work has

never been more vast.

Judges awarded 165 publications from 19 countries a total of 826 awards. If you don't finish this, I wouldn't blame you since the work that follows is the reason you are looking at this book's content.

This has always been a contest about excellence, but I have found the judges to be as much a part of that process as the art directors, designers and illustrators

who loyally submit their best of the best.

The judges who assembled in Syracuse in February were a diverse, talented, multi-national group. But they had in common one critical element — a passion for the profession.

After seeing the work and spending long days with the judges, I felt rejuvenated by both the work and the

company.

Although the judges are the key to the process, the behind-the-scenes personnel provide the all important supporting cast. The professional assistants who forgo long work days for even longer competition days included: Jay Anthony, Stephen Cavendish, G.W. Babb, Steve Dorsey, Kelly Frankeny, Carolyn Flynn, Scott Goldman, Barbara Hines, Adriana Libreros, Jim Michalowski, Kenny Monteith, Kim Parson, Andrew Phillips, John Sherlock and Randy Stano.

Also, a special thanks to:

 David Gray and Elizabeth Cromer from the SND office;

 Jim Jennings for his help in coordinating the World's Best-Designed Newspapers judging;

Marshall Matlock for making the contest run so smoothly (as usual!) and to Shamus Walker for everything from proper lighting at the judging site to designing the "big board" that kept us on track;

 the Syracuse University students who helped us and will help us define our industry over the next few

years;

 the S.I. Newhouse School of Public Communications at Syracuse University and Dean David Rubin and his staff for being our gracious host and cosponsors for the tenth time.

Finally, thanks to my colleagues at the Asbury Park Press who understood and tolerated the time away from my job I spent on this judging.

As for me, I couldn't be more thrilled that my alma mater would support the industry in such a great way.

Now read on!

Harris G. Siegel

19th Edition Coordinator

No diseñamos para los concursos.

Ya lo hemos oído. Probablemente hasta lo hayamos predicado. Pero aún el contenido de este libro nos sigue fascinando — y a veces nos impulsa — hacia el objetivo de lograr un periódico mejor.

Con un aumento de casi un 25 por ciento más en concursantes desde el último concurso, la amplitud del trabajo de calidad jamás ha sido tan vasta.

Los jueces otorgaron un total de 826 premios a 165 periódicos de 19 países. Si no termina de leer, no se lo reprocho. El trabajo que sigue es la razón por la cual está viendo el contenido de este libro.

Este siempre ha sido un certamen sobre excelencia, pero he descubierto que los jueces son tan partícipes de dicho proceso como los directores de arte, los diseñadores e ilustradores que fielmente producen lo mejor de lo mejor.

Los jueces reunidos en Syracuse en febrero componían un grupo diversificado, talentoso y multinacional de todos los rincones del mundo. Todos ellos tenían un elemento en común: la pasión por su

Luego de examinar el trabajo y pasar largos días y noches junto a los jueces, me sentí rejuvenecido tanto

por el trabajo como por la compañía.

Si bien los jueces tienen un rol clave en el proceso, el personal detrás de la escena constituye el elenco de reparto. Los asistentes profesionales que reemplazan largas jornadas de trabajo por días de certámenes aún más largos incluyen: Jay Anthony, Stephen Cavendish, G.W. Babb, Steve Dorsey, Kelly Frankeny, Carolyn Flynn, Scott Goldman, Barbara Hines, Adriana Libreros, Jim Michalowski, Kenny Monteith, Kim Parson, Andrew Phillips, John Sherlock y Randy Stano.

Además, debo agradecer especialmente de:

- David Gray y Elizabeth Cromer de la oficina de
- veterano Jim Jennings por su ayuda en la coordinación del jurado de Los Periódicos Mejor Diseñados del Mundo;
- Marshall Matlock por lograr que el certamen sea taneficiente (como siempre) y a Shamus Walker por todo desde la iluminación adecuada en el salón del jurado hasta el diseño del "cartelón";
- la Universidad de Syracuse que nos ayudaron y quienes contribuirán a definir nuestra industria en los próximos años;
- gracias a la Facultad de Comunicaciones Públicas S.I Newhouse de la Universidad de Syracuse y a su Decano David Rubin y su personal por ser nuestro anfitrión y patrocinador por décima vez.

Finalmente, gracias a mis colegas de Asbury Park Press quienes comprendieron y toleraron el tiempo que dediqué a este concurso.

En cuanto a mí, no podría estar más emocionado de que mi alma mater apoyara a la industria de manera tan excelente.

¡Ahora, continúen leyendo!

Harris G. Siegel, Coordinador de la 19na Edición

Chapter One

competition and an arrange of the ar

The competition, which is sponsored annually by the Society of News Design and the S.I. Newhouse School of Pables Communications as Syncuse University, recognize excellence in seesapper design and Slows. Gold. Silver. Award of Excellence. Special Recognition, plus the honer of World's. Best Designed Newspaper Continuing to pay tribute to the world's best newsspeper designs, the Olde distinct of the Best of Newspaper Design is a stiming collection of modern work. The Best of Newspaper Design is a stiming collection of modern work. The strength of the Control of the more than 10,000 cettres submitted by newspapers all over the world. This exceptional collection is an essential effectivene for anyme involved in print media, graphics, Polsougnity, design, journalism, or

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Syracuse University, recognizes, excellence in selegoper design and graphus. Awards lisclade Bost of Show, Gold, Slover, Award of Show, Fold, Slover, Award of Show, Fold, Slover, Award of London, and the Show, Fold, Slover, Award of London, and the Show, and the Show, and the Show, and the Show of Worksh. Best loss the house of Worksh. Best loss, and the house of Worksh. Best loss, and the house of Worksh. Best newspeer designs, the I/O the distin of The Best of Newspeer Design is a stanning collection of modern work. The included works were selected from more than 1000 certics submitted by newspeepers all over the world. This exceptional collection is an essential reference for anyone involved in print media, graphus, photography, design, journalism, or communications.

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cetition, which is spanish to be added to be shown to be some of the same of t

adging include overall page design, ortfolio, magazine cover design, and ad illustration, photo journalism, and iformational graphics.

This inteleenth edition presents the finest newspaper design in the field. Selected by a panel of judges of the Society of News Design, the awardwinning newspapers featured in this nineteenth edition were chosen for excellence in design.

Selected by a panet of 21 judges of the Society for News Design, the award-winning pub-lications featured in this nineteenth edition were chosen for excellence in datasm.

The Best of Newscaper Design, 19th autoen, features all text in English and Spanish; more than five hundred excepts. Best of Show, Judges Special Responsible, Gold Medals, 201 or Musis, and Awards of Expellence, mort five hundred newspaces, from all school the

world: Correction and assess and control of the competition, and control of the c



What did we learn?

Two days and 291 newspapers later, the judges sat around newsprint stained tables discussing what they had seen and why 14 newspapers were named the World's Best-Designed Newspapers in category 1.

They also noted what they did see in many of the category 1 entries: a lack of surprises, innovation, attention to detail and thoughtful writing.

"I am really amazed at the sameness of it all," one judge said.

"There was very little to differentiate one newspaper from another. Many entries felt the same. There was no sense of community about them. I had no idea who they were writing to."

The winning entries, the judges said, represented a holistic approach to the design process: One that considered voice and texture of a story within the context of the readership as much as it did typography or color usage.

"The winners were filled with really good content. If it did not read well, I couldn't vote for it," said one judge. "Too many of the papers presented a lot of flash, but very little substance," responded another.

"That's right. Great design without great content is something of an oxymoron," said a third.

You be the judge.

The judges for Category 1, which is the World's Best-Designed Newspapers entries, recognized publications that excel at presenting the news. Judges were asked to evaluate overall content as well as the design of the newspaper — how well the newspaper tells stories, communicates the news and conveys ideas to its readers.

The judges set the standards. The following items were included on a form which judges could use at their discretion.

- **Content:** How are stories told and presented? Are the headlines informative? Do photographs convey information? Are graphics explanatory?
- **Usefulness:** Is the information presented valuable to the reader? Is the newspaper filled with material that engages the reader? Is this a newspaper that is, or should be, a part of the reader's daily routine?
- **Structure & organization:** Do the pages invite readers in? Does the design steer the reader through the page? Is the newspaper well indexed or signposted? Is it easy to follow and use?
- **Storytelling:** Does the newspaper use all storytelling elements narrative, text, photos and graphics to tell stories?
- **Clarity:** Is information presented clearly and simply? Is it easy to access, to understand?
- **Creativity:** Does the newspaper approach its story selection, presentation and design in a routine or creative way?
- **Impact:** Do pages and packages appropriately capture the importance of the news? How does the newspaper react to the news?
- **Detail:** Does the newspaper pay attention to detail in the execution of reporting, writing, copyediting, design, typography and the rest of the storytelling elements?
- **Use of resources:** How does the newspaper use its resources staff, newshole, time, etc.?
- **Sense of community:** Do the content and design reflect and, or capture the character of the community?

¿Y qué aprendimos?

Luego de dos días y 291 periódicos, los jueces se sentaron alrededor de mesas manchadas de tinta para discutir lo que habían visto y por qué 14 periódicos fueron nombrados los Periódicos Mejor Diseñados del Mundo en la categoría 1.

También notaron lo que no vieron en muchos de los concursantes de la categoría 1: falta de sorpresas, innovación, atención al detalle y redacción cuidadosa.

"Realmente estoy sorprendido de que todo sea tan igual," comentó uno de los jueces.

"Había muy poco que diferenciara a un periódico del otro. Muchos concursantes parecían lo mismo. No tenían sentido comunitario. Realmente no sé a quien le escribían."

Los concursantes ganadores, según los jueces, representaron el enfoque holístico al proceso de diseño. Los que tuvieron en cuenta la voz y la textura de un artículo dentro del contexto de los lectores al igual que la tipografía y el uso del color.

"Los ganadores presentaron un contenido realmente bueno. Si un concursante no valía la pena leerse, no podía votar por él," dijo uno de los jueces. "Demasiados periódicos presentaron mucho impacto, pero poca sustancia," respondió otro.

"Es verdad. Un excelente diseño sin contenido es como una paradoja," dijo un tercero.

Juzgue usted mismo.

Los jueces de la Categoría I, que son quienes concursan para los Periódicos Mejor Diseñados del Mundo, reconocen aquellas publicaciones que se destacan en la presentación de las noticias. Se pidió al jurado que evalúe el contenido general además del diseño del periódico — cuán bien los periódicos relatan las historias, comunican las noticias y transmiten las ideas a los lectores.

Los jueces establecieron los parámetros. Los

siguientes elementos fueron incluidos en un formulario que los jueces podían usar a su discreción.

- **Contenido:** ¿Cómo se presentan las historias? ¿Los titulares son informativos? ¿Las fotografías son informativas? ¿Los gráficos son explicativos?
- **Utilidad:** ¿La información presentada es valiosa para el lector? ¿El periódico está lleno de material que atrapa al lector? ¿Es este un periódico que constituye, o debería hacerlo, parte de la rutina diaria del lector?
- Estructura y organización: ¿Las páginas invitan a los lectores a leer? ¿El diseño guía al lector a través de la página? ¿El periódico cuenta con un buen índice o indicaciones? ¿Es fácil de seguir y usar?
- Relato de las historias: ¿El periódico utiliza todos los elementos que integran el relato de historias — narrativa, texto, fotografías y gráficos- para contar las historias?
- **Claridad:** ¿La información es presentada de manera clara y simple? ¿Es fácil de acceder y de comprender?
- **Creatividad:** ¿El periódico encara la selección de sus historias, la presentación y el diseño de manera rutinaria o creativa
- Impacto: ¿Las páginas y los paquetes capturan de manera adecuada la importancia de las noticias? ¿De qué modo el diario reacciona a las noticias?
- **Detalle:** ¿El periódico es detallista en la ejecución de la nota, la redacción, la corrección, el diseño, la tipografía y el resto de los elementos que hacen a un artículo?
- **Uso de recursos:** ¿De qué modo el periódico usa sus recursos: personal, fuente de noticias, tiempo, etc.?
- Sentido de comunidad: ¿El contenido y el diseño reflejan y/o capturan el perfil de la comunidad?





The Ball State Daily News

Muncie, IN

"This is a controlled, clean newspaper that hits the market perfectly. There is a real clarity of content here that was missing in many of the papers that didn't make it to the table. Professionals could learn a few things from this newspaper. It is very polished. The staff pays a lot of attention to the little things that really set it apart from the rest. The News has wonderful finishing touches to its pages. The typography is very good. This is a very nice piece of work."

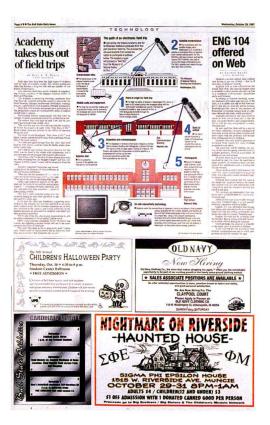
The Ball State Daily News

Muncie, IN

"Éste es un periódico controlado, límpido que llega al mercado perfectamente. Posee una perfecta claridad de contenido ausente en la mayoría de los periódicos que no llegaron a calificar. Los profesionales podrían aprender unas cuantas cosas de este periódico. Es muy pulido. El plantel de periodistas dedica gran atención a ciertos detalles que realmente lo distinguen del resto. Sus páginas tienen fabulosos detalles de terminación. La tipografía es muy buena. Es una gran obra."

















Centre Daily Times

State College, PA

"This is a well-crafted newspaper that is not afraid to take some risks. It is well organized, but not overly formatted. The staff is willing to be flexible to adapt its design to the news of the day and not try to force things into a predetermined mold. The paper has a sense of flair about it using all of its resources to tell its stories. The paper is very well layered and has some very good headlines throughout. It has a refined look about it. Its typography is elegant. The entire package gives one a sense of who its readers are."

Centre Daily Times

State College, PA

"Éste es un periódico bien realizado que no teme asumir ciertos riesgos. Está bien organizado, pero no tiene demasiado formato. El plantel está dispuesto a ser flexible y adaptar su diseño a las noticias del día sin tratar de forzar las cosas en un molde predeterminado. El periódico tiene la sagacidad de aprovechar todos sus recursos para contar las historias. Está muy bien diagramado y cuenta con algunos titulares muy buenos. Tiene un aspecto refinado. La tipografía es elegante. Se puede saber claramente quiénes son sus lectores."















The Kingston Whig-Standard

Kingston, Canada

"This is a newspaper that has listened and responded to its readers. It is not afraid to have a dialog with the readers on the front page. The design is extremely consistent from page to page. The paper has a restrained, clean design that has a pleasant, organized feel about it. Nothing is left half-done inside this newspaper. It is sign posted very well to make it easy to navigate. The writing is well done. This is nicely done."

The Kingston Whig-Standard

Kingston, Canada

"Éste es un periódico que ha sabido escuchar y responder a sus lectores. No teme dialogar con los lectores en la primera plana. El diseño es extremadamente uniforme de una página a la otra. Su diseño es recatado y limpio, y da una agradable sensación de orden. En este periódico nada está hecho a medias. Cuenta con muy buenas indicaciones que lo hacen sumamente fácil de hojear. Está bien escrito. Un trabajo bien realizado."



