

THE CORD

Congratulations! You're the new **Graphics Editor** at The Cord! This position means responsibility and tons of fun! Your main duty is to provide select articles with visuals. These go in print and/or online. Optimally, this task is shared among your volunteers. Your job also involves training volunteers to produce appropriate graphics for the paper. I'll be around during the summer and the winter semester to help you enjoy your job. (fall? I'll be in France sending you postcards and pics of the beach)

The year starts in May, with one issue per month for the summer. This eases you into the position so you can hit the ground running when weekly production begins in September.

PRODUCTION

Regular production goes from Monday to Tuesday, after which the paper is sent to the printers. You'll be working closely with the amazing section editors, Lena Yang, and me!

The paper is divided into two sections, Section A and Section B.

Section A is made up of Sports, Features, Arts & Life, and Opinion. This section works to get stories laid out on the first production night, so make sure your volunteers know to finish these graphics by Monday afternoon.

Section B is made up of Local and Campus News. These graphics are used to just provide a general idea and so are less open to artistic interpretation; but you can always find new ways of depicting stories. This section is completed on Tuesday, but you should still try to get them on Monday at the latest!

REQUESTS

You'll be given a link that lists all the requests for the next issue. It's good practice to check them off (colour-code if you want) when you or a volunteer takes them.

3/25/2015 20:13:22	Kate (EIC)	Illustration - News	No	University of Waterloo prof part of a study that says a parallel universe could exist
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Most of the graphics requests will come in on Wednesday (some might be in late Thursday), so send them out to your volunteers as early as possible. Do try to get them back as early as possible, so that you're not stuck late in the office.

The ed cartoon is decided every Sunday at the ed board meeting. Basically, we take a funny spin on a story of the week that goes in a square graphic in the Opinion section. We just bounce around ideas, so if you're not sure what someone means, you can ask for clarification. You can assign this to a volunteer that you trust.

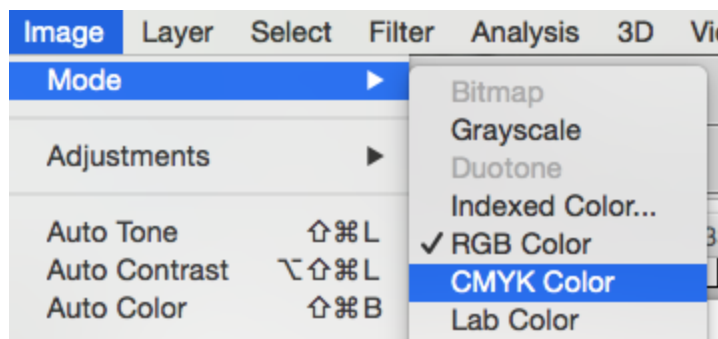
During the meeting, you generally know for sure which stories are going in the paper. Always stay in communication with the section editors, so that you or your volunteers don't end up drawing for a dropped article (it really sucks).

Sometimes, the story just doesn't come through, or it only goes online and not in print. Whatever the situation, be honest with your volunteers. They'll appreciate it.

- ★ Graphics should not have a white background, or white objects touching the edge because it won't print clearly the paper. Make sure to relay this to volunteers when they start.
- ★ All files should be created at 300 dpi, so they print clearly and boldly.

FILE FORMAT

So the artwork is ready to go into the paper! Each piece requires three files (one jpg, and two .tiff). The .jpg goes in the Online folder, and .tiff files go in the Section folder.



You can set up keyboard shortcuts for this to speed up your process

1. **'RGB' .jpg:** Simple. This is for files going online. It goes in the respective subfolder in the folder marked 'Online'. *Title - Illustrator online.jpg*
2. **'CMYK' .tiff:** This is a colour version of the piece going in the paper. By default, images in Photoshop are RGB, so you'll have to change it (see the picture over there?) You can select the file extension, when you 'Save As...' *Title- Illustrator cmyk.tiff*
3. **"BW" .tiff:** This is the black and white version going in print. In this case, you would click grayscale in the drop-down menu. It's OK to tweak this one to make sure the colours print well. *Title - Illustrator bw.tiff*

If you like, you can also create animated .gifs with your work to go online. It's just an extra feature, but if you or your volunteers are interested, go for it! It will look amazing.

VOLUNTEERS

You may love your job, but volunteers are the key to a healthy paper (and a healthy you). Here's the thing, friend: right now, we don't have a lot of graphics volunteers. We have just one at the moment. That's **Laila Hack** (hack7080@mylaurier.ca). Her work is consistent and

you don't need to worry about her. Lena and I will also be helping you out (you can't stop me from drawing, so don't try).

My plan is to get at least 10 volunteers for some diversity in art style. I'll be scouting over the summer for new talent. If you have any friends that are interested, please direct them to apply and become The Cord excellence! Otherwise, keep your eyes (and ears?) peeled.

That's it! Welcome to The Cord, I know you'll love the experience!