**Pitch:**

For the feature story, I used a story I wrote last semester about a surprising trend in small retail businesses: They are thriving in rural areas and suffering in urban and suburban ones. This story works well for the assignment because it has the required elements: photos, graphs, subheads, a pull quote, etc. It is a business story and rather serious and analytical in nature, so my design reflects those themes.

**Build process:**

For the spacing, margins, and padding on my feature story, I think the result is fairly standard even though it took a lot of troubleshooting to achieve it. I got the photos to display at the same width, although for some reason I had to target the img tag instead of a container div. I also had to try many times to remove weird gaps between the elements, such as between the caption and first paragraph. Using the inspect feature on Chrome helped me identify the problem.

I used the @media function in css to reduce the article width on smaller screens. I also made the headlines and section header smaller for mobile. Finally, I have a headshot that is small with text going around it that I made full-screen on mobile. I can’t test the mobile very well, when I drag the size of my browser to the smallest available setting it doesn’t change. But when I use the inspect tool, it looks as intended for the mobile display.

I added one more photo (headshot of Becky McCray) at the end because I wasn’t sure if the four multimedia elements included the topper photo.

**Design and editorial decisions:**

For the typography on this piece, I chose a nondescript san-serif font. It’s a business story, so pretty buttoned-up in style and I didn’t want any display fonts. I played with the letter spacing on the byline and photo caption. I did go with a serif font for the headline, which seems like a standard choice.

For the color, I added a dusty blue with a highlight of red in the graphics. This is a business story and the blue projects stability and trustworthiness. It contrasts well with the red, which in the graphics denotes negative growth. I also added the blue to a section header at the top and the pull quote to tie it together. After I added the smaller inset photo, the photo credit seemed to blend in with the photo caption, so I made all the photo credits blue.