

Visual Communication Project 3

# Newspaper Redesign: The Free Press Journal

Presented by:

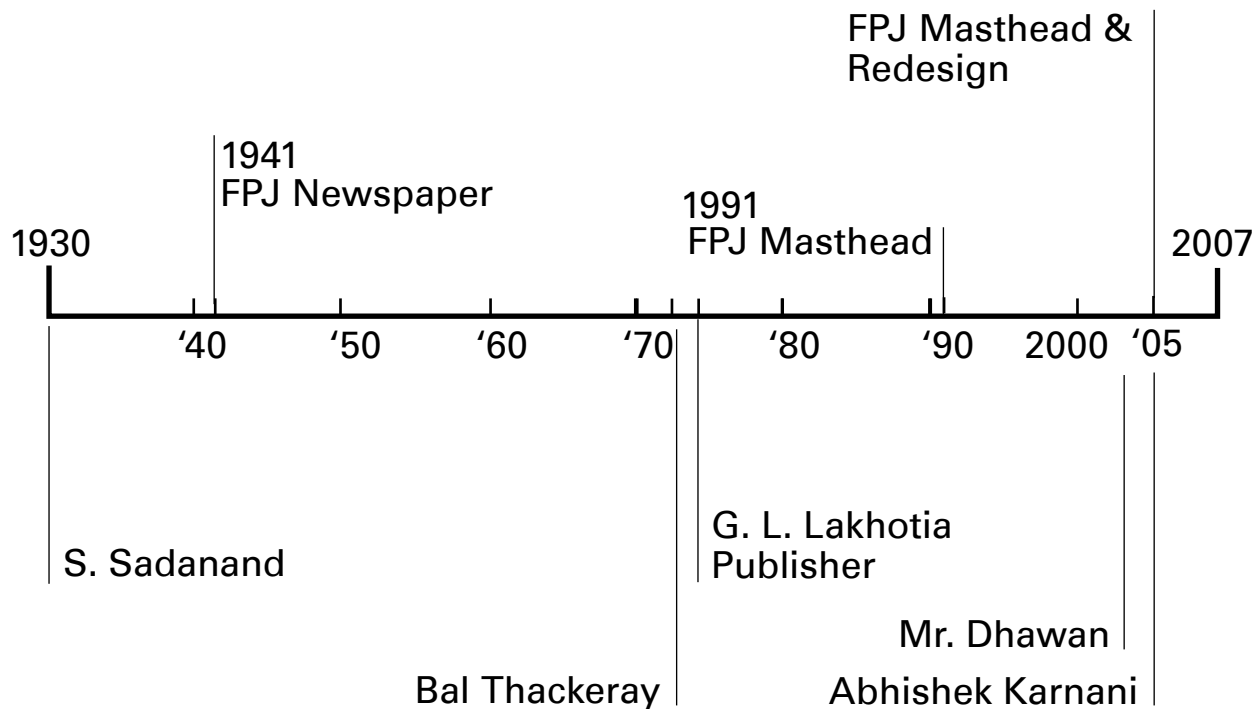
**Geetanjali Srivastava**  
**0626004**

Guide:

**Prof. G. V. Sreekumar**

Industrial Design Centre  
Indian Institute of Technology  
Powai, Mumbai  
2007

# About the Free Press Journal



- > The newspaper was set up in 1930 by S. Sadanand.
- > Oldest English Daily newspaper from Mumbai
- > A heritage of 78 years of publication
- > Began as a news agency which compiled news
- > It was at the forefront of freedom struggle against the British rule

# About the Free Press Journal



Front page of FPJ



Back page of FPJ



Editorial page

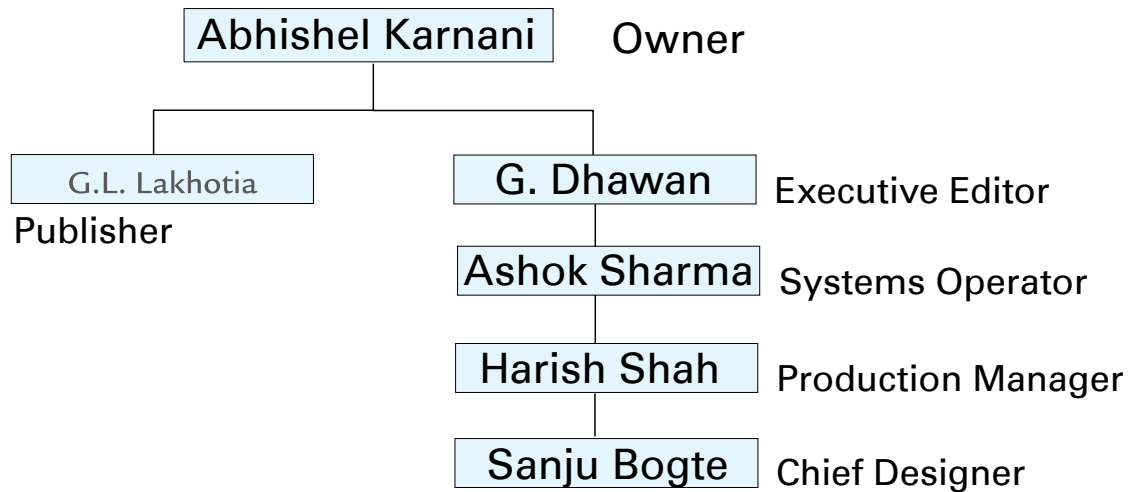


Supplement: Front Page

- > Owned and managed by Mr. Abhishek Karnani
- > The Free Press Journal carries news of local interest
  - middle-class and business readers in the suburban region
- > Business, market and tender information for the commerce sector
- > Circulated and read in Navi Mumbai, Thane
- > Logistics indicate family readership
  - does not contain objectionable content
- > Priced at a Rupee only

# Current Scenario

## The FPJ Team



> Readership figures indicate 4-5 lakhs of FPJ readers and the monetary consumer copies 75,000 copies/ day.

> Readership age group currently ranges from 35+ years

> The company is seeking the target audience of 18+ readers.

## Printing & Production Details

1. Overall size is 350 mm  
x 545 mm

2. Print area: 329 mm x 520 mm  
(excluding margin area)

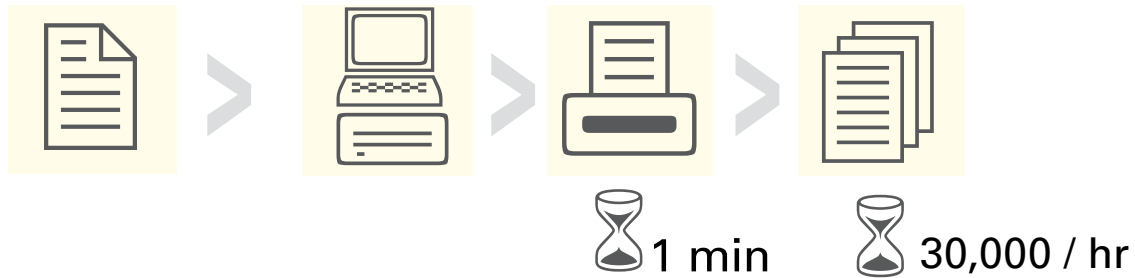
Paper Quality:  
45 to 48.8 GSM

Indian newsprint  
(standard newsprint)

1. Daman Ganga
  2. Rama for inside pages
  3. Padamjee for colour pages
- Rs. 20 – 25 per kg

One reel weighs 386 kg  
The actual cost of paper is Rs. 5 per  
copy, but it sells for a Re.1

# Printing Process



> Computer to film

> The pdf file are processed by the image setter and the positives are made

> The PS plates (pre-sensitive aluminium plate is exposed for 1 minute

> Developed for another minute are then exposed using 1200 dpi (dot depth) and 85 lpi.

> Printers:

1. Newsline 30
2. Orient Seper 30

# Design Comparison of Mumbai Dailies

## Times of India



## Hindustan Times



## Daily News and Analysis



## The Hindu



## The Free Press Journal



Column Width

8 col

7 col

8 cols  
6 cols for weekend

8 cols

8 cols

Typeface

Nimrod in 7.75 pt

Nimrod

Nimrod in 8.3 pt

Utopia in 8.9 pt

Alternate with Poynter serif and Poynter bold display

Miller display  
Subhead: Knockout  
Box Body: Poynter

Gulliver and ITC Franklin Gothic (serif/ sans)

Interstate condensed  
Chronicle (serif/ sans)

Alternate with Tahoma  
Times New Roman (serif/ sans)

Print size

545 mm x 350 mm

543 mm x 348 mm

543 mm x 348 mm

555 mm x 385 mm

545mm x 355 mm

520 mm x 322 mm

518mm x 330 mm

518mm x 330 mm

530 mm x 328 mm

520 mm x 329 mm

2.4 million copies

75, 000 copies

# Existing Design- Pros



Use of typographic chunking



Bars, rules segregate elements

Credit line followed by rule



1. Typeface selection for body Utopia

2. Use of rules and boxes to stack/ segregate stories

3. Information hierarchy 'City' highlighted by colour + upper-case + separated from story using dotted rule

4. Flyer accompanied by pull quote



# Existing Design- Cons



← Ineffective visual chunking

↓ Bold rules/  
inconsistent width



↓ Boxes of varying  
column widths/  
colour

1. Lacks a system
  - > Inconsistent in terms of its colour palette, fonts and graphic style
2. Design in limited and conflicting
  - > new colour is introduced everyday
  - > no consistent style of illustrations
3. Ineffective visual chunking
  - > Vertical & horizontal rules separate each story, use of both may not be necessary,
  - > Too many rules divide the gutter space which is narrow
  - > Use of bold rules
4. Cluttered inside pages  
The pages inside look 'grey'
5. Typography lacks synchronization and aesthetic sense,

# Existing Design- Cons



- ← Web font
- ← Inconsistent coloured boxes
- ← Ineffective Visual chunking



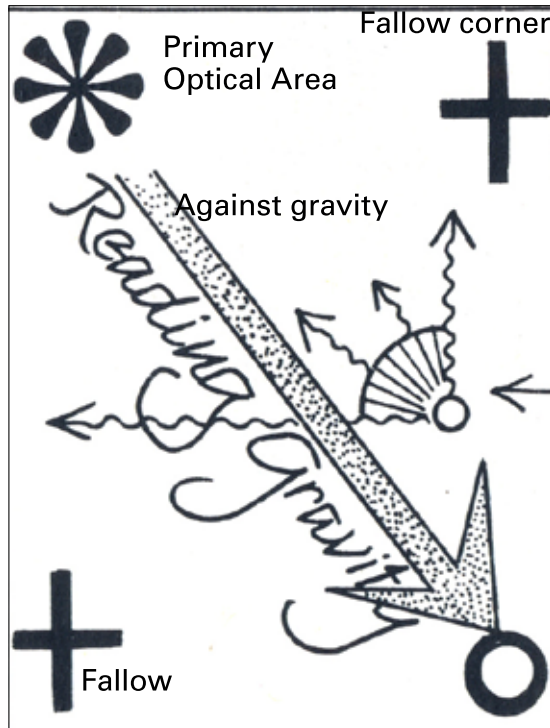
- ← Small column height for a 3 column story

- Web fonts Tahoma have been used for headlines.
- Body text too fragile, weak when viewed against poor quality newsprint and headlines
- Headlines displayed in All-caps, neither left/centre aligned
- Advertisements scattered all over the page
- News pages segregated in supplement format

6. Lacks creative design  
 > scope for making the sports and features pages dynamic and interesting

# Existing Design- Cons

Guttenbergs' reading diagonal



1 Optical magnets across the page

2 Avoid reader immediately 'o' area

3 Difficult to get the reader to go backwards  
"against gravity"

7. Character/ personality is vague and indistinguishable

> legacy behind the paper

8. Presentation of news is poor and unstructured

# Why a redesign?

Desirable qualities of the end product

1. Continuity in Visual Style
2. Establish clearly the personality of TFPJ
3. Graphical layout will need to match editorial goals

1. Views of the readers, editor  
“ The paper should look newsy and serious and should reflect the editorial goals of the paper.”

Editorial goals:

“We present independent, free and fearless journalism till date “

2. Too much information in the size, yet cluttered
3. Consistency in system
4. Reader friendly

# Design Goals

Aim: To establish a system for the product that is consistent and stable.

Yet flexible and evolving when advertisements need to be incorporated

1. Fundamental re-structuring information hierarchy
  - should help the readers 'find'
  - without wasting their time
  - without much effort

2. Redesigned in accordance to its positioning in the market and
  - Readership: Presently 35+
  - Target readership 18+

3. More words per line, increasing the overall word count

## Scope of work

1. Standard grid system for placement of text and images
2. Work out a system for placement of advertisement space and news space
3. Typographic fonts:
  - Legible type for the headers and sub-header, readable body type
  - An efficient indexing or 'navigation' system to help with clear hierarchy of stories
4. A new and sophisticated colour palette/ attractive mix of hues on coloured pages



# Newspaper Typography: How is it different?

## Popular typefaces for newspapers

Helvetica Helvetica Helvetica Helvetic  
ica Helvetica Helvetica Helvetica  
Helvetica Helvetica Helvetica  
Helvetica Helvetica Helvetic  
a Helvetica Helvetica  
Helvetica Helvetica

Miller text Roman Miller text Rom  
Miller text Roman Mil  
Miller text Roma  
Miller text Rc  
Miller text

Interstate Interstate  
Interstate  
Interstate  
Interstate

Poynter Agate One  
Poynter Agate One  
Poynter Agate  
One Poynter Ag-  
ate One **Poyn**

Stone serif for headlines  
Utopia for body text  
Poynter for headlines  
Minion for headlines

1. Typefaces robust that can withstand high speed web offset printing

2. For the body- type the type face should be such that is has a reasonably large x- height ratio

3. Contrast is the key, by mixing san serifs and serifs,  
- obvious contrast

4. Italics are used in headlines usually for softer human interest stories

A highly legible font family

1. In smaller sizes
2. Clear unambiguous character shapes make easily readable blocks of text

Clarion for headlines

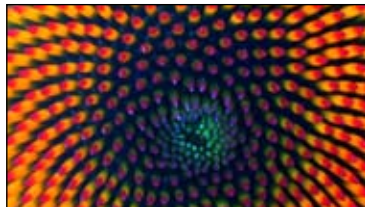
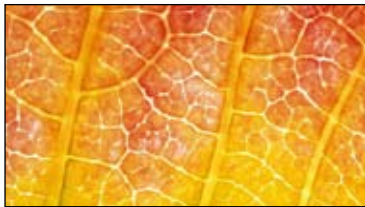
# Design Process

## Conceptualisation

Orderly/ uniform  
order in spite of chaos,  
establishing grid lines



Golden proportion of the nautilus



Fractal geometry in veins of a leaf



Organization  
within nature

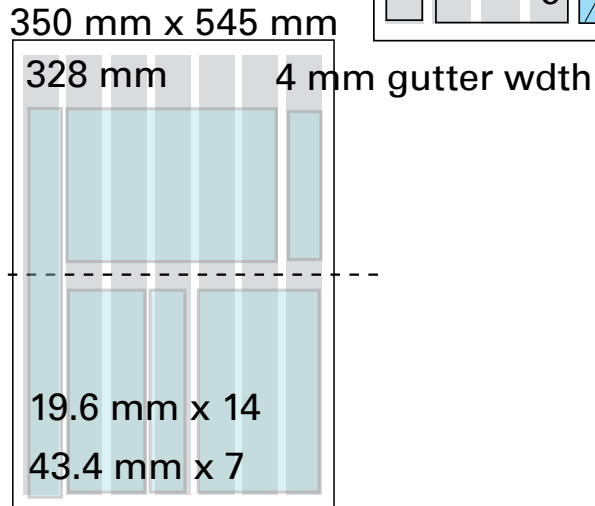
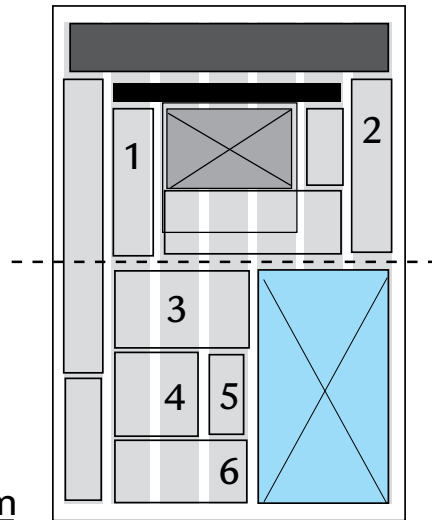
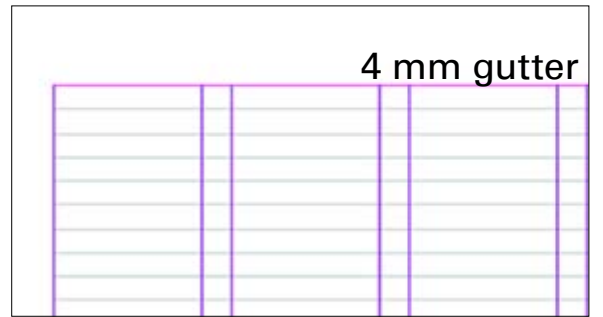


Order at an airport



# Problems Tackled

## Grid



43.4 mm  
5-6 words  
28-30 characters per line (in 8 pt size)  
(reading easier with lesser jumps and pauses)

1. Seven column grid which was more flexible in terms of odd sized ad placing

2. Good reading width:  
The column widths become wider enabling more characters per line

3. Lesser spill-overs to the inside pages

4. Contrast: contrast between horizontal and vertical structures

5. Consistent copy fitting: layouts appear cleaner

4 mm gutter width  
- bigger appearance horizontally

# Problems tackled: Type Selection

## Body Type

Dutch811

Designed by Matthew Carter

AaBbCcDdEeFfGgHh-  
IiJjKkLlMmNnOoP-  
pQqRrSsTtUuVvW-  
wXxYyZz

Dolenim numsandit nonsed del euguero conulput adiamco nullut nos accummo dolobore mod

Dutch 811 pt size 8 on 9  
single column text

---

Dolenim numsandit nonsed del euguero conulput adiamco nullut nos accummo dolobore mod mod magna conulluptat.

Dutch 811 pt size 8 on 9  
One and a half column text

---

Dolenim numsandit nonsed del euguero conulput adiamco nullut nos accummo dolobore mod mod magna conulluptat. Duisl ulputat iuscillum dolor sit, quat am, quisi blamconsed er sequat ipsuscip

Dutch 811 pt size 8 on 9  
Double column text

---

Dutch811

1. Relatively large x- height
2. Legible in 8 pts over 9 and thus enables to fit more text/ Line
3. Strokes & serifs of the type give robust & elegant appearance
4. Ascenders & descenders appear to give the columns overall texture in varying spaces  
- not look monotonous
5. The contrast in strokes stand out on the dullest colour of newsprint  
(which is applicable in this case)

# Type Selection

Headline 1

Kepler

Designed by Robert Slimbach

AaBbCcDdEeFfGgH-  
hIiJjKkLlMmNnOoP-  
pQqRrSsTtUuVvW-  
wXxYyZz

Kepler

1. Captures modern style in humanistic manner
2. Calligraphic detailing
3. Strokes & serifs of the type give elegant and refined appearance

# Type Selection

Headline 2

## Benton Sans

Designed by Tobias Frere-Jones

**AaBbCcDdEeFfGgH-  
hIiJjKkLlMmNnOoP-  
pQqRrSsTtUuVvW-  
wXxYyZz**

- > The character set is compact
- > descenders are shallow  
(less vertical width)

## Benton Sans

1. Inspired by the News Gothic
2. Consistent and even stroke widths
3. Like News Gothic, Benton Sans follows the neo-grotesque model
4. story lowercase a, the two-story lowercase g,
5. The tail of the uppercase Q is distinct for being located completely outside the bowl

## Masthead

### Options

The  
**FREE PRESS**  
Journal

The  
**FREE PRESS**  
Journal

THE  
**FREE PRESS**  
JOURNAL

Designed by Carol Twombly

> Needs to be 'spotted' at the news stands

> Standout from the rest

> Represent the identity/  
personality of the newspaper

### Why Trajan?

1. Classic Roman letter forms

2. Influenced by the style of the  
chiseled writings of the Romans during  
the first century AD.

3. An ancient style (to bring out FPJ  
legacy)  
- clarity and beauty

3. Serifs of the type give  
elegant appearance

# Box Car (Options)

## The **FREE PRESS** Journal

Sleuths zero in on 2 PAK players An vulla coreet **13**

Priyanka set to campaign for state polls in UP **17**

Priyanka set to campaign for state polls in UP **24**



Vol.78 no.47 | 24 pages | Re. 1

Reg. No. MH/MR/SOUTH-105/2006-2008

Mumbai, Monday, April 2, 2007

# THE FREE PRESS JOURNAL

Mayawati Woos Brahmins To Bolster Chances **2**

Dalai Lama security tightened **5**

Angry students hurl rocks at British Embassy **8**

Pigeon becomes WC's leading wicket-taker **10**

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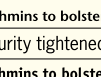
## The **FREE PRESS** Journal

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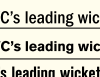
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 Pigeon becomes WC's leading wicket taker **pg 5**

- > Minimal clutter
- > Utilise fallow corner of the page
- > Smart indexing and navigational points
- > Enable readers to browse through the news briefs in one glance
- > What to expect in the inside pages.
- > Turn quickly to the news item they desire to read

# THE FREE PRESS JOURNAL

Priyanka set to campaign for state polls in UP **6**

Pigeon becomes WC's leading wicket-taker **12**



Vol. 78 no. 47 | 24 pages | Re. 1

Tuesday April 2, 2007 | Mumbai

Reg No. MH/ MR / SOUTH- 105 2006- 2008

## INSIDE PAGES

### > NATION

Security Beefed up for SAARC summit [pg 3](#)

### > HEALTH

20-min oral swab test for HIV [pg 3](#)

### > BUSINESS

MERC curbs on TATA power [pg 3](#)

### > MARKET

Bayani to nurture entrepreneurs [pg 3](#)

### > FPJ SPORT

Massa on pole in qualifying today [pg 12](#)

### > FPJ MUMBAI

Dance with Sandeep-Soparkar [pg 3](#)

### TODAY'S Feature

- Hot Wheels on the runway
- Miss India live on air [pg 4](#)
- Sunday Mirror [pg 18](#)
- Mirror [pg 18](#)

## BRIEFS

### Proposed Colours



C= 0  
M= 0  
Y= 8  
K= 0



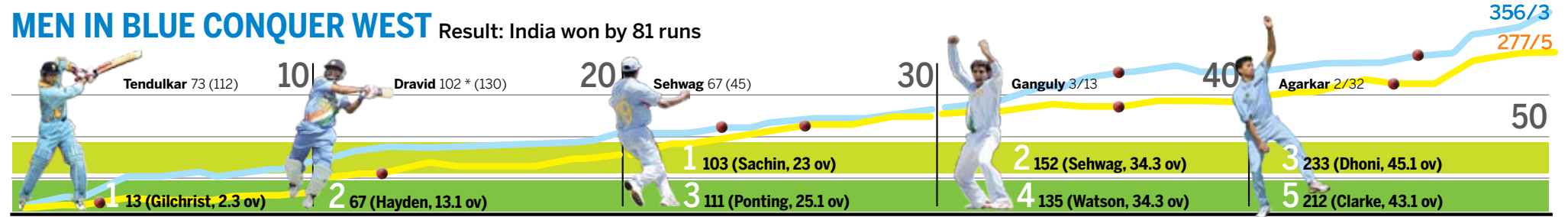
C= 15  
M= 100  
Y= 100  
K= 0

Chunking

Information Density

Short Attention Span

# Information Graphics



**1944**

Rajiv Gandhi was born in India's most famous political family. His grandfather was the Indian independence leader Jawaharlal Nehru.



**1967**

He was married to Edvige Antonia Albina Maino (Sonia Gandhi), an Italian national he met while in college at Trinity College University.

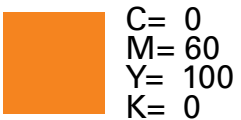
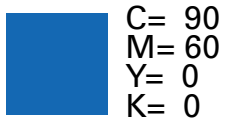
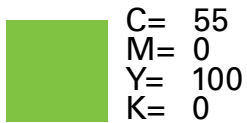


**1985**

Rajiv with Dr M. G. Ramachandran and President R.Venkatraman at the unveiling of the statue of Poet Subramania Barathi.



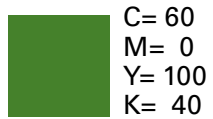
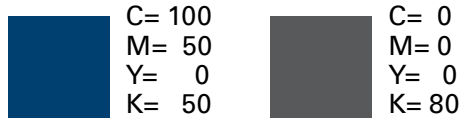
## Proposed Colours





# Colour Palette

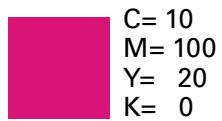
## Front Pages



**14** **TENNIS** Nadal vs Federer **LIVE** at 1500 hrs on Star Sports

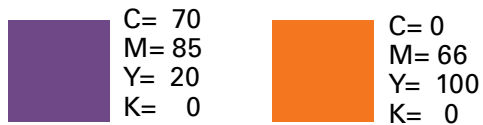
## Features Pages:

### Galm!



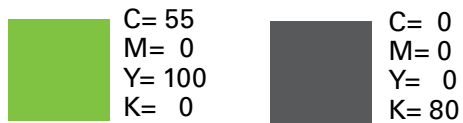
**GLAM!**  
**LIFESTYLE**

### Lifestyle

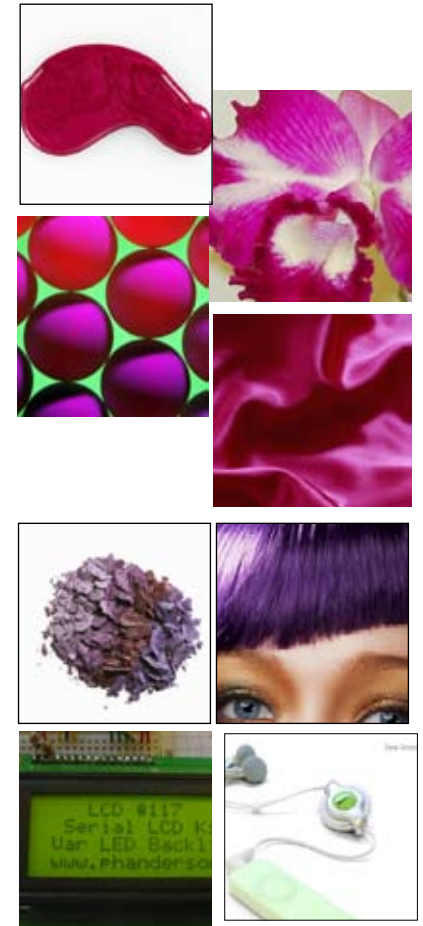


**BiteOn 1**

### Tech-talk



**TECH TALK**  
**ByteThis 1**



# Pagination



- 1 Local pages
- 2 Nation
- 3 World
- 4 Sports
- 1 Classified

## Classic, Compact

Classic packaging where all pages merge into one volume

Compact & easier to navigate package

# Editorial Suggestions

Priyanka set to campaign  
for state polls in UP

6

Pigeon becomes WC's  
leading wicket-taker

12



## Artefacts

- ▶ Turn to page 2,5,6 for more coverage on the story
- ▶ See pictures 14,24 EDIT- OPED special tribute pages

FPJ

▶ page 6

By AKSHAY SAWAI  
Guyana

“Tendulkar should think in terms of retirement instead of trying to eke out a career.”  
- Greg Chappell

2

THE FREE PRESS JOURNAL | Mumbai | Monday April 2, 2007



**FORMULA 1** Watch Raceday **LIVE** at 1745 hrs on ESPN  
**TENNIS** Nadal vs Federer **LIVE** at 1500 hrs on Star Sports

1. Establish a system for the above the fold content
2. Indian box car  
Carrying an image of an indian social, political, sports, cultural personality
3. A 'feel good' story for anchor
4. Inclusion of highlighted facts and figures
5. Carrying facts and figures will be imperative with factual stories
6. Standard sizes advertisements
7. Sporting events on sports page
8. Bigger photographs as anchor points

# Old and New

## Masthead





# Old and New

## Front page

**THE FREE PRESS JOURNAL**  
MUMBAI

### SUPPLIERS TOLD TO BRIDGE SHORTAGE

**POWER WOES**

### MUMBAI HOTTING UP DUE TO LIBERAL FACTORS

### Big Bazaar forced to re-hire sacked staff

### Was a poison used to mask Woolmer murder?

**LAST WORD**  
**Sachin, now just a comic hero?**

**WORLD ECONOMICS**  
**Celebrate the 40th birth day of Goda Pankaj with 'Goda'**

**THE FREE PRESS JOURNAL**  
MUMBAI

### Suppliers told to bridge shortage

### Big Bazaar forced to re-hire sacked staff

### Was a poison used to mask Woolmer murder?

### Sachin, now just a comic hero?

**POWER WOES**

**WORLD ECONOMICS**



# Old and New Inside Pages

## FPJ WORLD

**THE INDIAN THREATS WITH DRUG TRAFFICKING**

**NO SECRET AGENCY IS ABOVE LAW: PAK SC**

**Lawmakers planning to impeach Bush**

**China's president on 3-day Russia visit**

**Girls raped, mutilated in Nepal: Rights activists**

**Malaysia jail not for French 'Spiderman'**

**Baroda Pearls to go under hammer**

**FREE PRESS**  
Answer every week!  
And win **Rasna QIR Hampers**

**I LOVE U PUNJAB!**

**Your questions for this week:**

1. The height of the case is greater than...  
2. The most important aspect of the case is...

## 08 WORLD

**Iraq's civilian deaths up in March**

**Angry students hurl rocks, firecrackers at British Embassy**

**Officials concerned about drinking habits**

**The Pope hopes...**

**US, S Korea rapped over spy flights**

**Major challenge for wine industry from global warming**

**China to host Pan-Asian games in 2008**

**Wipro on recruitment drive**

**Merkel invites Israelis, Palestinians for talks**

**Teeragee son kills father**

**Personal use good ground for eviction, rules HC**

**Eid Mubarak!**

**State Govt plans to legalise slums**

**Cong-NCP toying with the idea of tabling a bill in the Assembly**

**Why get rid of girls?**

## FPJ MUMBAI

**Mani Ratnam goes by film content, not genre**

**ALL FOR THE BIG DAY!**

**MHADA's revamp plan under scanner**

**No free houses for slums after '95**

**Hefty fine for dumping debris in wrong place**

**Pravin hated Pramod since long**

**SC appoints two doctors to run Lilaavati hospital**

**Assembly witness Tu Tu main**

**Brother's letter**

**Mahaan Tria DAY 4**

## 3 MUMBAI

**Teeragee son kills father**

**Personal use good ground for eviction, rules HC**

**Eid Mubarak!**

**State Govt plans to legalise slums**

**Cong-NCP toying with the idea of tabling a bill in the Assembly**

**Why get rid of girls?**

**Free to be India's first unaided city**

**Why get rid of girls?**



# Old and New Inside Pages

**6** **Edit** HAPPENINGS LEFT BY THE ACTUALIZATION OF WHAT IS WROTE

**FREE PRESS** Founder Editor: S. Srinivasan, Sunday March 27, 2007

**The coach crisis**

**Left must do everything to stop investors from leaving Bengal**

**APRIL 2007**



**APRIL 2007**

**Rave' culture can throw India into an abyss!**

**World's smallest scissors**

**LETTERS TO THE EDITOR**

**Dear editor, give award to other genres**

**Forward' unmet**

**Panel, investors must quit**

**Shattered dream!**

**They lack will to win**

**Stock and shares**

**Quit money wast!**

**Water high, inflation high**

**Consumer water**

**OPED** THE WEEK'S TALKING POINTS (Weekly) (Wednesday) 07

**Bob's Banter** Robert G. Goss

**Delhi On Platter** Suraj K. Jha

**A Brilliant Speech..!** Karunakaran is unfathomable

**Inflation to Afzal..**

**Rajnath era in BJP**

**Arun Jaitley's woes** Amar Singh announces willingness to return

**CSIS had Air India warning in '85**

**U.P. politics in fast drive**

**TOTAL QUALITY OUR COMMITMENT**

**Central Warehousing Corporation**

# Conclusion

## FORMAL EXPERIENCE

1. Intensive navigation system and structuring in the information
2. Attempt to make the newspaper look sober, clean, formal & informative
3. Special attention to Type combinations
4. Eye- movement:  
Careful placement of anchorage elements across the page

## PERSONAL EXPERIENCE:

1. Large scale format
2. Knowledge of typefaces for print communication
3. Application of creative ideas to factual information



# Acknowledgements

**Prof. G. V. Sreekumar  
Prof. U. Athavankar  
Prof. Ravi Poovaiah  
Prof. Anirudh Joshi**

**Mr. M.G. Moinuddin  
And Mr. Sunil Warriar  
Mr. Sumant Verma  
Mr. Abhishek Karnani & FPJ Team**

**Friends at IDC**