Yasmin Leutwyler - February 4th, 2016
Design for Journalists - Professor Greif

What is design?

The ability to decide the look and functionalty of a printed page, digital medium, three-dimensional object, garment or building.

What is journalism?

The ability of producing materials for newspapers, magazines, radio or television as well as digital media.

What is design for journalists?

The ability of a journalist to relay information in a clear, concise way.

How did you design this page?

Using Adobe InDesign. Typeset in 20pt Berthold Akzidenz Grotesk Medium, Regular and Bold.

Why did you design it this way?

The questions were simple. They required easy to decipher answers that could be read at a glance. I separated the questions from the answers by changing both the color and weight of the type.