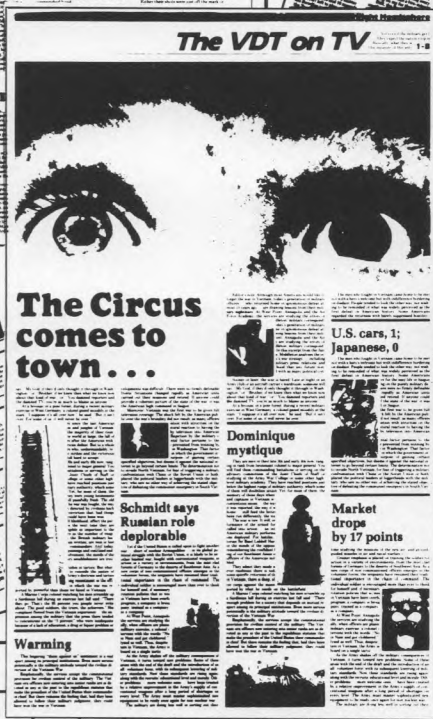
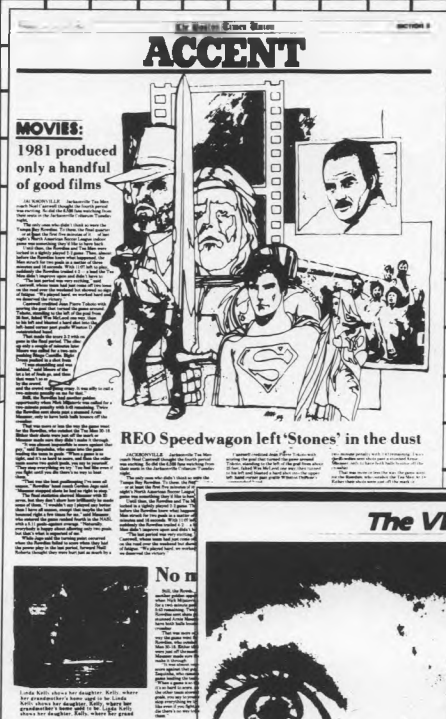


# Newspaper Design for the '80s



**NEWSPAPER DESIGN SEMINAR**  
**January 29-February 4, 1984**

**Sunday, January 29**

7:30 p.m. Dinner/Reception  
The Wine Cellar Restaurant

**Monday, January 30**

9 - 10:15 a.m. Journalistic and graphic thinking: State of  
the art, state of the mind--Mario Garcia

10:30 - noon The importance of planning and communicating  
with staff for effective design--Phil Nesbitt

LUNCH

1:30 - 3:15 p.m. Informational graphics and their use  
in newspapers--Howard Finberg

3:15 - 5 p.m. Informational graphics, continued

**Tuesday, January 31**

9 a.m. - noon Redesign case studies: Different approaches  
to similar problems  
A) Redesigning a large daily--Michael Keegan  
B) Redesigning a middle-size paper--Phil Nesbitt  
C) Redesigning the small newspaper--Mario Garcia

LUNCH

1:30 - 3:15 p.m. Design theory: Making front pages, inside  
pages and section fronts--Phil Nesbitt

3:30 - 5 p.m. Critique of photo use in participants'  
newspapers--Dave Griffin

DINNER

7 - 9 p.m. Critique of use of informational graphics and  
news pages--Phil Nesbitt and Howard Finberg  
(Session held at the Hilton. Wine and cheese served)

**Wednesday, February 1**

9 - 10 a.m. Typographic/design research: Reader reactions  
to redesigns--Mario Garcia

10:15 - noon Packaging concepts for better weather, TV listings, scoreboards, teasers, and other tabulated material--Michael Keegan

LUNCH

1:30 - 3 p.m. Integrating photography into the design of your page--Dave Griffin

Afternoon Free

**Thursday, February 2**

9 - 10 a.m. The grid: Putting some architecture into the design of your page--Mario Garcia

10:15 - noon The ethics of illustration/design--Roy Peter Clark

LUNCH

1:30 - 3 p.m. Panel discussion: Planning graphic/content strategies for coverage of the 1984 Presidential election--Phil Nesbitt, Mike Foley, Dave Griffin, Mike Keegan

3:15 - 5 p.m. Practicum I

**Friday, February 3**

9 - 10:15 a.m. Color: Blending it into your design --Mike Keegan

10:30 - noon Designing feature pages and special sections--Mike Keegan

LUNCH

1 - 3:15 p.m. Practicum II

3:30 - 5 p.m. Project presentations/discussion

7:30 Party at the Garcia residence in Tampa

NEWSPAPER DESIGN SEMINAR  
January 29-February 4, 1984

FACULTY

Mario R. Garcia  
Associate Director  
The Poynter Institute for Media Studies  
556 Central Avenue  
St. Petersburg, FL 33701

Howard Finberg  
Picture/Graphics Editor  
The Chicago Tribune  
435 N. Michigan Avenue  
Chicago, IL 60611

Phil Nesbitt  
Former Assistant Managing Editor  
The Chicago Sun Times  
222 East Pearson St.  
Chicago, IL 60611

David Griffin  
Assistant Director Photo/Graphics  
The Everett Herald  
Grand & California  
Everett, WA 98201

Michael Keegan  
Design Director  
Los Angeles Herald Examiner  
1111 S. Broadway, Box 2416  
Los Angeles, CA 90051

Michael F. Foley  
Assistant Managing Editor  
St. Petersburg Times  
PO Box 1121  
St. Petersburg, FL 33731

Roy Peter Clark  
Associate Director  
The Poynter Institute for Media Studies  
556 Central Avenue  
St. Petersburg, FL 33701

NEWSPAPER DESIGN SEMINAR  
January 29-February 4, 1984

PARTICIPANTS

Robert B. Atwood  
Editor in Chief  
Anchorage Times  
PO Box 40  
Anchorage, AK 99510

Jody Rees Carlin  
News Editor  
Ft. Lauderdale News & Sun-Sentinel  
101 N. New River Dr. East  
Ft. Lauderdale, FL 33302

Michael Davis  
Metro Copy Editor  
St. Petersburg Times  
PO Box 1121  
St. Petersburg, FL 33731

James P. Day  
Assistant to the Man. Ed.-Graphics  
Baltimore Evening Sun  
501 N. Calvert Street  
Baltimore, MD 21278

Tim Dumont  
Graphic Designer  
Hartford Courant  
285 Broad Street  
Hartford, CT 06105

Sharon K. Fyte  
Newsfeatures Editor  
Post Tribune  
1065 Broadway  
Gary, IN 46402

Bill Harper  
Design Editor  
Tulsa Tribune  
PO Box 1770  
Tulsa, OK 74102

Eric Harris  
Systems Liaison  
Daytona Beach News Journal  
901 Sixth Street  
Daytona Beach, FL 32015

Roger Hendricks  
Graphics Editor  
The Johnson City Press-Chronicle  
PO Box 1717  
Johnson City, TN 37601

Curtis L. Miller  
News Editor  
The Free Lance Star  
616 Amelia Street  
Fredericksburg, VA 22401

Neil Pattison  
News Editor  
Spokane Review & Chronicle  
PO Box 2160  
Spokane, WA 99210

Peter R. Pepinsky  
Graphics Editor  
Charlotte News and Observer  
PO Box 32188  
Charlotte, NC 28232

Gary Rockfield  
Asst. News Editor  
The Lakeland Ledger  
PO Box 408  
Lakeland, FL 33802

Martha Lee Stone  
Advertising Copywriter/Designer  
St. Petersburg Times  
PO Box 1121  
St. Petersburg, FL 33731

John Yenne  
News Editor  
The El Paso Times  
PO Box 20  
El Paso, TX 79999

NEWSPAPER DESIGN SEMINAR  
January 29-February 4, 1984

REMINDERS

1. Starting Time: Seminar sessions begin promptly at 9 a.m. You should arrange to have breakfast at the hotel. We will provide coffee and orange juice. A van will meet you in front of the hotel at 8:30 a.m. There is no on-site parking at the Institute for rental cars.
2. Fidelity: Please attend all sessions. In case of sickness or other problems, please call the Institute (821-9494). We are here to make your stay a pleasant and informative one.
3. Dress: Dress for seminar sessions is casual. Our conference room tends to be either stuffy or cold so dress comfortably. You might consider bringing a sweater or light jacket to wear in the conference room.
4. Meals: You will be free for lunch and dinner each day. There are a number of decent restaurants within a short walk of the Institute. Most seminar participants enjoy going to lunch and dinner in friendly groups.
5. Messages: There is a bulletin board outside the seminar room where phone messages will be posted. Please check the bulletin board daily.
6. Party: There will be a seminar farewell party at the Garcia residence in Tampa at 7:30 p.m. Friday, February 3. The van will be used to transport partygoers to and from the hotel.

AFTER THE SEMINAR:

1. You will be able to check out of the hotel on Saturday. Please satisfy all your charges upon checkout.
2. Checkout time at the Hilton is noon Saturday.

**BUILDING A GRAPHICS RESOURCE LIBRARY**  
from Marty Petty

1. Old engraving books (copyrights expired)
2. The Dover Book series
3. Fodor reference books of maps and statistics
4. Rand McNally series, particularly the International Atlas (subscription \$150/year)
5. Rand McNally "Where You Live" book of current stats on all 50 states.
6. National Geographic maps
7. Review books: get your book reviewers to hand over all their review copies.
8. Wire Photo discards from your library or photo desk.
9. Subscriptions to other newspapers, rotated on a regular basis.
10. Photos and promo material from TV and entertainment writers' files.
11. Government publications are loaded with stats and free for writing the Office of Consumer Information in Pueblo, CO.
12. Platte prints, purchased from surveyors for about \$6, of aerials of your metro area.
13. Typographic maps discarded by libraries or universities.
14. Rent a helicopter to shoot current aerials of your city.
15. City Building Codes Dept. for copies of blueprints of major building plans. Also compile the name and phone number of building managers and architects.
16. Chambers of Commerce for maps and other handouts
17. Tourist Bureaus in foreign countries for maps
18. Photo file of important people in your community. Work closely with your city desk on this.
19. Staff photographer: ask the photographer when he is on assignment at the shopping mall to shoot the "You Are Here" floor directory. Print and file.
20. Save everything.

**OTHER TIPS**

1. When you lift stats from another publication, use them strictly as a jumping off point for doing your own regional or local research.
2. ALWAYS VERIFY stats and attribute your information.
3. Try to get everyone in your operation into the habit of picking up maps and any kind of emergency information available--like the emergency exit cards in airline seat pockets, etc.
4. Set up a retrieval system for all of your graphics, maps and charts.
5. Don't throw anything away.

## PUBLICATIONS LIST

### Periodicals:

Advertising Age, 740 Rush Street, Chicago, IL 60611

Art Direction, 10 East 39th Street, New York, NY 10016

Communication Arts, 410 Sherman Avenue, Palo Alto, CA 94303

Design: The Journal of the Society of Newspaper Design, The Newspaper Center, Box 17290, Dulles International Airport, Washington, D.C. 20041 (free with membership)

Folio, 125 Elm Street, New Caanan, CT 06840

Graphic Arts Monthly, 666 Fifth Avenue, New York, NY 10103

Graphis, Graphis Press Corp., 107 Dufourstrasse, CH-8008 Zurich, Switzerland

Print, 6400 Goldsboro Road, Washington, D.C. 20034 (also an excellent source of books on design, typography, etc.)

Typeworld, 15 Oakridge Circle, Wilmington, MA 01887

U&Ic, 2 Hammarskjold Plaza, New York, NY 10017 (free from International Typeface Corp.)

Visible Language, Box 1972 CMA, Cleveland, OH 44106

### Books:

Designing the Total Newspaper, Edmund C. Arnold, Harper and Row Publishers, New York

A Design for News, Michael Carroll and Wallace Allen, 424 Portland Ave., Minneapolis, MN 55488

Production for the Graphic Designer, Watson-Guption Publishers Inc., 1 Astor Plaza, 1515 Broadway, New York, NY 10036

Newspaper Design, Harold Evans, Holt, Rinehart and Winston, Inc., 383 Madison Avenue, New York, NY 10017

Contemporary Newspaper Design: A Structural Approach, Mario R. Garcia, Prentice-Hall Inc., Englewood Cliffs, NJ 07652

The Student Newspaper Designer, Mario R. Garcia, University of Oklahoma, H.H. Herbert School of Journalism, Norman, OK 73069

The Grid System, Allen Hurlburt, 2160 Patterson Street, Cincinnati, OH 45214

The Designers Guide to Text Type, Jean Callan King/Tony Esposito, Lepi Order Processing, 7625 Empire Drive, Florence, KY 41042



Magazine Design, Ruari McLean, Thames and Hudson Inc., 500 Fifth Avenue, New York, NY 10036

Publication Design, Roy Paul Nelson, Wm. C. Brown Company Publishers, 2460 Kerper Blvd., Dubuque, IA 52001

Type and Typography, Ben Rosen, Lepi Order Processing, 7625 Empire Drive, Florence, KY 41042

Typography: A Manual of Design, Emil Ruder, Hastings House Publishers Inc., 10 E. 40th Street, New York, NY 10016

Basic Typography: Handbook of Technique and Design, Ruedi Ruegg/Godi Frohlich, Hastings House Publishers Inc. (see address above)

Graphic Arts Encyclopedia, George A. Stevenson, McGraw-Hill Book Company, 1180 Avenue of the Americas, New York, NY 10020

The Printing Industry: An Introduction to Its Many Branches, Processes and Products, Victor Strauss, R.R. Bowker Company, 1180 Avenue of the Americas, New York, NY 10020

The Graphics of Communication: Typography, Layout, Design, Production, Arthur T. Turnbull/Russell N. Baird, Holt, Rinehart and Winston Inc., 383 Madison Avenue, New York, NY 10017

Designing for Magazines, Jan White, R.R. Bowker Company, 1180 Avenue of the Americas, New York, NY 10017

Editing by Design, The Graphic Idea Notebook, Mastering Graphics, Jan White, (same as above)

### Annuals:

AIGA Graphic Design USA: American Institute of Graphic Arts

Typography: Annual of the Type Directors Club

European Illustration, Art Directors Annual, Society of Illustrators Annual, Annual of American Illustration (all available through PRINT)

Graphis Annual and Photographis Annual (available from Graphis Press Corp.-Page 1)

### Monographs:

"Pretesting Readers' Reactions to Format and Content Changes in Newspapers: the Ad Hoc Lab Study," American Society of Newspaper Editors, PO Box 17004, Washington, D.C. 20041

"Newspaper Design and Newspaper Readership: A Series of Four Experiments," Chic Bain, Center for New Communications, School of Journalism, Indiana University, Bloomington, IN

"The Newspaper Editor as Graphic Statigist," ANPA News Research Report #27, Sept. 3, 1980, Mario R. Garcia, ANPA, PO Box 17407 Dulles International Airport, Washington, D.C. 20041

"Reader Reaction to Redesign of St. Cloud Daily Times," Garcia et al, ANPA News Research Report, (same as above)

The Poynter Institute  
For Media Studies

*Garcia  
Letter*

September 21, 1988

Howard Finberg  
Assistant Managing Editor  
The Arizona Republic  
120 East Van Buren Street  
Phoenix, AZ 85004

Dear Howard:

I am delighted that you will be working with us to present the Graphics & Illustration Seminar, November 27-December 2, 1988.

As you can see, I have scheduled your session as a Wednesday evening wine/cheese session to be held at the hotel. However, I hope that you will be able to be with us the entire week since we feel that interaction with the faculty is part of the reason for the success of our programs. We will pay you \$500 plus expenses for your participation in the seminar.

The reception and dinner Sunday evening will begin at 6:30 p.m. at the St. Petersburg Beach Hilton where the group will be staying. Martha has reserved a room for you for Sunday through Friday night. Let her know if you plan to arrive earlier or depart later.

I'm looking forward to having you back with us at the Institute.

Sincerely,

*Mario*

Mario R. Garcia  
Associate Director

Encl.

Tentative Schedule

GRAPHICS & ILLUSTRATION SEMINAR  
November 27-December 2, 1988

SUNDAY, November 27

6:30 p.m. Cocktail/Dinner Reception  
St. Petersburg Beach Hilton Hotel, C.Chan Annex

MONDAY, November 28

9-10:30 a.m. Journalistic design for today's newspaper--  
Mario Garcia

10:45-12:00 Color design approach--Garcia

LUNCH

2-3:30 p.m. Foolproof methods for conceptualizing  
illustrations--Ned Levine

3:45-5 p.m. Continued (Exercise and presentations)--Levine

TUESDAY, November 29

9-10:45 a.m. Critiques of illustration--Levine

11-12:30 Designing feature sections--Pegie Stark

LUNCH

2-5:00 p.m. Feature sections/designing with photos--Stark  
Critiques of photo pages

WEDNESDAY, November 30

9-10:30 a.m. Informational graphics--George Rorick

10:45-12:00 Critiques of info graphics--Rorick

LUNCH

1:30-2:30 Research of info graphics--Rorick & Stark

3:00-5:00 Practicum I  
Designing a front page with info graphics

8-10 p.m. Management of the art department--Howard Finberg  
Wine/Cheese session held at the hotel

THURSDAY, December 1

9-10 a.m. Computer illustration techniques--George Rorick  
10-12 noon Could be Mac Lab or continue morning  
12-1:30 p.m. Portfolio exhibit

AFTERNOON FREE - Bus will pick-up at 1:30 for return to hotel

FRIDAY, December 2

9-12:00 Practicum II Features/photos/illustrations  
LUNCH  
1:30-4:00 Practicum Presentations I & II  
Complete seminar evaluations

Graphics & Illustration Seminar  
November 27, 1988 - December 2, 199

FACULTY

Mario R. Garcia  
Associate Director  
The Poynter Institute  
801 Third Street South  
St. Petersburg, FL 33701

Howard Finberg  
Assistant Managing Editor  
The Arizona Republic  
120 East Van Buren Street  
Phoenix, AZ 85004

Ned Levine  
Artist  
Newsday  
235 Pinelawn Road  
Melville, NY 11747

Pegie Stark  
Graphics Editor  
Graphics Dept./3rd Floor  
The Detroit News  
615 Lafayette Blvd.  
Detroit, MI 48231

George Rorick  
Director  
Knight Ridder Graphics Network  
774 National Press Building  
529 14th Street NW  
Washington, DC 20045

Graphics & Illustration Seminar  
November 27 - December 2, 1988

PARTICIPANTS

John Bigelow  
Artist  
The Indianapolis Star  
307 N. Pennsylvania  
Indianapolis, IN

Joseph Calviello  
Artist  
Newsday  
235 Pinelawn Road  
Melville, NY 11747

Paul Gonzales  
Artist  
The Press-Enterprise  
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Riverside, CA 92507

Jan van Kooten  
Assistant Editor in Chief  
Drents-Groningse Pers  
Overcingellaan 17  
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Jan Fredrik Kvinnsland  
Journalist  
Stavanger Aftenblad  
P.O. Box 229  
4001 Stavanger, Norway

Rod Little  
Production Artist  
USA Today  
1000 Wilson Boulevard  
Rosslyn, VA 22209

Ken Mowry  
Staff Artist  
The Lexington Herald-Ledger  
Main & Midland  
Lexington, KY 40507

Bill Prochnow  
Design Director  
San Francisco Examiner  
P. O. Box 7260  
San Francisco, CA 94120

Celso dos Santos  
Sub-editor Chefe  
O Globo Empresa  
Rua Irineu Marinho n 35-2 andar  
Rio de Janeiro, Brasil

Willy Soltvedt  
Sub-editor  
Stavanger Aftenblad  
Sorlihagen 7  
4070 Randaberg, Norway

Felipe Soto  
Chief Graphic Artist  
Express-News  
4107 Medical Drive #4101  
San Antonio, TX 78229

Roland Thorbjornsson  
News Graphic Designer  
Goteborgs-Posten  
40502 Gothenburg  
Gothenburg, Sweden

Charlotte Tongier  
Graphics Illustrator  
The Albuquerque Tribune  
P. O. Drawer T  
Albuquerque, NM 87103

David Williams  
Newsroom Artist  
St. Petersburg Times  
490 1st Street South  
St. Petersburg, FL 33701

H. Dean Williams  
Illustrator/Designer  
Seattle Times  
1512 Summit #502  
Seattle, WA 98122

GRAPHICS & ILLUSTRATION SEMINAR  
November 27-December 2, 1988

FACULTY

MARIO GARCIA is an associate director of The Poynter Institute in charge of the Graphics/Design Center, a mass communications professor at the University of South Florida, and visiting professor of graphic arts at Syracuse University. He serves as consultant to newspapers around the world and is author of Contemporary Newspaper Design: A Structural Approach, co-editor of Color in American Newspapers, and author of articles and research reports about newspaper design and typography.

NURI DUCASSI is a graphics illustrator at El Nuevo Herald, the recently redesigned Spanish edition published daily by The Miami Herald. Prior to her 1987 appointment at the Herald she was in charge of publications for Miami-Dade Community College and was one of the first students to attend a Poynter Institute seminar when it was still the Modern Media Institute.

HOWARD FINBERG is assistant managing editor at The Arizona Republic, responsible for the photography, art, visual editing and design/pagination departments. He was the first photography and graphics editor at the San Francisco Chronicle, the first graphics editor at the Chicago Tribune, and founding editor of the Tribune Graphics Service, and has worked at The San Jose Mercury News, The New York Times, and the San Francisco Examiner.

NED LEVINE has been an artist at Newsday in New York since joining the paper in 1973. He has been the winner of over twenty-five plus awards for his work at Newsday from the Society of Newspaper Design, Society of Illustrations, etc. He actively freelances projects through an agent in Manhattan, and created the cover art for the 1988 Best Newspaper Writing edition.

GEORGE RORICK is director of the Knight Ridder Graphics Network in Washington, DC. Previously he was assistant managing editor for graphics at The Detroit News, and was a member of the original USA Today team responsible for creating their Weather package. He has received numerous awards from SND and has won the TIME magazine award for the best use of maps three times.

PEGIE STARK is a journalism professor at the University of Florida and visiting faculty/coordinator of at least two graphics seminars at the Poynter Institute each year. Formerly graphics director at the Detroit News, and art director and designer at the St. Petersburg Times. Free-lances design work for newspapers and magazines, has taught drawing, painting, lithography, photography, design and typography, and has owned/operated a lithography print shop.

KEVIN BARNHURST is a journalism professor at University of Illinois and a special guest at this seminar. He is actively engaged in the research of theories pertaining to the relationship between words and visual images. Before joining the faculty at Illinois, Kevin taught graphics/design at Keene State College in New Hampshire. He recently won a Fulbright award to visit Peru as a lecturer on the application of art theory to journalism. A 1985 Poynter Teaching Fellow, Kevin is also a freelance designer and frequent contributor to journals devoted to the graphic arts.

GRAPHICS & ILLUSTRATION SEMINAR  
November 27-December 2, 1988

PARTICIPANT BIOGRAPHIES

JOHN BIGELOW is an artist (illustration and computer graphics) at the The Indianapolis Star since 1970. Previously worked as an advertising artist for Talsad Advertising, as a yellow page artist for Indiana Bell Telephone, in department store layout and production, and as an art and craft teacher. B.S. degree from Indiana University.

JOSEPH CALVIELLO is an artist at Newsday, taking information and combining it with illustrations to create informational graphics, and producing illustrations for various sections throughout the paper. Studied both commercial and fine arts and worked as a graphic designer for a publications firm before joining Newsday in 1986.

PAUL GONZALES is a graphic designer at The Press-Enterprise in Riverside, California. He joined the staff in 1986 as a college senior and currently works as an editorial informational artist designing feature covers and info graphics. He has a B.A. in graphic design from California State University.

JAN VAN KOOTEN is a journalist/assistant editor in chief at Drents-Groningse Pers, the Netherlands, responsible for design, graphics, and other visual elements. The company totally redesigned their 5 dailies in 1987 and won Award of Excellence in the SND contest this year. Previously worked as graphic designer in a printing plant, as a copy-writer, and as a manager of a design-studio.

ANNETTE KRAUS is an artist at Gannett Westchester Newspapers, working in design/layout/ typography, informational graphics, and illustrations, creating graphics on and off the Macintosh. Previously worked as an assistant artist for Newsday. B.A. in art and mass communications from Buena Vista College in Iowa.

JAN FREDRIK KVINNSLAND is a journalist designing first page and generating Macintosh computer-graphics at Stavanger Aftenblad in Norway. Joined the paper in 1974 and has worked as a news and sports reporter, and as producer and editor for Stavanger Aftenblad local TV. Does freelance illustrations and map designs.

ROD LITTLE is production artist for USA Today producing computer generated art such as snapshots, locator maps, and charts. Began his newspaper career as a graphics intern at USA Today and promoted to a fulltime production artist in mid-1987. BFA in graphic illustration from Maryland Institute College of Art.



KEN MOWRY is a staff artist for The Lexington Herald-Leader responsible for the creation of informational computer graphics and illustration for newspaper publication. Previously he was a graphic artist for the Charleston Gazette, and has worked on various freelance projects. Degree in visual communications from the Art Institute of Pittsburgh.

BILL PROCHNOW is design director for special projects at the San Francisco Examiner involved in redesigning the paper and its Sunday magazine. Previously he was art director for Sierra magazine and for the Examiner's California Living Magazine. He was a founding partner in the Santa Cruz Times and has usually freelanced illustration and publication design at the same time. Graduate of Arizona State University.

ANDRE HIPPERTT is illustrator and art department coordinator at O Globo, Rio de Janeiro's number one newspaper. Prior to that he was an illustrator at Jornal do Brazil, and has worked for various other newspapers and magazines. He attended the Rio de Janeiro School of Fine Arts, majoring in graphic arts.

FELIPE SOTO is chief graphic artist for Express-News, San Antonio, Texas, responsible for daily illustrations, color, charts, graphs and maps. He has worked in newspaper illustration for San Antonio College and UTSA, done billboard advertisement design, and did cartoons for the military paper while in the Navy. B.A. from University of Texas at San Antonio.

ROLAND THORBJORNSSON is news graphic designer for Goteborgs-Posten in Sweden, drawing for almost all departments of the newspaper and designing weathermaps. He has designed books for the international market and worked as art director in several advertising companies. He was educated as a teacher and graphic designer.

CHARLOTTE TONGIER has worked as a graphics illustrator for The Albuquerque Tribune since 1978. She illustrates feature, editorial and sports pages, designs logos and does informational graphics and maps. Attended Moore College of Art, Philadelphia, and was a Fine Arts major at University of New Mexico.

DAVID WILLIAMS is a newsroom artist for the St. Petersburg Times and produces illustrations, graphics, maps, etc.. He worked as staff artist in the promotion and newsroom art departments at the Lexington Herald-Leader, and in the corporate art department of Ashland Oil, Inc. B.F.A. degree/graphic design specialty.

## Reminders

**Starting Time** is 9 a.m. for most sessions. You should arrange to have breakfast at the hotel. We provide coffee and tea. Soft drinks and snacks are available in vending machines.

**Meals:** You will be free for lunch and dinner each day. A guide to nearby restaurants will be given to you at the beginning of the seminar.

**Transportation and Parking:** You will be transported to and from the Institute each day by Escot bus. Pick up at 8:30 a.m. at the hotel.

**Smoking** is allowed in the dining room and outside areas only.

**Phone Messages** are posted on the bulletin board in the dining room. You will not be called to the phone unless there is an emergency. Please arrange to return phone calls during breaks.

**The Limo** requires 24-hour advance notice and two hours lead time to connect with your flight. You may bring your luggage to the Institute on the last day if you are going directly to the airport.

**Check Out** of the hotel on Saturday morning and settle all charges with the hotel before leaving.

**Other Questions:** Please ask any staff member.

# Graphics & Illustration

## Real Estate



## Inspecting for Toxins

Illustration by Ned Levine

**Nov. 27-Dec. 2, 1988**

**The Poynter Institute  
801 Third Street South  
St. Petersburg, FL 33701  
(813) 821-9494**

## Participants

**John Bigelow, Artist**  
The Indianapolis Star  
307 N. Pennsylvania Ave.  
Indianapolis, IN 46204

**Joseph Calviello, Artist**  
Newsday  
235 Pinelawn Road  
Melville, NY 11747

**Paul Gonzales, Artist**  
The Press-Enterprise  
5200 Canyon Crest Dr. #37  
Riverside, CA 92507

**Jan van Kooten, Asst. Editor in Chief**  
Drents-Groningse Pers  
Overcingellaan 17  
9401 LA Assen  
Netherlands

**Annette Kraus, Artist**  
Gannett Westchester Papers  
One Gannett Drive  
White Plains, NY 10604

**Jan Fredrik Kvinnsland, Journalist**  
Stavander Aftenblad  
PO Box 229  
4001 Stavanger, Norway  
47-4-521-480

**Rod Little, Production Artist**  
USA Today  
1000 Wilson Blvd.  
Rosslyn, VA 22209

**Ken M**  
Lexing  
Main &  
Lexing

**Bill P**  
San Fr  
PO Bo  
San Fr

**Andre**  
Art De  
O Glo  
Rua Ir  
Rio de

**Felipe**  
Expres  
4107 I  
San Ar

**Rolan**  
News  
Gotesb  
PO Bo  
Gothe

**Charle**  
The A  
PO Dr  
Albuq

**David**  
St. Pet  
PO Bo  
St. Pet

# Seminar Schedule

# Faculty

## LUNCH

2-5 p.m. Feature sections/designing with photos; critiques of photo pages—Pegie Stark

## Wednesday, Nov. 30

9-10:30 Informational graphics  
George Rorick

10:45-noon Critique of info graphics  
Rorick

## LUNCH

1:30-2:30 Research of info graphics  
Rorick & Stark

3-5 p.m. Practicum I:  
Designing a front page with informational graphics

## Thursday, Dec. 1

9-11 a.m. Management of the art department  
Howard Finberg

11-12:30 Portfolio exhibit

## LUNCH

2-5 p.m. Computer illustration techniques—Rorick

## Friday, Dec. 2

9-noon Practicum II  
Features/photos/illustrations

## LUNCH

1:30-4 p.m. Practicum I & II presentations; complete seminar evaluations

7 p.m. Party!

Bus will pick up at the hotel to transport to the Garcia residence in Temple Terrace and return to the hotel by midnight.

**Mario R. Garcia**  
Associate Director for Graphics  
The Poynter Institute  
801 Third Street South  
St. Petersburg, FL 33701

**Nuri Ducassi**  
Editorial Art  
The Miami Herald  
One Herald Plaza  
Miami, FL 33132

**Howard Finberg**  
Assistant ME  
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