

# INSTITUTE OF FINE ARTS CSJM UNIVERSITY, KANPUR 2019-2020



**e- content (Glossary of Newspaper)**

**For Applied Arts**

**Students**

**(BFA 2<sup>nd</sup> year, 3<sup>rd</sup> year & 4<sup>th</sup> year)**

- by Adesh Sharma (Faculty)

Annotations of Newspapers



# Designing layout for Advertisements

- 1. Thumbnail Sketches:** The thumbnail sketch, or thumbnail is a small, rough, rapidly produced drawing the artist uses to visualise layout approaches without wasting time on details. Thumbnail are very basic. Blocks of straight lines indicate text placement, and boxes show placement of visuals. The best sketches are then developed further.
- 2. Rough layout:** In a rough layout, the artist draws to the actual size of the ad. Headlines and subheads suggest the final type style, illustrations and photographs are sketched in, and body copy is simulated with lines. The agency may present rough to clients-particularly cost conscious ones.

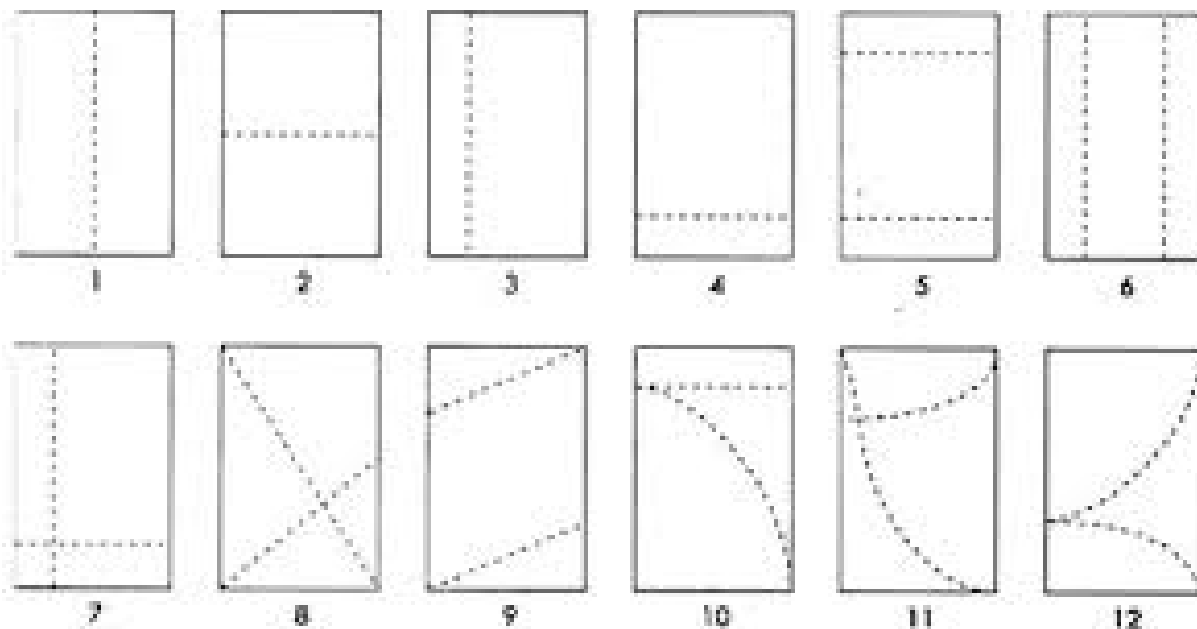
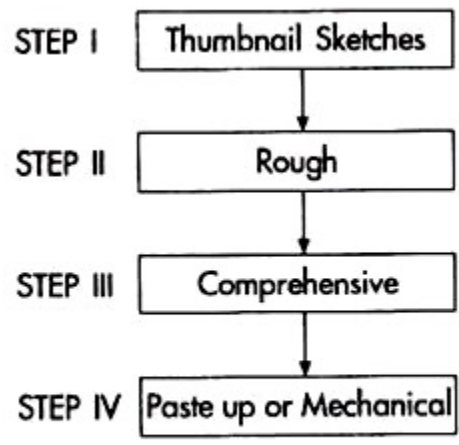
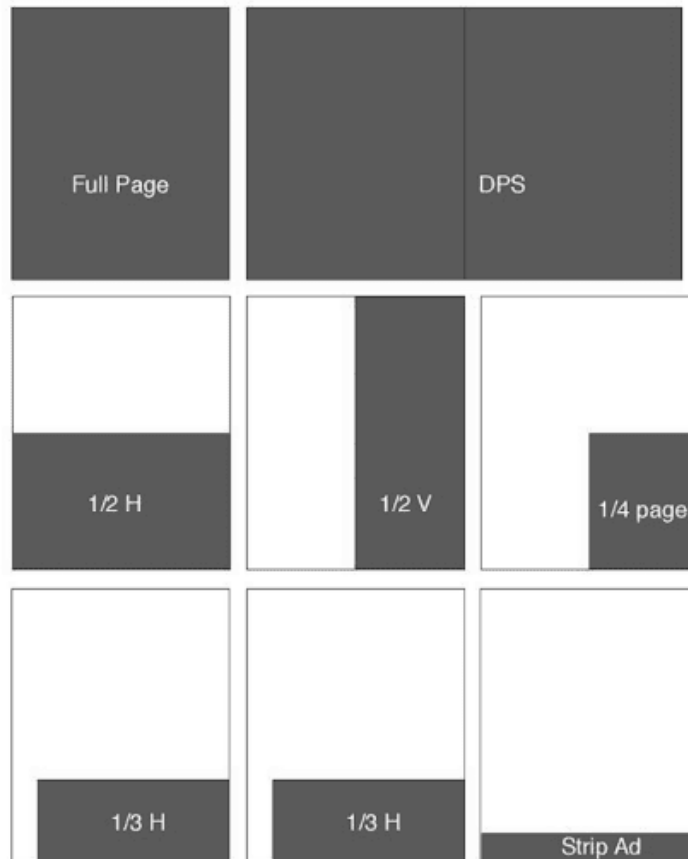


Fig 21.7 Space division illustration

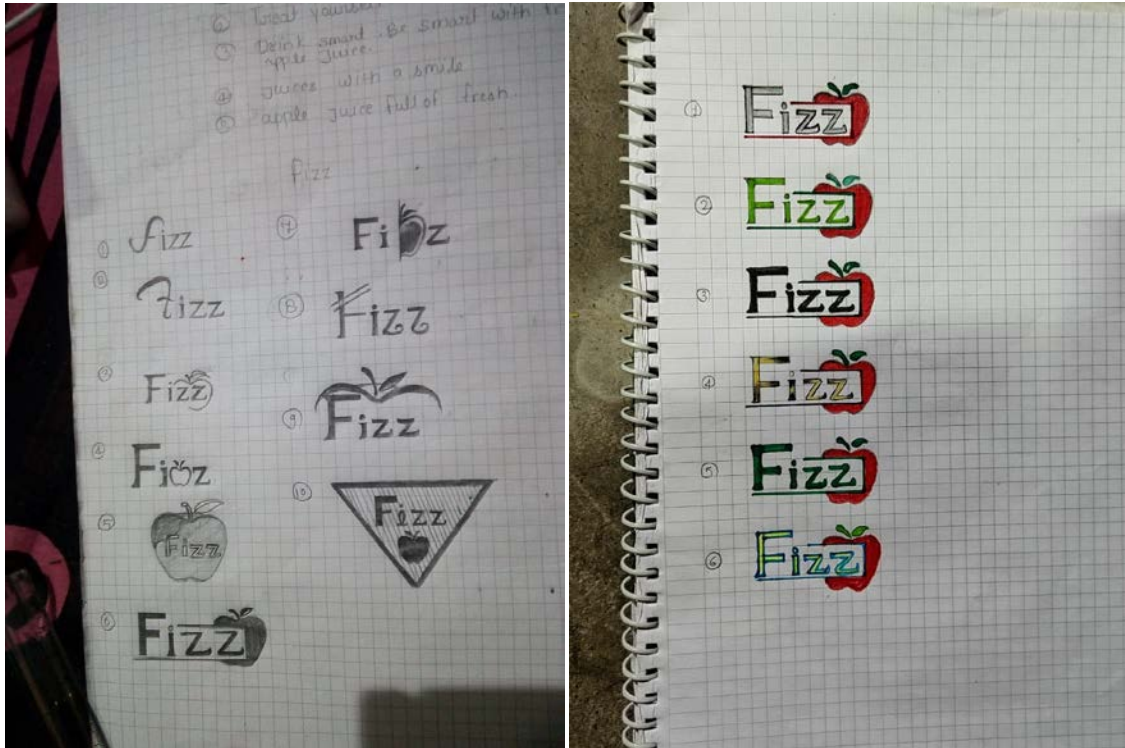
**Press advt. size in column x cm:  
60cc, 80cc, 100cc, 200cc & 400cc**



**Fig 21.5 Layout procedure**

For example 2<sup>nd</sup> year & 3<sup>rd</sup> year student-press layout

### Logo design formats



# Press advt. layout & colour dummy



**Haldi Neem Cream**  
With Multi-Action Formula

**NIVEA**

- Makes Your Skin Glowing
- Remove Extra Oil From Skin
- Safeguard Skin From Ageing
- 65/- Only
- Improves Skin Immunity
- Even Your Skin Tone

Nature's best kept secrets for healthy glowing skin  
NIVEA AN ICONIC ASIAN NATURALS BRAND TRUSTED FOR OVER 30 YEARS. NOW AVAILABLE IN INDIA. We bring to you nature's best kept fairness secrets with two powerful natural ingredients in our product. Now you can choose potent natural solutions for fair glowing skin with Nivea

Customer care no. : 2222111166 ; Email ID : nivea@gmail.com ; @niveaofficial

**RS. 115**

our best ever protection

**Dettol**

BE 100% SURE  
Protects against 100  
microbes causing germs\*

**original**

EVERYDAY PROTECTION

**LIQUID  
HANDWASH**

**#JEETEGAINDIA**  
**#HAREGACORONA**

**Stay  
At  
Home**

**Wash  
Hands  
Regularly**

**Maintain  
1.5 m  
Distance**

FOLLOW US AT    OR [WWW.DETTOL.CO.IN](http://WWW.DETTOL.CO.IN)

# Glossary of Newspaper Terms

**Ad, Advertisement** — Printed notice of something for sale paid for by the advertiser.

**AP** — Abbreviation for Associated Press, a wire service.

**Art** — Any photo, map graph or illustration.

**Assignment** — A story a reporter is detailed to cover.

**Associated Press Stylebook** — The standard reference source for reporters and editors on word usage, libel, numbers, titles, capitalization and commonly used words and phrases.

**Balloon** — A drawing, usually in a comic strip, which makes the words of a person in the picture appear to be coming directly from his mouth.

**Banner** — A headline in large letters running across the entire width of the first page.

**Beat** — A reporter's regular routine for covering news sources.

**Body Copy** — The main part of a story.

**Bold Face** — A heavy or dark type.

**Box** — Border around a story or photo.

**Break** — Initial news coverage of an event.

**Broadsheet** — A "standard" or large-sized newspaper. The measurements of broadsheet newspapers vary.

**Budget** — The lineup of news stories scheduled for the next day's newspaper.

**Bullet** — A large black dot used at the left edge of a column to mark each item in a series.

**Byline** — The name of the writer printed at the top of a story.

**Caps** — abbreviation for capital letters.

**Caption** — A title or explanatory phrase accompanying a picture. The larger type over a cutline.

**Carrier** — A person who delivers the newspaper to subscribers.

**Circulation** — The total number of copies of the newspaper distributed in one day.

**City Desk** — The area of the newsroom where local news events are covered.

**Clip Art** — A variety of art provided to newspapers on a subscription basis, for use in ads.

**Clips** — articles that have been cut out of the newspaper, short for clippings.

**Classified Advertising** — Advertising space usually purchased in small amounts by the public and published, by categories, in its own section of the newspaper.

**Cold Type** — Type that is produced photographically

**Color** — To add color to an ad to command attention and influences buying decisions.

**Color Key** — The negatives for the full color photo are made positive and put together to check to see if the colors match the original photo.

**Column** — The arrangement of horizontal lines of type in a news story; also, an article appearing regularly written by a particular writer or "columnist."

**Column Inch** — Space measurement - one column wide by one inch deep.

**Columnist** — A person who writes a regular column giving a personal opinion.

**Compose** — To set type or design pages.

**Copy** — All material for publication, whether written stories or pictures.



**Copy Desk** — Area of the newsroom where editing is done.

**Copy Editor** — The person who corrects or edits copy written by a reporter and writes headlines.

**Copyright** — An author's exclusive right of property for his works.

**Correspondent** — an out of town reporter.

**Cover** — To gather information and get facts for a story.

**Credit Line** — A line giving the source of a picture or art.

**Crop** — To eliminate portions of copy or photos by reducing the size.

**Cut** — To shorten newspaper copy; also means a newspaper photograph.

**Cutline** — The information below a picture or art, which describes it; also called a caption.

**Dateline** — The line at the beginning of a story giving the place and date of the reported incident.

**Deadline** — A time at which all copy for an edition must be submitted.

**Dingbat** — Any typographical device used for ornamentation.

**Display Advertising** — Large, frequently illustrated advertisements usually purchased by retail stores, manufacturers, service companies; advertising other than classified ads.

**Dummy** — A diagram or layout of a newspaper page, showing the placement of stories, headlines, pictures and advertisements.

**Ear** — Either corner at the top of the front page (sometimes used for weather news or to call attention to a special feature).

**Edition** — The issue for one press run: home edition, state edition, final home edition, extra.

**Editor** — A person who directs the editorial policies; or a person who decides what news will go in the paper and where it will appear

**Editorial** — An article expressing the opinion of the newspaper regarding a certain subject.

**Extra** — A special edition of the newspaper, printed between regular editions, containing news too important to hold for the next regular edition.

**Feature** — A story in which the interest lies in some factor other than the news value, usually to entertain.

**Filler** — Short news or information items used to fill small spaces in the news columns.

**Five W's** — Who, what, when, where, why (sometimes "H" for how); the major questions answered in the lead of a well-written news story.

**Flag** — The newspaper's name on page one.

**Folio** — The number (s) of the page.

**Follow-up** — A story that adds more information to a story already printed.

**Font** — A complete assortment of type of one size and face.

**Four-color** — When a color photo is needed a slide is separated into the basic colors of red, yellow, blue and black.

**Fourth Estate** — A traditional name for the press, referring to it as the "fourth branch" of government; the term indicates the role and the importance of the free press in a democratic society.

**Gutter** — The margin between facing pages where the fold lies.

**Hard News** — Factual news stories without opinion.

**Headline** — An explanatory title over a newspaper

article summarizing the main point for the reader.

**Hot Type** — old-style type made from molten lead.

**Inserts** — An advertisement that is printed apart from the regular press run, usually an independent printer, then "inserted" among the regular newspaper sections.

**Inverted pyramid** — A method of writing by placing parts of the story in descending order of importance.

**Jump** — To continue a story from one page to another.

**Justify** — To space out a line of type so that each line fits flush to the margin.

**Kill** — To strike out copy or take out type not to be printed.

**Layout (also known as Makeup)** — To position editorial, pictorial and advertising elements on a page to prepare it for the camera and printing.

**Lead** — The first few sentences or the first paragraph of a news story, containing the summary or the introduction to the story

**Leading** — The amount of space between lines.

**Libel** — Publication of material unjustly injurious to someone's reputation.

**Logotype (logo)** — A design bearing the name or trademark of a company or business.

**Linotype** — old style machine used to produce hot type, one line at a time (no longer in use).

**Make-up** — To position editorial, pictorial and advertising elements on a page to prepare it for the camera and printing.

**Managing Editor** — The editor who directs the daily gathering, writing and editing of news and the placement of news in the paper; working

for him or her are the city editor, the copy editor, etc.

**Market** — people the newspaper wants to attract with its news and advertising.

**Masthead** — The matter printed in every issue of a newspaper or journal, stating the title, ownership, management, subscription and other non-news features.

**Morgue** — An area in the building where back issues of the newspaper are kept.

**National Advertising** — Ads placed by agencies for clients that feature national or regional information.

**Negative** — A photographic image in which the values of the original copy are reversed, so that the dark areas appear light and vice versa.

**Newsprint** — The uncoated, machine-finished paper on which newspapers are printed.

**Newsstand** — A single copy account that sells the papers over the counter.

**NIE, Newspapers in Education** — Program that provides newspapers, curriculum and other services for the classroom.

**Obituary (Obit)** — A biography of a deceased person printed in the newspaper shortly after the death is announced.

**Offset** — A printing method in which the plate transfers the image to be printed onto an intermediate surface called a "Blanket", which then comes in direct contact with the paper.

**Op-ed** — A page opposite the editorial page, where opinions by guest writers are presented.

**Pagination** — The computerized process by which a newspaper is laid out, or paged.

**Plagiarism** — Passing off as one's own the ideas and words of another.

**Plate** — An aluminum sheet that the negative is transferred to so that it can be run on the press.

**Play** — Emphasis given a story or page.

**Press** — Machine that prints the newspaper.

**Press Run** — Total number of copies printed.

**Process Colors** — Process of red, yellow and blue inks used separately or mixed.

**Proof** — A page on which newly set copy is reproduced to make possible the correction of errors.

**Proofreader** — One who reads proof pages and marks errors for corrections.

**Publisher** — The chief executive and often the owner of a newspaper.

**Put the Paper to Bed** — When the paper heads to press and newsroom has signed off all pages.

**Quarterfold** — Taking the standard size of the newspaper and folding into quarters, usually stitched and trimmed. Example: TV Guide

**Rack** — A metal stand that we sell papers from. These are placed in front of businesses, on street corners, etc.

**Reels** — Where the rolls of paper are mounted while running on the press.

**Register** — Marks Cross-hairs generally used to register one negative to the other for color registering.

**Release** — Advance information about a story given to the newspaper by the source of the news.

**Reporter** — A person who finds out facts about a story and then writes the story for the newspaper.

**Review** — An account of an artistic event, which offers a critical evaluation, the opinion of the writer.

**Rewrite** — (1) write a story again to improve it; (2) alter a story that appeared somewhere

else; (3) or write a story from facts called in by a reporter.

**Roll-end** — What is left of a roll of paper when the press has completed its run. These are available for free to the public.

**R.O.P. Run-of-Paper** — Denotes advertising that appears within the newspaper itself.

**Scoop** — A story obtained before other newspapers or other media receive the information.

**Single Copy** — Sales of newspapers from a newsstand or rack; Papers sold one at a time.

**Source** — The supplier of information, such as a person, book, survey, etc.

**Stringer** — A part-time reporter or correspondent.

**Syndicate** — Association which buys and sells stories, features, columns, editorials, and other materials for newspaper use.

**Syndicated Features:** Material such as comics, advice columns, etc., supplied nationally to newspapers by news syndicates.

**Tabloid** — Taking the standard size of the newspaper and folding into half, usually stitched or stapled and trimmed.

**Tube** — A plastic receptacle with an open end for a carrier to deliver the paper.

**Typo** — Short for "typographical error," a mistake made during the production of a story.

**UPI** — Abbreviation for United Press International, a wire service.

**VDT** — Abbreviation for video display terminal.

**Web Press** — Machine used to print the newspaper. Paper is woven through the press to facilitate printing.

**Wire Services** — Newsgathering agencies such as AP and UPI that gather and distribute news to subscribing newspapers.