



# The Dartmouth Design

**introduction packet**

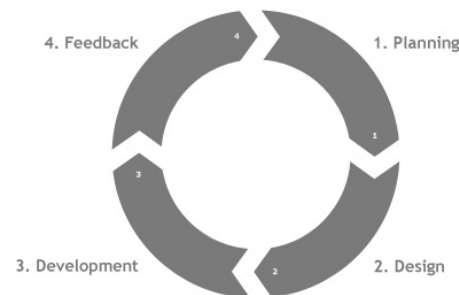




# what

The Dartmouth has combined the various design teams which worked on the Business and Editorial staffs into one section.

This combined section is responsible for:  
infographics  
ad design  
centerfolds  
covers  
web design  
layout...



# why



Previously, design work has been unpredictable. Staff members often did not know when they would be called in to work, and occasionally Editorial was unable to find someone to do complete a design.

By combining short-term

tasks for the print newspaper with longer-term projects such as designing new websites and updating our corporate image, the unified design team will provide greater flexibility and predictability to designers, while fulfilling more of the paper's needs.

# who

Nook Harquail  
Elizabeth McNally  
Robbie Neuhaus  
Dario Aharpour  
Rebecca Xu  
Ali Dalton  
Kathy Rao  
Allison Wang  
Anthony Chicaiza  
Victoria Nelsen  
Chris Yih  
Alison Guh



# workflow

request recieved > claim project on google doc > design >  
save source files on server > export files > (review/revision) >  
mark as done on google doc

# when

The whole team will meet once a week to share ideas, do design critiques, and review progress on long-term projects. If we don't have much to talk about, meetings may be short, or cancelled entirely.

Since editorial's design needs are often unpredict-

able, we'll need people available to do design work on every production night (Sunday through Thursday).

Therefore, we'll use the [\[redacted\]@thedartmouth.com](mailto:[redacted]@thedartmouth.com) google calendar to organize peoples' availability. Everyone is expected to

be sign up for at least one 2-hour shift each week.

You don't have to physically come into the offices until Editorial needs a graphic, but you should be able to come within ~15 minutes of being called.

For each chart:

**check** every box that is a convenient time

circle **one** box that represents the most convenient time for you.



## design shifts

Su M Tu W Th F Sa

after noon

after five

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name

email

# how

Since nearly every part of the paper requires design work, we will often work with other sections of the newspaper. Frequent collaborators will include The Mirror, News/Production, Advertising, and Technology.

The length of projects will vary from 10-minute ad designs for clients to term-long web design projects.

As broad as our duties are, we also have certain limitations. For example, all statistics for info graphics are to be gathered by reporters/editors, so that designers can focus on visual presentation rather than research.

In order to keep our designs modifiable, we will be working in Indesign, Illustrator, and Photoshop, and doing as little destructive editing as possible.

Although the news production cycle is very fast-paced, the time it takes to make descriptive layer names and groups will be rewarded when it comes time to modify them.

Whenever possible, we will get feedback for our work from Editorial and Business. We will also do internal design reviews and brainstorm new projects. We'll iterate larger projects many times before completion.

## login info:

Business Computer Pass:  
Designer  
linecolorshape

Server login:  
Finder > Go > Connect to  
Server

You should save your  
works in /Design/Graphics  
(psd/indd/ai)

gmail login:

calendar/docs:  
calendar.google.com  
drive.google.com

name \_\_\_\_\_

phone # \_\_\_\_\_



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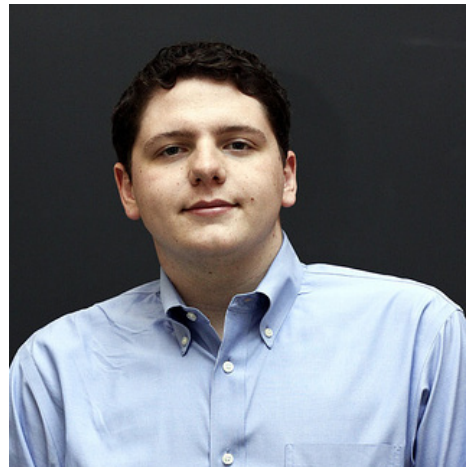
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|--------------|--|--|--|--|--|
| web design   |  |  |  |  |  |
| infographics |  |  |  |  |  |
| ad design    |  |  |  |  |  |
| illustration |  |  |  |  |  |
| layout       |  |  |  |  |  |



# who else



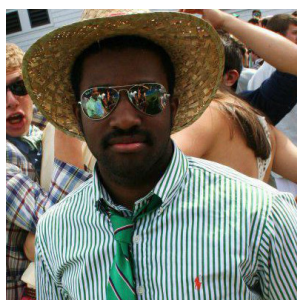
**Jenny Che,**  
Editor in Chief



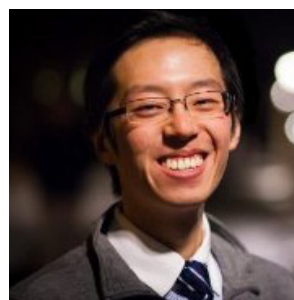
**Gardiner Kreglow,**  
Publisher



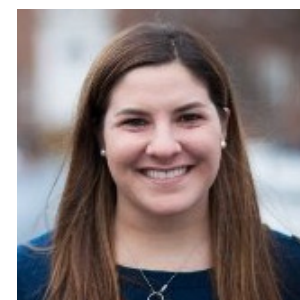
**Diana Ming,**  
Executive Editor



**Kasey Boyd,**  
Ad Director



**Richard Yu,**  
Tech Director



**Felicia Schwartz,**  
Executive Editor

# whither

The direction this section takes will depend on the changing needs of the paper.

Equally, your interests and skills will dictate what projects we take on and how much time we devote to each one.

Most importantly, this should be a fun and valu-

able experience for you.

If there's an area of design or software technique you're interested in learning, someone on the team can probably help you learn.

If you have suggestions for improving the section, don't hesitate to contact Nook or Gardiner.

“ We reward talent, dedication, and responsibility as a trio, but there's no set timeline for promotions. ”

~ Gardiner Kreglow

