

The Poynter Institute For Media Studies

file

June 11, 1984

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

Dear Howard:

I am happy that you will be able to join us in St. Petersburg for the 1984 College Seniors/Graduate Students Newspaper Design Seminar August 12-18. The 12 students selected in this first year of competition for the Poynter Fellowships in Newspaper Design represent a cross section of the most talented and best journalism students in the country. One of those selected is from Spain.

Obviously, the scope of this seminar is very different from that of the professional seminars you have taught for us in the past. These are students whose experience is limited to work on their campus newspapers, plus whatever time they have spent in newspaper internships. In fact, a majority are currently interning.

Therefore, our objective is to accomplish the following:

- 1) To train students beyond the basics of layout and design.
- 2) To introduce them to the role of the newspaper designer in today's newspapers.
- 3) To showcase their talents to members of the industry who may be interested in young, capable (but inexperienced) newspaper designers.
- 4) To create a pool of young designers who will be way above the level of their peers entering the newspaper field.

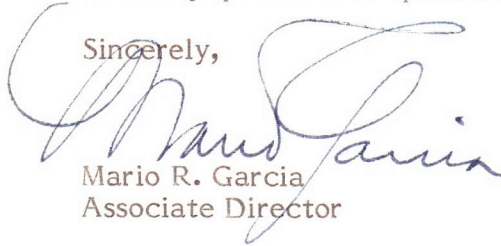
Enclosed is a list of the students selected, their universities and their places of internship. We are also sending the schedule for the week's activities. A room has been reserved for you at the Don Cesar Beach Resort on St. Petersburg Beach for August 12-18. Let me know immediately if you expect to arrive earlier or leave later than those dates. The opening reception and dinner will be held at the hotel with most other sessions at the Institute headquarters. If you fly to Florida you will land at Tampa International Airport, about a one-hour drive from the Hilton. Frequent limousine service (approximately \$9.00) is available or you may choose to rent a car. We will, however, provide transportation to and from the hotel as we have no on-site parking for rental cars. The weather in St. Petersburg during August is hot. Bring casual clothing, your bathing suit and a light raincoat or umbrella, since rain is possible but unpredictable.

Howard, your participation is an important one in this seminar and I hope that some of the students will be inspired to contemplate careers in the field of informational graphics. I have assigned you to a Thursday, August 16 session from 9 a.m. to noon on a general discussion of the role of informational graphics in newspaper design today, the people who make them, how to use informational graphics for effective page design.

In addition, I am asking that you prepare an exercise dealing with informational graphics that the students can do right after your lecture. Nothing too fancy, just conceptualizing with the material you provide them. The exercise could start as soon as you complete your lecture, and students would have until 2:30 p.m. to finish, allowing then for one hour of discussion and evaluation of the work.

Please feel free to call me or my associate, Billie Keirstead, at 813/ 821-9494 if you have any questions or special requests.

Sincerely,

A handwritten signature in cursive script, appearing to read "Mario Garcia", written in blue ink. The signature is positioned to the right of the typed name and title.

Mario R. Garcia
Associate Director

NOTE: You will receive a \$500 honorarium plus travel and other expenses connected with the seminar.

The Poynter Institute

For Media Studies

June 12, 1984

Dear Howard:

I am happy that you will be joining us for the College Seniors Seminar in August.

As explained in my early letter, I want you to prepare an exercise that students can play with for two hours following your presentation --an exercise in conceptualizing and sketching an idea.

Enclosed find what was used in a previous seminar conducted by Nigel Holmes and Marty Petty. The subject was related to education, and they provided the participants with enough related art to see how they would decide what to use, and eventually how it was used in the making of an informational graphic.

Let me know if you have any questions. I look forward to working with you again.

Sincerely,



Mario Garcia

POYNTER FELLOWS
NEWSPAPER DESIGN SEMINAR

August 12-18, 1984

Sunday, August 12

7:30 p.m.

Cocktail/Dinner Reception
Don CeSar Hotel

Monday, August 13

9 - 10:15 a.m.

Journalistic vs. graphic thinking, where we are and where we are going in newspaper design today--Mario Garcia

10:30 a.m. - noon

The role of the newspaper designer in today's newspaper--Marty Petty

LUNCH

1:30 - 3:15 p.m.

The design of feature section fronts--Petty

3:30 - 5 p.m.

Exercise: Conceptualizing design ideas--Petty

Tuesday, August 14

9 - 10:15 a.m.

The research of newspaper design: What readers are saying about the looks of their newspaper--Garcia

10:30 a.m. - noon

Historically speaking: A short tour of the trends that brought us to where we are today--Dr. Edmund Arnold

LUNCH

1:30 - 3:15 p.m.

The typography of today's newspaper--Arnold

3:30 - 5 p.m.

Exercise: Working with type--Arnold

8 - 10 p.m.

Redesign case studies--Garcia, John Bodette
(Session at hotel; wine and cheese served)

Wednesday, August 15

9 - 10:15 a.m.

Designing with photographs--David Griffin

10:30 a.m. - noon

The design of special sections and supplements--Griffin

LUNCH

1:30 - 3:15 p.m.

Practicum I--Griffin, Bodette

3:30 - 5 p.m.

The ethics of illustration--Roy Peter Clark

Thursday, August 16

9 - 10:15 a.m.

Informational graphics as design tools--
Howard Finberg

10:15 a.m. - noon

Informational graphics, continued. Exercise: Putting
the facts together through the creation of an
informational graphic--Finberg

LUNCH

1:30 - 3 p.m.

Finberg, continued

REST OF AFTERNOON FREE

Friday, August 17

9 - 10:15 a.m.

The color explosion in newspapers: How to
use it best--Bodette

10:30 a.m. - noon

Practicum II (continued until 4 p.m.)

7 p.m.

Party at the Garcia residence

Saturday, August 18

10 - 11:30 a.m.

Presentation of final projects
(Continental breakfast served at the hotel)

1984 POYNTER FELLOWS
NEWSPAPER DESIGN/TYPOGRAPHY

SARAH C. CASKEY
University of Texas

KEHRT C. REYHER
Indiana University

CRAIG GEMOULES
University of Iowa
(Intern, The Miami Herald)

JEFFREY RODRIGUEZ
Ball State University

JOHN GOECKE
University of Nebraska
(Intern, Dallas Times Herald)

SHAWN A. VITT
University of Florida
(Intern, Cocoa TODAY)

ANDREW HARTLEY
University of Kansas
(Intern, Dallas Morning News)

AMY P. WALSH
University of South Florida
(Intern, Palm Beach Post)

SONJA C. PAYTON
University of North Carolina
(Intern, St. Petersburg Times)

MARY JO ZAFIS
San Diego State University

DAVID A. PICKEL
Ohio University
(Intern, Louisville Courier-Journal)

JESUS R. ZORRILLA
University of Navarra, Spain