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DESIGN FOR JOURNALISM

PART I

What is Design?

Design is everywhere. It's what drew you to the last piece of clothing, product or furniture you bought and it's what made online banking possible. It's made subways easier to access and it made Gucci a name. It's driving whole business cultures and making sure environments from hospitals to airports are easier to navigate. It's also the way I choose to layout this page. The single word 'design' encompasses a lot, and that's why the understandable search for a single definition leads to lengthy debate to say the least.

Dictionary definition on the other hand is:

“Realization of a concept or idea into a configuration, drawing, model, mold, pattern, plan or specification on which the actual or commercial production of an item is based and which helps achieve the item's designated objectives”

What is Journalism?

Journalism is the activity of gathering, assessing, creating, and presenting news and information. It is also the product of these activities.

Dictionary definition on the other hand is:

“The collection, preparation, and distribution of news and related commentary and feature materials through such media as pamphlets, newsletters, newspapers, magazines, radio, motion pictures, television, books, blogs, webcasts, podcasts, and e-mail.” “Journalism is continually evolving to meet the needs of its audience.”

What is Design for Journalism?

Design for journalism is a combination of everything defined above. It is a perfect combination on how to express, illustrate and speak with the help of visual and written design. The perfect gateway to speak to your audience and catch visual attention at the all at the same time.

How did you design this page, and why?

-Using favorite font: “Didot”

-Using various font sizes differentiating headlines, paragraphs and quotes.

- Using lines and inserts.

- The choice of going with all black fonts.