

# Thursday, January 28, 2010



9:00 a.m. and  
2:15 p.m.

For all  
creative staff

## Design Elements for Newspapers

*Ed Henninger*

Balance, unity, focus, contrast, proportion and the like. Also typography, photo use, color and other elements.

## Web Design

Learn about overall Web design approach. This session covers the following: pages, links, typography, color, ads, placement of elements, video, negative space.

Ed Henninger has been an independent newspaper consultant since 1989 and is the Director of Henninger Consulting in Rock Hill, SC. During the past few years, Ed has traveled to the Ukraine, the Republic of Georgia and Armenia to offer design workshops and assist with redesigns of several daily and weekly newspapers. Last fall, Ed again visited Armenia, where he spent two weeks consulting with editors and publishers of regional papers throughout the country. And he returned to Armenia again in March for 10 days of consultation and training.

He recently completed redesigns of the *Livingston Parish News* in Denham Springs, LA; the *News-Herald* in Lenoir City, TN; the *News-Graphic* in Georgetown, KY; *The Compass* in Green Bay, WI; and *The Long Island Catholic*. He is now at work with newspapers in South Carolina, Oregon, Pennsylvania, Georgia and Texas.

*The Western Catholic Reporter*, which Ed redesigned in October, was recently named the best designed church paper in all of Canada by Canadian Church Press. The judge, Gordon Preece, art director for the *Winnipeg Free Press*, said *The Western Catholic Reporter* had "a sophisticated presentation of news through images, design and typography. Every page is a surprise, interesting in its treatment, complex in design, yet easy to read." *The Western Catholic Reporter* is "a paper to be proud of," he said.

Ed's redesign of the *Business Courier* in Cincinnati helped that newspaper earn recognition as one of the top five business weeklies in the United States.

The *Kentucky New Era* in Hopkinsville, KY, received 11 awards for design and typography. The front page won the top two awards and the sports front took first, second and third.

He recently developed FasTrak, a breakthrough redesign process created exclusively for smaller dailies and weeklies. With another of Ed's redesign programs, PowerWeek, your newspaper can be redesigned in only one business week. A third innovation Ed has developed is called SelectDesign. With this plan, Ed works with you to redesign sections, pages or elements you choose for improvement.

Minnesota

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