

WELCOME

TO

**VISUAL EDITING
WORKSHOP**

BY

HOWARD I. FINBERG

VISUAL EDITING WORKSHOP
BY HOWARD FINBERG
TRAINING ROOM 3

Workshop 1 (5 - 7 July 1993)

Name of Participant

Straits Times

Alan John
Bob Ng
Han Fook Kwang
Sunny Goh
Lee Kim Chew
Richard Lim
Shaun Seow
Godfrey Robert
Peter Ong
Yap Koon Hong

Berita Harian

Hawazi Daipi

Business Times

Alvin Tay
Walter Morais

Zaobao

Ng Tok Loon

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WORKSHOP 1 TIME TABLE

Day One (5 July 93)

9:00 a.m. INTRODUCTION

The goals of this seminar

- The challenge of serving readers more fully today
- The challenge of serving readers in the next century

An outline of major topics to be covered during seminar

- Readership issues
- Typography & readability
- Designing
- Photography
- Graphics
- Critique

9:30 a.m. READERSHIP ISSUES

What does the reader want

Readership trends and numbers

- Dealing with issue of competition

It is a global problem

- Look at other numbers
- Problems at the birthplace of newspapers

(cont'd 9:30 a.m. next page)

VISUAL EDITING

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9:30 a.m.
(cont'd)

What prevents us from capturing readers

- Time
 - (a) The "rubber band" problem
- Product
 - (a) How we write
 - (b) How we present the news
- Literacy

How we read

Eye-track studies

- Editorial
- Advertising

10:30 a.m.

BREAK

10:45 a.m.

TYPOGRAPHY AND READABILITY

The basics of type and reading

- Size and weight issues
 - (a) How small can we run type?
 - (b) Squeezing and set-width discussion
- Using type to make a statement, accent a story
- How type adds "color" to a page
- Working around advertising
 - (a) White space can help
- The dangers in improper use of typography
 - (a) How the reader suffers
 - (b) The effect on the newspaper

Noon

LUNCH

VISUAL EDITING

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HOWARD I. FINBERG

1:30 p.m.

INTRODUCTION TO PHOTOGRAPHY

Why photographs matter

- To the newspaper
- To the reader

2:00 p.m.

PICTURES ON THE PAGE

Words and photos working together

- The role of the assignment editor
- The role of the picture editor

Captions are just as important as images

- How much information
- What kind of information

Visual pacing

- The right mix of images

2:30 p.m.

CROPPING AND SIZING

Understanding the picture within the photo

- Identifying the essence of a photograph
- Overcropping
- Cropping for impact and shape

Imaging size versus photo size

3:30 p.m.

BREAK

VISUAL EDITING

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HOWARD I. FINBERG

3:45 p.m.

ETHICS AND IMAGES

Technology has changed the way we look at images

- Believability is all we have
- Why an absolute stand against manipulation is best

4:15 p.m.

COLOUR IN NEWSPAPERS

Why newspapers are 'embracing' colour

How a reader 'sees' colour

How the printing press 'sees' colour

- The importance of quality
- Using "data" rather than what is on the screen

Using colour to set a "tone"

- Colour doesn't have to be "loud"
- The New York Times is heading towards full-colour

5:00 p.m.

END OF DAY ONE

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Day Two (6 July 93)

9:00 a.m.

OPENING AND DISCUSSION

- Questions from yesterday
- A quick review
- What we will study today

9:30 a.m.

NEWSPAPERS AROUND THE WORLD

- Looking at others
- Learning by others' examples

10:15 a.m.

INTRODUCTION TO INFO GRAPHICS

Understanding facts boxes

- Not too many kinds, but very effective

Understanding maps

- The various examples
 - (a) Location maps
 - (b) Data maps

Understanding charts

- The various functional forms
 - (a) Line, bar, pies and pictographics

Understanding diagrams

- The various functional forms
 - (a) Diagrams and schematics

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11:45 a.m. DISCUSSION

Noon LUNCH

1:30 p.m. EFFECTIVE GRAPHICS USE

Why size of a graphic does not matter

Can there be too much information?

- Making graphics easy to read

2:30 p.m. DISCUSSION

2:45 p.m. BREAK

3:30 p.m. GRAPHICS "GARBAGE"

- Why info is the most important part of an infographic

- How graphics can mislead or misinform

(a) Empty graphics

(b) Zero-base problems

(c) Time-shifting problems

- Graphics that shouldn't be graphics

4:45 p.m. DISCUSSION

5:00 p.m. END OF DAY TWO

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DAY THREE (7 July 93)

9:00 a.m. A LOOK TO YEAR 2000

- Views by top designers
- What will the new newsroom be like?

9:30 a.m. CRITIQUE

- Straits Times
- Business Times
- New Paper

11:45 p.m. FINAL DISCUSSION

VISUAL EDITING WORKSHOP
BY HOWARD FINBERG
TRAINING ROOM 3

Workshop 2 (7 - 9 July 1993)

Name of Participant

Straits Times

Judith Holmberg
Geoffrey Pereira
Paul Jansen
Tan Tarn How
Ronnie Lim
Sumiko Tan
Cherian George
Bertha Henson

The New Paper

Lo Tien Yin
Angeline Song
Teo Lian Huay

Business Times

Elaine Koh
Agnes Chen
Rahita Elias

Berita Harian

Ismail Pantek

The Star - Malaysian Newspaper

Vivien Loh

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WORKSHOP 2 TIME TABLE

Day One (7 July 93)

2.00 p.m. INTRODUCTION

The goals of this seminar

- The challenge of serving readers more fully today
- The challenge of serving readers in the next century

An outline of major topics to be covered during seminar

- Readership issues
- Typography & readability
- Designing
- Photography
- Graphics
- Critique

2.30 p.m.. READERSHIP ISSUES

What does the reader want

Readership trends and numbers

- Dealing with issue of competition

It is a global problem

- Look at other numbers
- Problems at the birthplace of newspapers

(cont'd 2.30 p.m. next page)

VISUAL EDITING

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2.30 p.m.
(cont'd)

What prevents us from capturing readers

- Time
 - (a) The "rubber band" problem
- Product
 - (a) How we write
 - (b) How we present the news
- Literacy

How we read

- Eye-track studies
- Editorial
 - Advertising

3.15 p.m.

BREAK

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TYPOGRAPHY AND READABILITY

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- How type adds "color" to a page
- Working around advertising
 - (a) White space can help
- The dangers in improper use of typography
 - (a) How the reader suffers
 - (b) The effect on the newspaper

5.00 p.m.

END OF DAY ONE

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Day Two (8 July 93)

9.00 a.m.

INTRODUCTION TO PHOTOGRAPHY

Why photographs matter

- To the newspaper
- To the reader

9.30 a.m.

PICTURES ON THE PAGE

Words and photos working together

- The role of the assignment editor
- The role of the picture editor

Captions are just as important as images

- How much information
- What kind of information

Visual pacing

- The right mix of images

10.00 a.m.

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11.00 a.m. BREAK

11.15 a.m. ETHICS AND IMAGES

Technology has changed the way we look at images

- Believability is all we have
- Why an absolute stand against manipulation is best

11.45 a.m. COLOUR IN NEWSPAPERS

Why newspapers are 'embracing' colour

How a reader 'sees' colour

How the printing press 'sees' colour

- The importance of quality
- Using "data" rather than what is on the screen

Using color to set a "tone"

- Colour doesn't have to be "loud"
- The New York Times is heading towards full-colour

12.30 p.m. LUNCH

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DAY THREE (9 JULY 1993)

9.00 a.m.

EFFECTIVE GRAPHICS USE

Why size of a graphic does not matter

Can there be too much information?

- Making graphics easy to read

10.00 a.m.

DISCUSSION

10.45 a.m.

BREAK

11.00 a.m.

GRAPHICS "GARBAGE"

- Why info is the most important part of an infographic
- How graphics can mislead or misinform
 - (a) Empty graphics
 - (b) Zero-base problems
 - (c) Time-shifting problems
- Graphics that shouldn't be graphics

12.15 p.m.

DISCUSSION

12.30 p.m.

LUNCH

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2.00 p.m.

NEWSPAPERS AROUND THE WORLD

- Looking at others
- Learning by others' examples

2.45 p.m.

INTRODUCTION TO INFO GRAPHICS

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- The various functional forms
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4.15 p.m.

DISCUSSION

4.30 p.m.

END OF DAY TWO

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2.00 p.m.

A LOOK TO YEAR 2000

- Views by top designers
- What will the new newsroom be like?

2.30 p.m.

CRITIQUE

- Straits Times
- Business Times
- New Paper

4.30 p.m..

FINAL DISCUSSION