

page design | grids

A page grid provides the structure that keeps elements aligned and the page organized.



3-column grid: Often used for newsletters. Note how limited the options are for photo and text widths.



4 columns: A common grid for tabloids. More flexible than a 3-column grid, and the text is comfortably wide.



5 columns: Probably the most popular tabloid grid. It's also commonly used on broadsheet section fronts.



6 columns: The standard grid for broadsheets, since most ads are sold in these standard column widths.



7 columns: An intriguing tabloid grid. Note how that thin column is suited for sidebars, cutlines, etc.

page design | grids

RepublicanAmerican TUESDAY, FEBRUARY 28, 2007

WAMOGO WINS
WVHS BASKETBALL SCORES 22 IN 42-57 VICTORY OVER MOORE'S HOOPS PAGE 10C

HOOP DREAMING
HIGH SCHOOL CHAMPIONSHIPS COULD BE PLAYED AT CICHOWSKI ARENA NEXT MONTH PAGE 10C

Sunnis change tactics
Militants strike U.S. post, killing 2 Americans

McCaig wins
McCaig wins Sunnis' support

BUT WILL THEY SURVIVE TODAY'S HEAT WAVE?
Some penguins were right at home Monday on Easter Island's peak on Easter Island. But the birds' flightless nature was expected to give way to flight in the days ahead.

Most towns suffer in fuel plan
Gov. M. and his proposed budget plan says to leave while raising gasoline taxes, but many towns are expected to lose money.

Satellite stations want to unite
The 100+ stations in the state are expected to lose money.

Safe Haven law called weak
The law is expected to lose money.

Tropic leaves from India attack
The law is expected to lose money.

Group organizes for 'single' school
Region 12 looks to solve problem of aging buildings

Clinton, Giuliani early favorites here

Wrong!

For O'Neal, it's a season of promise

Third time the charm for Dunleavy?

WMD evidence wasn't valid

INSIDE C

6 columns: At The Republican American in Waterbury, Conn., all elements align along a 6-column grid. Most broadsheet papers use this grid, particularly on their inside pages.

Sports FEBRUARY 28, 2007

Trinidad claims he chased a 'Chicken'

Beating Bears nothing new for Holmgren

49ers take a pounding but deliver the last shot

For O'Neal, it's a season of promise

Third time the charm for Dunleavy?

WMD evidence wasn't valid

INSIDE C

10 columns: Until recently, The Oregonian used a 10-column grid on most section fronts, which helped standardize the sizes of those narrow liftout quotes, mug shots and graphic extras.

THE TIMES | THURSDAY, APRIL 19, 2006

WORLD

ZACARIAS MOUSSAOUI TRIAL

VOICES OF THE DEAD

JURY HEARS FINAL MINUTES OF FLIGHT 93

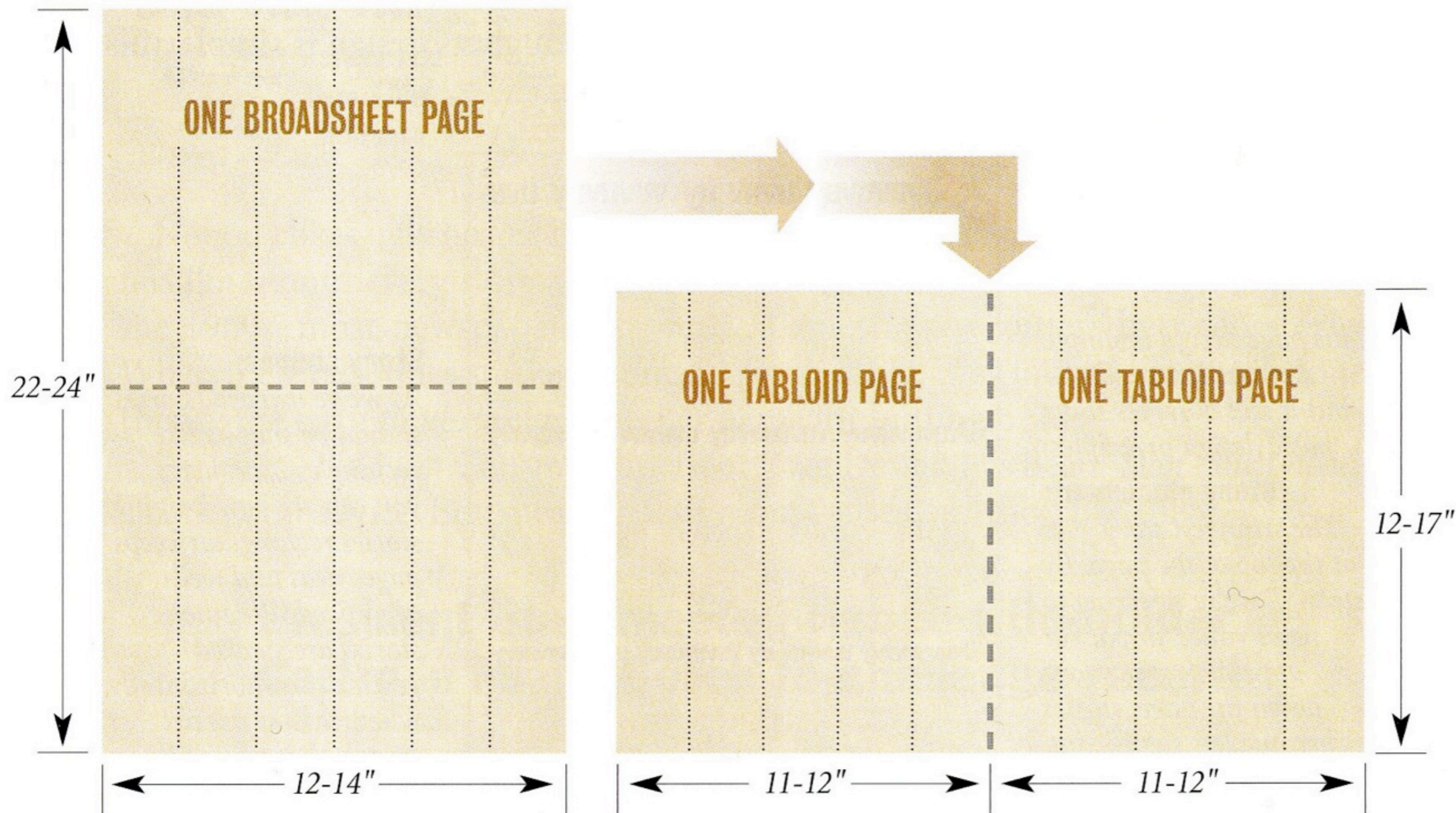
WMD evidence wasn't valid

REPORT CLAIMS WHITE HOUSE PREVIOUSLY NOTIFIED IRAQ CLAIM DIDN'T HOLD WATER

INSIDE C

12 columns: The Beaver County Times in Pennsylvania uses a 12-column grid to keep complex page designs organized. From left to right, the column widths are 1-3-2-2-2-2.

page design | *size and format*



Lets set up a tabloid spread w/ a few different column grids in InDesign

page design | *layout*

Page layout is a neatly organized **stack** of stories.

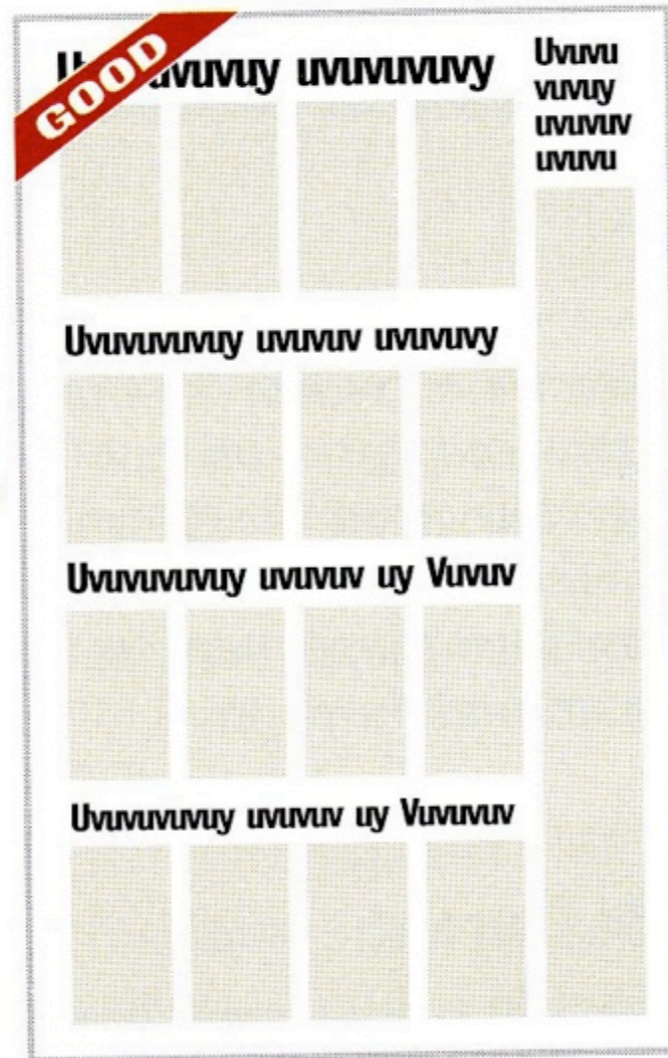
- The problem is that stories contain lots of elements; photos, cutlines, headlines, etc that need to be organized.
- Use a grid to help organize your page.
- All stories should be shaped like rectangles.
- Stack the rectangles
- Emphasize what is important.



page design | *layout*



With stories stacked like this — in wide horizontal layers — you're not forced to butt any headlines. But should we add a vertical shape to break up the monotony?



Now the top two headlines butt a bit. But the one on the left is bigger (by at least 12 points) and it's written short. The page now has a vertical element to relieve the tedium.



Here, two different pairs of headlines butt. But some would say the page now has more motion, more interesting shapes. By bending the rules, we've added variety.

page design | *layout*

Add **interest** to your layout with these techniques:

- Vary the shape and size of your rectangles (*horizontal, vertical, square, mix it up*)
- Boxing stories.
- Using “bastard measures” like sidebars and skyscrapers.
- Raw wraps and alt headline treatments.



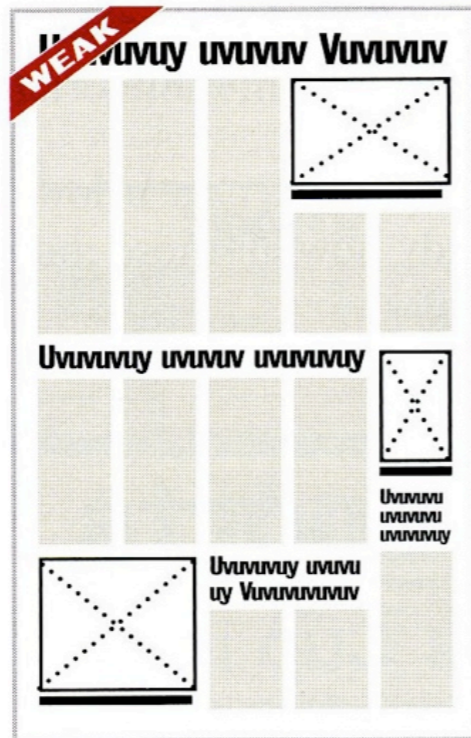
page design | *layout*

Every page should have a **dominant piece of art.**

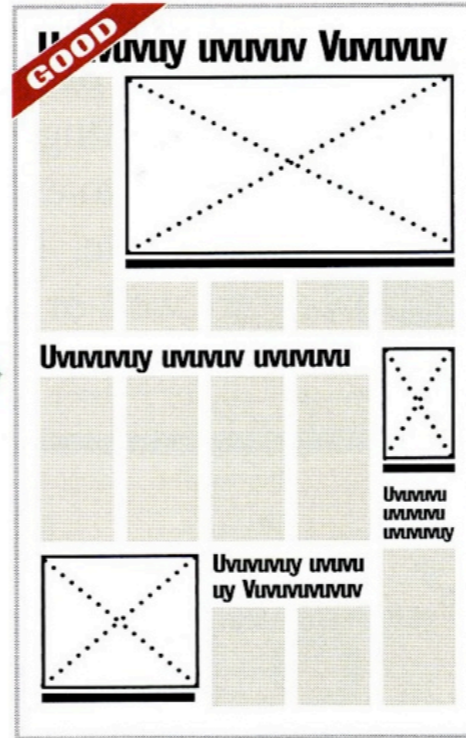
- A well designed page is usually at least one-third art.
- Give each page a dominant image.
- Balance and scatter your art.



GIVE EACH PAGE A DOMINANT IMAGE

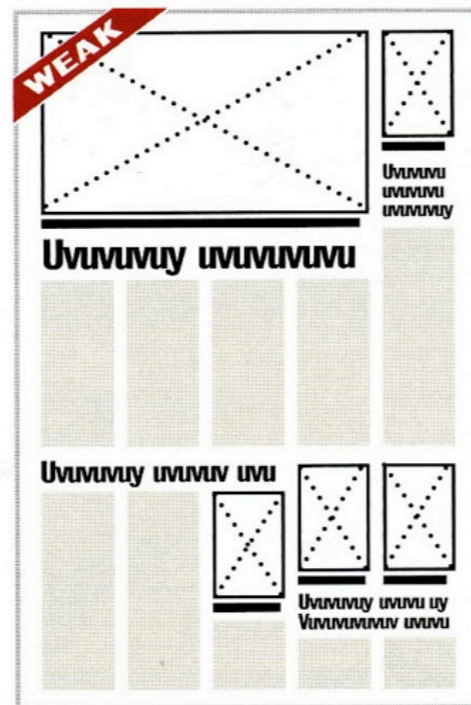


Here's a page where no photo dominates. As a result, it looks text-heavy and unexciting.

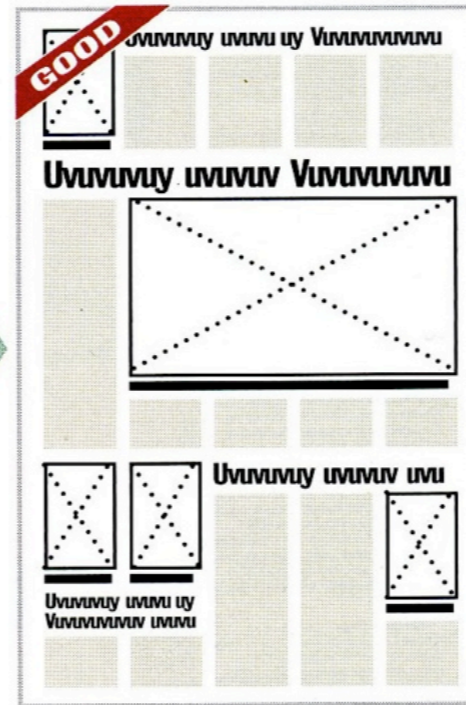


Here, that top photo is two columns wider — and now it dominates a dynamic page.

BALANCE & SCATTER YOUR ART



This layout seems to pair the lead photo and top mug, as well as the three mugs below. It's confusing and top-heavy.



Smarter photo placement avoids collision or confusion. The page is better-balanced when the art's apart.

ics

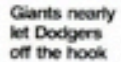


Sports

America's Cup is on for September

Judge rules US must face New Zealand

By Mark Weisler



Giants nearly let Dodgers off the hook

By Mark Weisler

Safety's wish is granted

Flame give Cornwell release after 11 years

By Mark Weisler

Mitchell's homer sinks Dodgers

Giants break through against Fernando, 3-1

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San Francisco, Calif. (AP) — The American Sailing Association has announced that the 27th America's Cup will be held in San Francisco Bay in 1993. The competition will be held between the United States and New Zealand. The race will be held in San Francisco Bay, which is the only place in the world where the two oceans meet. The race will be held in San Francisco Bay, which is the only place in the world where the two oceans meet. The race will be held in San Francisco Bay, which is the only place in the world where the two oceans meet.



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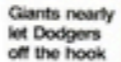
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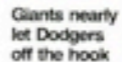
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McCaskill, Angels come out on top, 2-1. He throws three-hit to beat Stewart, A's. By Mark Weisler. An inning in a baseball game, a pitcher in a white uniform is in the middle of a throwing motion, while a batter in a dark uniform is in a batting stance. The scene is set on a baseball field with a crowd of spectators in the background.

McCaskill, Angels come out on top, 2-1. He throws three-hit to beat Stewart, A's. By Mark Weisler. An inning in a baseball game, a pitcher in a white uniform is in the middle of a throwing motion, while a batter in a dark uniform is in a batting stance. The scene is set on a baseball field with a crowd of spectators in the background.

America's Cup is on for September. Judge rules US must face New Zealand. By Mark Weisler. An image showing a sailboat on the water, likely related to the America's Cup sailing competition mentioned in the text.

page design | *photos*

Use photos of **real** people doing real things.

- Photos tell a story. Be aware of what your photos are communicating.
- Avoid bad juxtapositions.
- Directional photos should face the text they accompany.
- One large photo is better than two small photos.
- If using two photos, make one dominant.
- Use only one cutline per photo and make photo/caption touch.



KATRINA: THE STORM WE'VE ALWAYS FEARED

The Times-Picayune



50 CENTS 88th year No. 201

TUESDAY, AUGUST 30, 2005

HURRICANE EDITION

CATASTROPHIC

STORM SURGE SWAMPS 9TH WARD, ST. BERNARD LAKEVIEW LEVEE BREACH THREATENS TO INUNDATE CITY



By Bruce Hahn

Hurricane Katrina struck Mississippi near Chicago on Monday with a magnitude like, for comparison, Hurricane Dora, the deadliest disaster of the century's generation. The storm flooded huge swaths of the city, as well as 800,000 of the 1.2 million people of Lakeview, as a person that appeared to be speaking was on sight.

A person that appeared to be speaking was on sight of the hurricane, flooding much of the city, as well as 800,000 of the 1.2 million people of Lakeview, as a person that appeared to be speaking was on sight.

The potential Category 4 storm crossed the coast near the mouth of the Gulf of Mexico shortly after midnight with winds of 125 mph. That at the time, the storm was expected to be a Category 4 storm, with winds of 125 mph.

With the power out, flooding the city and the surrounding area, the storm was expected to be a Category 4 storm, with winds of 125 mph.

Meanwhile, 5 miles to the west, engineers worked to shore up the levee along the New Orleans side of the Mississippi River.

9TH WARD: An elderly resident is rescued from deep high floodwaters by two New Orleans police officers.

By KATRINA, L.A.

Flooding wipes out two communities

By Brian Downout and Michael Torres

An Army Major died of his heart when St. Claude Avenue, just past the Industrial Canal, the same avenue that could barely be heard from the road, was gone. As one by one, the houses of the two communities appeared on machines, no families and no windows, some of them hanging above the water.



INSIDE

After the mighty storm came the rising water

By Doug Murr-Cook and James O'Shea

A large section of the city's 17th Street Canal levee, after it was hit by the storm, was destroyed. The storm surge flooded the city, as well as 800,000 of the 1.2 million people of Lakeview, as a person that appeared to be speaking was on sight.

Downing: The damage to the flood protection system in St. Bernard Parish, where about 100,000 people live, is so bad that the parish is being evacuated.

INSIDE • Residents' insurance claims sure to get roared, 4-18 • Leaders in the city strike hard and fast, 6-10 • LATEST STORM COVERAGE @ NOLA.COM

NATIONAL POST

VOL. 7 NO. 215 FRIDAY, JULY 8, 2002 www.nationalpost.com



Adam Barry reached a friend's cell phone to snap this photo as they staggered through the smoke at King's Cross station, site of one of the four terrorist blasts in London yesterday. A short time later, his e-mailed photos, and others, were viewed by thousands on Internet blogs, showing how the Web has changed the dissemination of news. Page A7

BLAIR: 'WE WILL NOT BE TERRORIZED'

Al-Qaeda prime suspect in London blasts that kill at least 38, injure hundreds

By JOSEPH BREEN IN LONDON AND CHRIS WATTE

Scotland Yard has launched the largest manhunt in British history after four bombs blasted London's transit system during rush hour yesterday, killing at least 38 people and injuring hundreds.

Three explosions in public transport spread through the London Underground just before 8 a.m. last week, striking commuters on their way to work. A fourth blast shortly afterward peaked the roof of a double-decker bus near Russell Square, in the heart of the city.

Dead victims strewn out of Underground stations covered in blood and vomit, many with their clothes torn by the force of the blasts, headlines were read from stations across the capital and police said a total of 200 people were injured, many of them critically.

Is this a grim warning for Canadians? 10 pages on the attack, comment by Fulford, Amiel and others, and in FP, the markets fight back.

'We were just waiting to die'

People lie in smoky subways for hours. Outside, streets calmly empty. Londoners have seen dark days before.

By JOSEPH BREEN

LONDON • A London police officer working outside the Edgware Road tube station yesterday was just mousing another passenger that the Underground had been disrupted by nothing worse than an electrical surge when the middle of the car crashed into a wall.

The blast went just as he turned the corner, but no one was hurt. The car had struck the system, hitting wires and triggering the British capital's a sudden stop.

What happened next was a kind of ordered chaos, as bus and people everywhere reacted calmly as the streets filled with survivors of the deadly blasts, police and emergency vehicles streamed into action and panted headlights wandered what to do of it all.

The news was grim, particularly in Tottenham Square, some of the only areas around London. The blast on the top deck of a red No. 98 has ripped the roof off "the window box."



page design | *headlines*

Every story must have a **headline**.

- Headlines should get smaller as you move down the page.
- 5-10 words is optimum.
- Don't place art between headlines and text.



page design | *text*

With body copy, strive for **readability**.

- 8-12 point type and consider leading.
- Create consistency.
- Use bolds, italics, etc, but in small doses.
- Jump a story only once and have significant content (4-6 in) on either side.



page design | *be creative*

Be creative within the page structure that you design.

- Grids and columns serve as a structure to organize the page, not stifle creativity.
- Once you have created a bullet-proof structure, it is time to be creative within that structure.



The dropout rate is high, test scores low. Just surviving can be a challenge in some schools.

How the high schools are failing

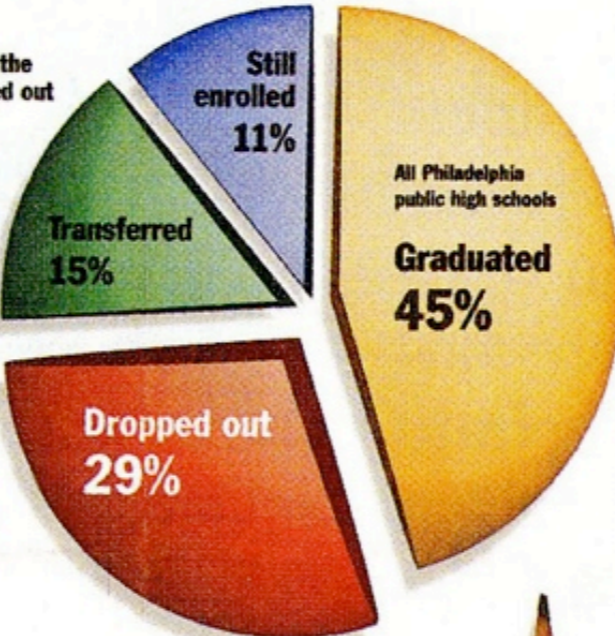
How they rank on SAT scores

Rank	School	Type	Neighborhood	Average SAT score	Percentage of students in college
1	University City	Regional	University City	1173	47 percent
2	Central	Regional	Center City	1123	36 percent
Overall average: 822					
3	Bartram's	Regional	Center City	877	32 percent
4	Conestoga	Regional	North City	866	26 percent
5	North	Regional	North City	855	26 percent
6	Franklin	Regional	North City	854	26 percent
7	Franklin	Regional	North City	854	26 percent
City average: 741					
8	Franklin	Regional	North City	854	26 percent
9	Franklin	Regional	North City	854	26 percent
10	Franklin	Regional	North City	854	26 percent
11	Franklin	Regional	North City	854	26 percent
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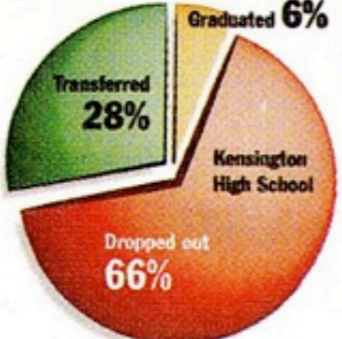
Nearly 3 out of 10 students from the 1989 freshman class have dropped out

In the past year, the Philadelphia School District, in what "some call" the high school district, has lost nearly 30 percent of its freshman class. Four years ago, fewer than half of the students in the district had dropped out. The district's superintendent says that the high school district is "in a state of emergency."

Of the students who dropped out, 15 percent were in the 10th grade, 15 percent in the 11th grade, and 10 percent in the 12th grade. The district's superintendent says that the high school district is "in a state of emergency."



At Kensington High School, the record is bleakest



SAT scores emphasize gap between schools

The better high school system is designed to attract the best students. But it also means that the worst students are left behind. They are often from poor families, and they often live in high-crime areas. They are often the children of single parents, and they often live in high-crime areas. They are often the children of single parents, and they often live in high-crime areas.

Key to SAT score table

Test scores

- Above or at national average
- Below national average

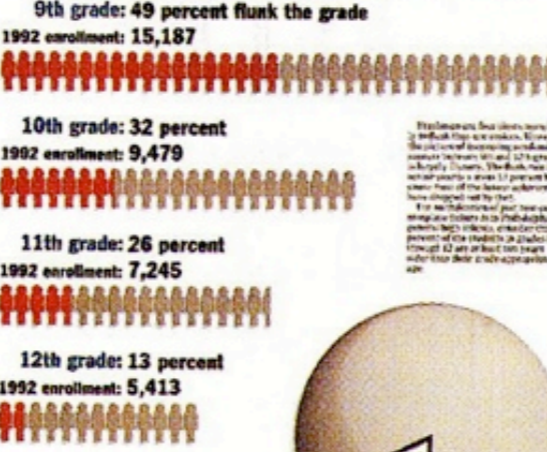
Poverty level

- 0 to 25 percent of a school's students from families on welfare
- 26 to 50 percent of a school's students from families on welfare
- More than 50 percent of a school's students from families on welfare

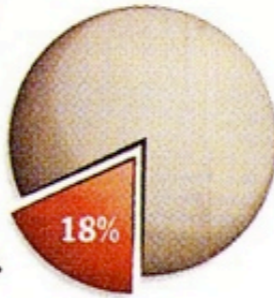


Students studying in a physics class at Central High School, one of the city's ten academic high schools.

Flunking in the general high schools, grade by grade

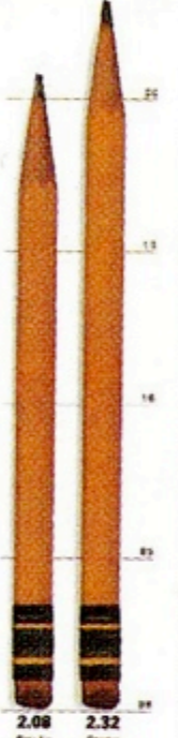


Nearly one in five students is at least two years overage for his or her grade.

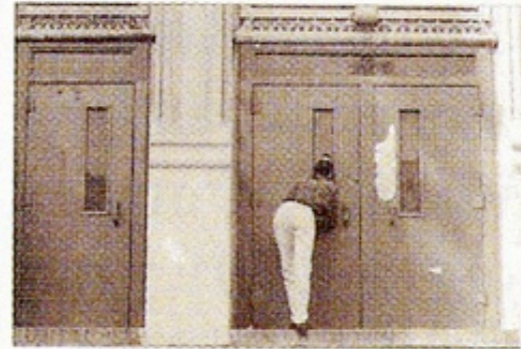


Charter school experiment produces modest gains

Students in charter schools are doing better than those in public schools, but the gains are modest. The district's superintendent says that the charter schools are "in a state of emergency."



Credits earned by a typical ninth grader. Regular: 2.08 credits, Charter: 2.32 credits.



Late for school, a student walks outside of Philadelphia High, hoping a friend will open the locked door.

Best and worst schools for behavior problems

On any given day, one in four students is absent.

In the average year, nearly one in four students is suspended.

How they rank in turbulence

Rank	School	Rate	Rank	School	Rate
1	University City	1.2	1	University City	1.2
2	Central	1.5	2	Central	1.5
3	Bartram's	1.8	3	Bartram's	1.8
4	Conestoga	2.1	4	Conestoga	2.1
5	North	2.4	5	North	2.4
6	Franklin	2.7	6	Franklin	2.7
7	Franklin	3.0	7	Franklin	3.0
8	Franklin	3.3	8	Franklin	3.3
9	Franklin	3.6	9	Franklin	3.6
10	Franklin	3.9	10	Franklin	3.9
11	Franklin	4.2	11	Franklin	4.2
12	Franklin	4.5	12	Franklin	4.5
13	Franklin	4.8	13	Franklin	4.8
14	Franklin	5.1	14	Franklin	5.1
15	Franklin	5.4	15	Franklin	5.4
16	Franklin	5.7	16	Franklin	5.7
17	Franklin	6.0	17	Franklin	6.0
18	Franklin	6.3	18	Franklin	6.3
19	Franklin	6.6	19	Franklin	6.6
20	Franklin	6.9	20	Franklin	6.9
21	Franklin	7.2	21	Franklin	7.2
22	Franklin	7.5	22	Franklin	7.5
23	Franklin	7.8	23	Franklin	7.8
24	Franklin	8.1	24	Franklin	8.1
25	Franklin	8.4	25	Franklin	8.4
26	Franklin	8.7	26	Franklin	8.7
27	Franklin	9.0	27	Franklin	9.0
28	Franklin	9.3	28	Franklin	9.3
29	Franklin	9.6	29	Franklin	9.6
30	Franklin	9.9	30	Franklin	9.9

An arsenal seized

1,139 Weapons, 84 Guns, 701 Knives, 289 Other weapons.

audience

Consider your audience and **speak to them.**

- Define the audience for your design during the initial research phase.
- Research and know the audience.
- Speak to the audience (“target”) through your design choices.
- Colors, fonts, format, layout.



audience | *targeting*

- <http://www.nhl.com/>
- <http://www.theknot.com/>
- <http://www.vogue.com/>
- <http://www.airforce.com/>



infographics

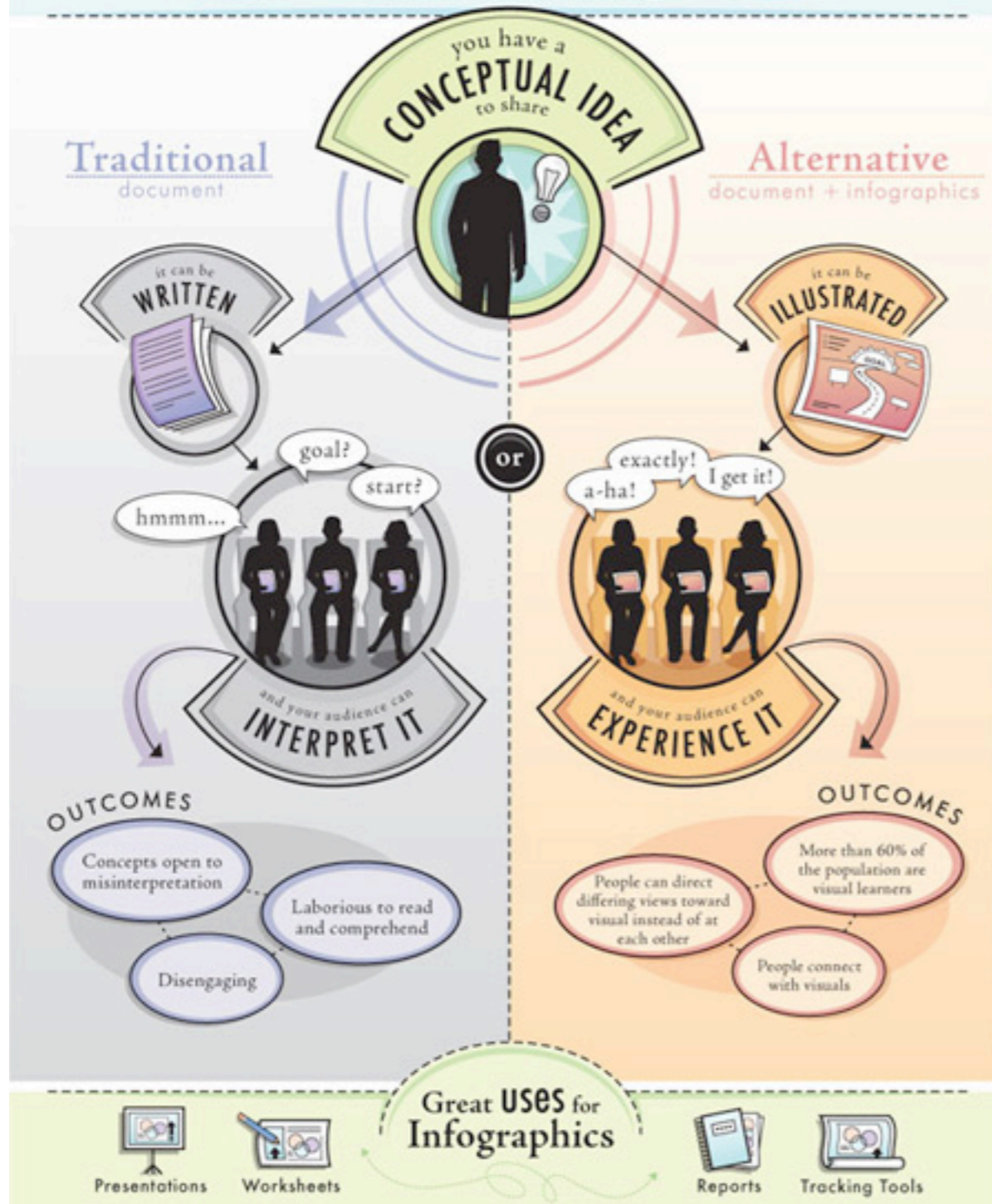
Information graphics present data **visually**:

- work well for “non-readers.”
- present complex material in a simple way.
- can act as auxiliary information to main story (raw data, numbers, etc).
- Bright, attractive, eye catching, essential part of news design.



Why Infographics

accelerate decision making



SIDEBARS & INFOGRAPHICS: THE MAJOR CATEGORIES



FAST-FACT BOX

Nuggets pulled from the story to give readers a quick grasp of who, what, when, where or why.



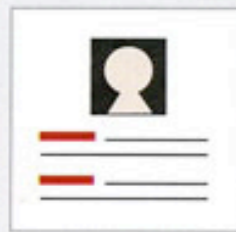
Q&A

A way to ask and answer hypothetical questions, or capture an interview's verbatim dialogue.



TABLE

A way to arrange data into columns or rows so readers can make side-by-side comparisons.



BIO BOX

Brief profiles of people, places, products or organizations, itemized by key characteristics.



PUBLIC-OPINION POLL

A survey that samples opinion on a current topic, collating responses into key categories and statistics.



RATINGS

A list of people or products (sports teams, movies, etc.) that lets critics make predictions or evaluations.



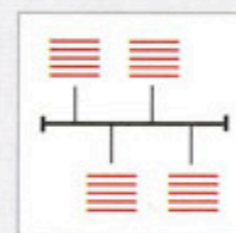
LIST

A series of names, tips, components, previous events — any categories that add context to a story.



QUOTE COLLECTION

A series of relevant comments on a topic by newsmakers, readers or random passers-by.



TIMELINE

A chronological table or list of events highlighting key moments in the history of a person, place or issue.



GLOSSARY

A list of specialized words with definitions (and/or pronunciations) to help clarify complex topics.



FEVER CHART

A way to measure changing quantities over time by plotting key statistics as points on a graph.



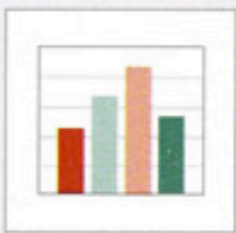
STEP-BY-STEP GUIDE

A brief "how-to" that explains a complex process by walking readers through it one step at a time.



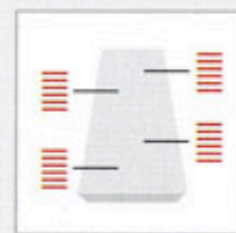
CHECKLIST

A list of questions or guidelines that itemize key points or help readers assess their own needs.



BAR CHART

A way to compare two or more items visually by representing them as columns parked side by side.



DIAGRAM

A plan or drawing designed to show how something works or to explain key parts of an object or process.



QUIZ

A short list of questions that let readers interact with a story by testing their understanding of the topic.



PIE CHART

A way to compare the parts that make up a whole — usually measuring money or population percentages.



MAP

A quick way to give readers geographical information by showing the location of events relevant to a story.

infographics | *types*

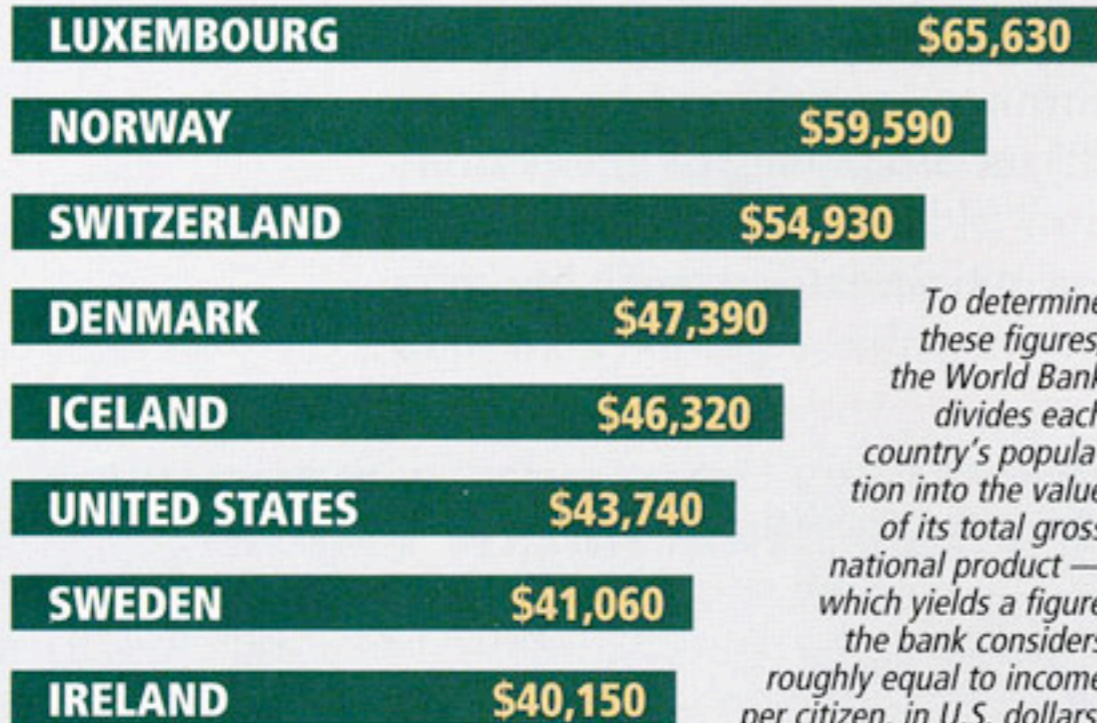
For this class, we will focus on:

- Charts / Graphs
- Diagrams
- Tables
- Maps



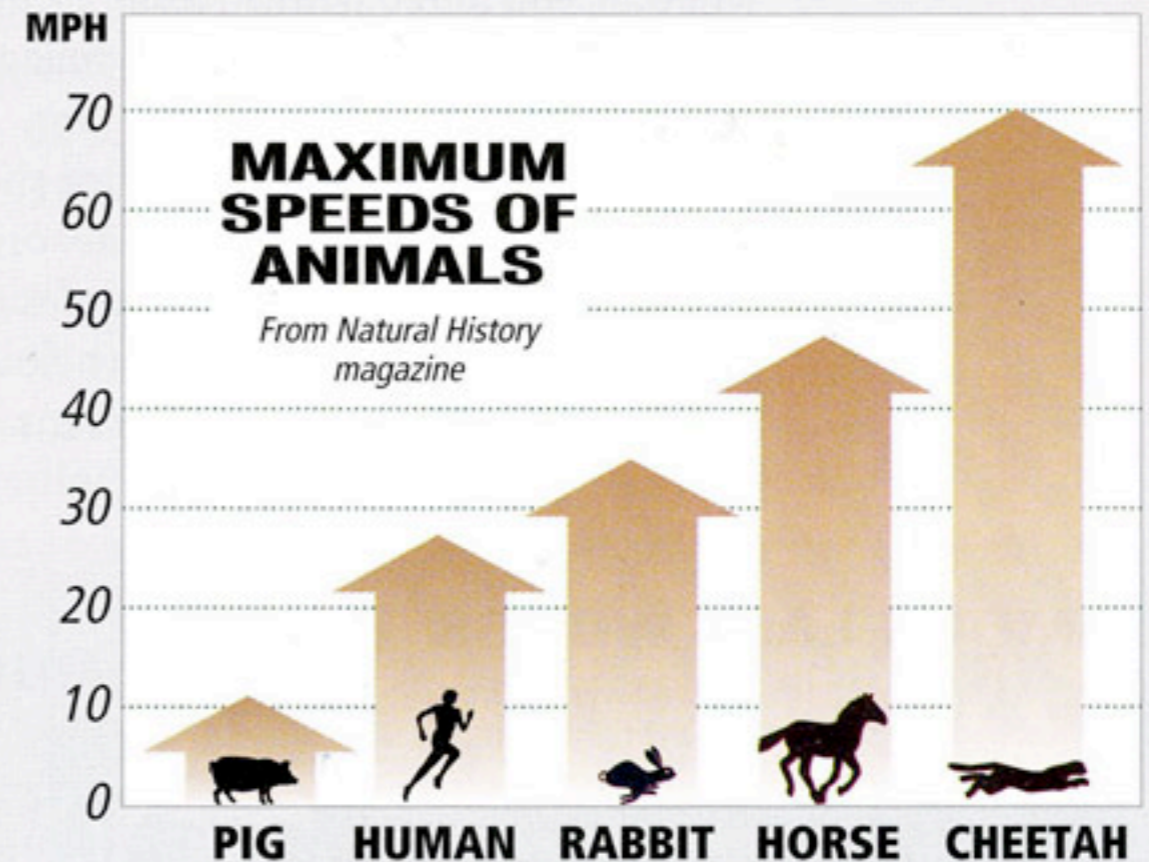
infographics | *charts / graphs*

THE WORLD'S HIGHEST AVERAGE ANNUAL INCOMES: 2005



To determine these figures, the World Bank divides each country's population into the value of its total gross national product — which yields a figure the bank considers roughly equal to income per citizen, in U.S. dollars.

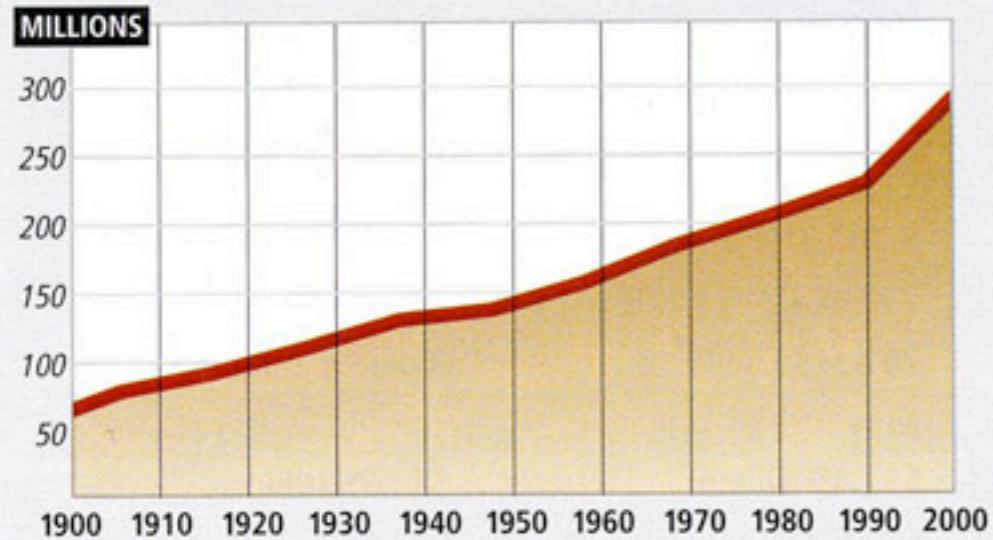
The bars in most bar charts stack vertically — but they're equally effective running horizontally, as they do here. Bar shapes and sizes are often determined by the overall shape of the box, and here, that's how they fit best.



This bar chart adds a few extra graphic elements. Those dotted rules were added to help you gauge animal speed. The arrows atop the bars imply motion — as does the graduated tint in the arrows' screens.

infographics | *charts / graphs*

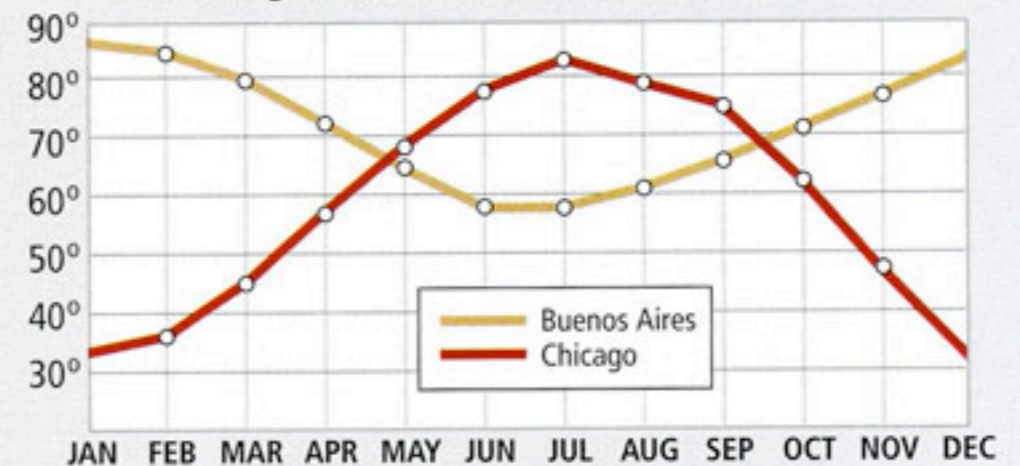
U.S. POPULATION: 1900-2000



Line charts work best when tracing one simple statistic over time, such as a growing population measured every decade (at left). The shading is an optional element. But you can also plot additional lines to compare different trends — as long as you clearly label which line represents which trend (at right).

TEMPERATURE COMPARISONS

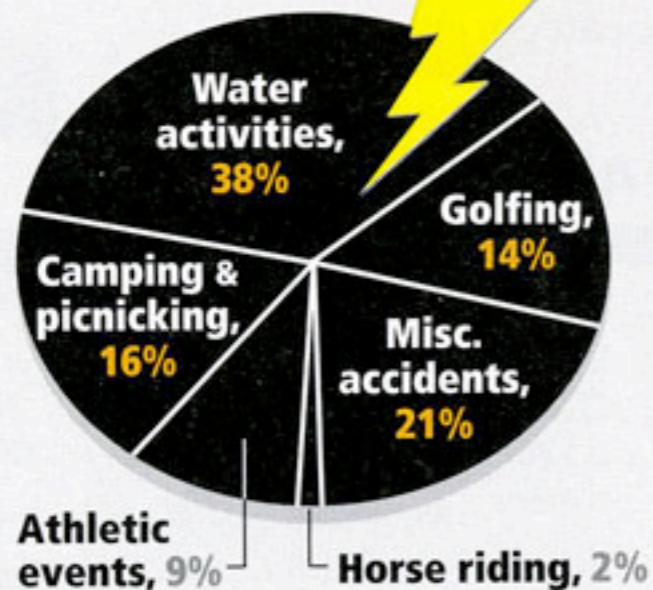
Average daily high temperatures (Fahrenheit) for Chicago, Illinois, and Buenos Aires, Argentina



infographics | *charts / graphs*

BOLTS FROM THE BLUE

Hundreds of us are killed by lightning strikes each year, though only half of all lightning-related deaths occur outdoors. The breakdown for outdoor lightning-related deaths:



The pie chart at left reverses type out of a black pie — not the usual design, but one that suits the topic and best displays that lightning bolt. (See the dedication page of this book for a more normal-looking pie.) At right, slices of a dollar bill illustrate the percentages into which a typical budget dollar will be divided.

WHERE YOUR DOLLAR GOES

Expenditures in the proposed city budget for 2008:



Police & fire departments,
42¢

Parks & recreation,
32¢

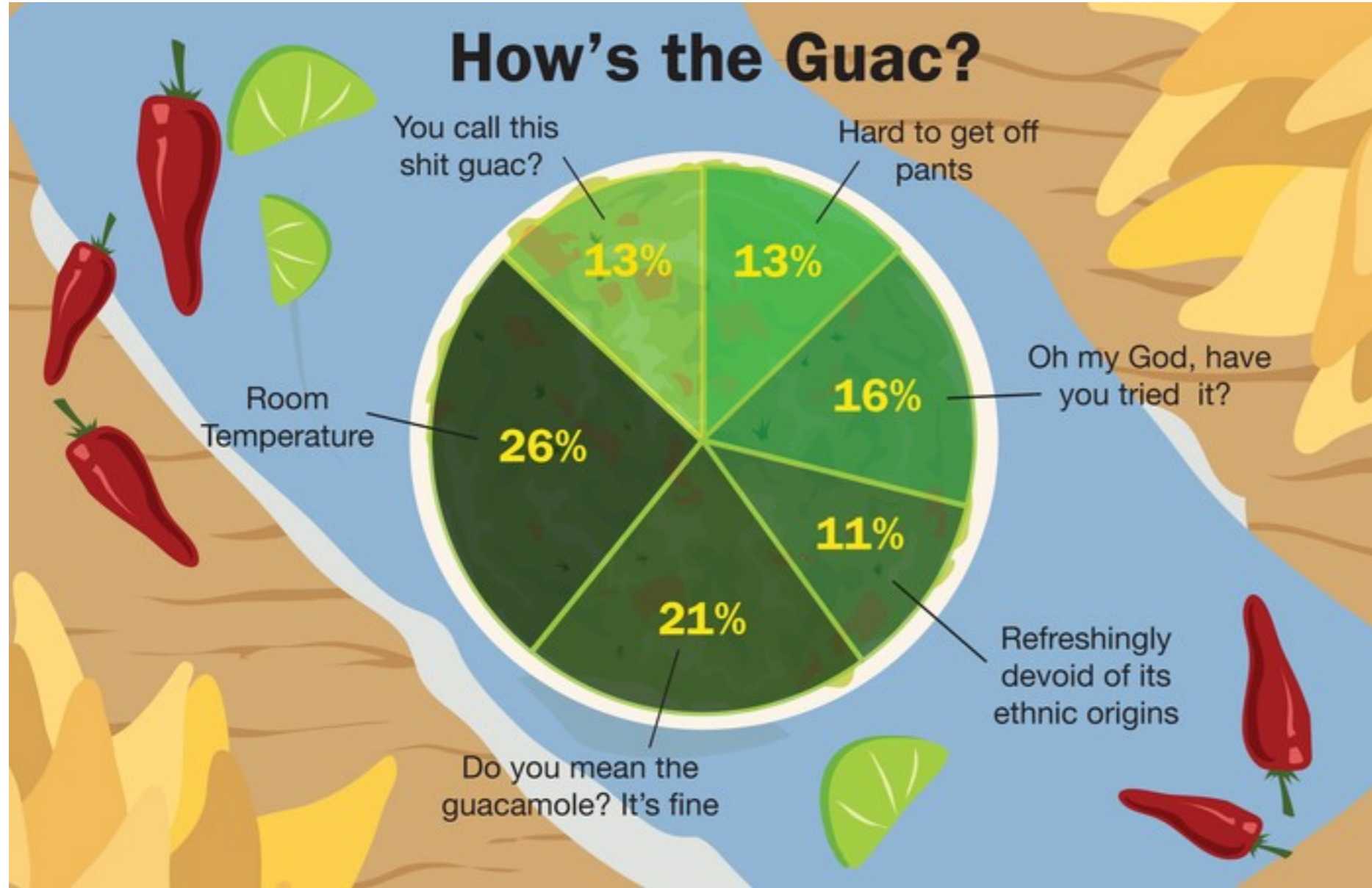
Public works,
16¢

Other expenses,
10¢





How's the Guac?



How Are We Dealing With Seasonal Winter Depression?

That pumpkin spice bullshit **13%**

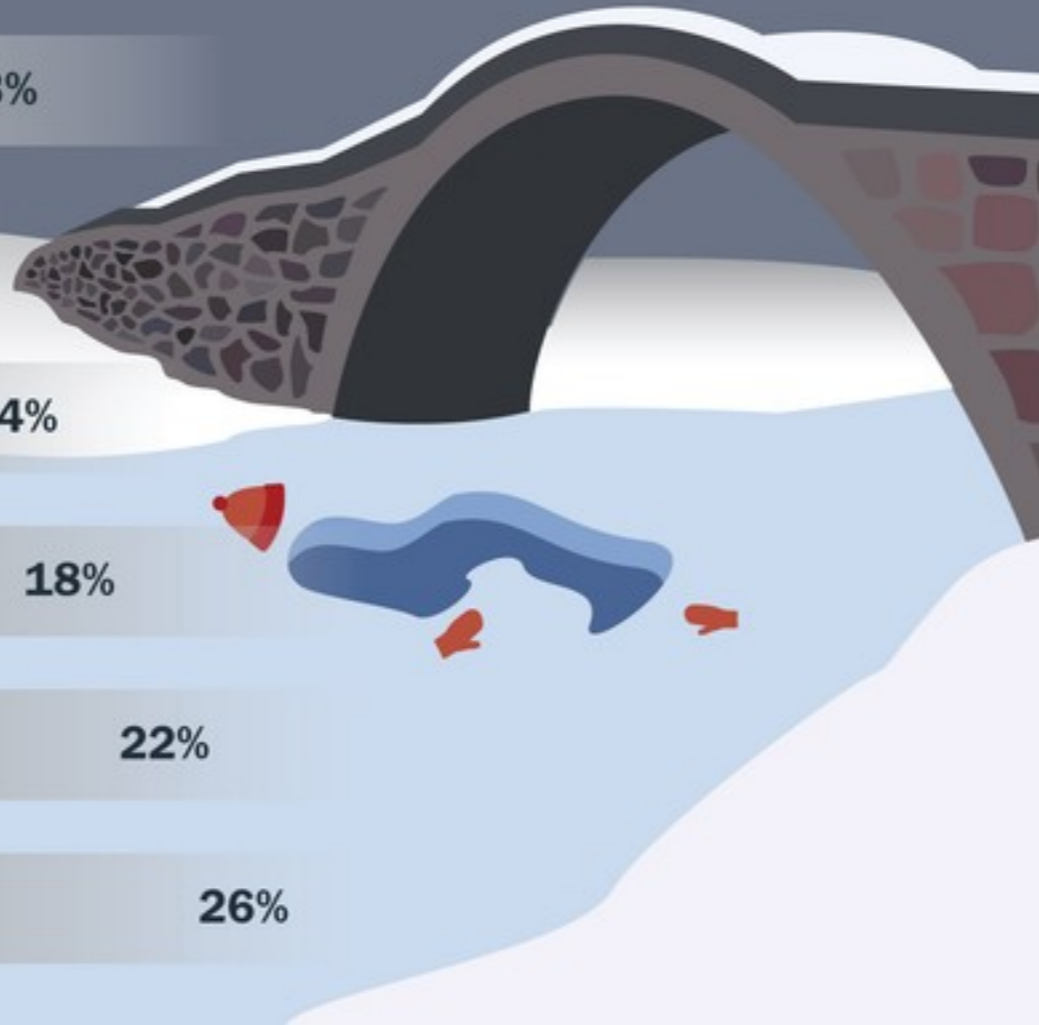
Yelling at snowmen **7%**

Turning on *Tetris* and just watching the pieces stack up **14%**

Seasonal winter binge drinking **18%**

Tweeting about it **22%**

Picturing summer weather and how much that will suck, too **26%**



What Does Your Email Provider Say About You?

The following data is based on the domain of the email address used to register with Credit Karma. According to the CFA, consumers could save \$28 billion a year in credit card finance charges if credit scores improved by 30 points.

National Credit Score Average: 674



<http://blog.creditkarma.com/credit-karma/what-does-your-email-provider-say-about-you/>

Total Debt

Nationally, 98.82% of consumers with a credit report have some form of debt, either short term such as the \$4 grande vanilla latte you just charged this morning to your credit card or the 30 year jumbo mortgage that seems like a mountain of interest payments. Little known fact, total debt is not correlated to your credit score.



Credit Card Debt & Credit Limit

The average consumer has 6.1 open credit cards on their credit report. Creditors do not distinguish between debt that is paid off in full or debt that is carried. Little known fact, even if you pay off your credit cards in full each month, you will still have credit card debt on your credit file unless your credit reports exactly when your balance is zero.



Mortgage Debt

Interesting fact, California has the highest average mortgage debt at \$339,944 while West Virginia has the lowest at \$98,892. Averages do not include home equity loans.



Student Debt

Consumers with student loans have an average of 3.1 student loans. Interesting fact, users in D.C. have the highest student debt while users in North Dakota have the lowest.

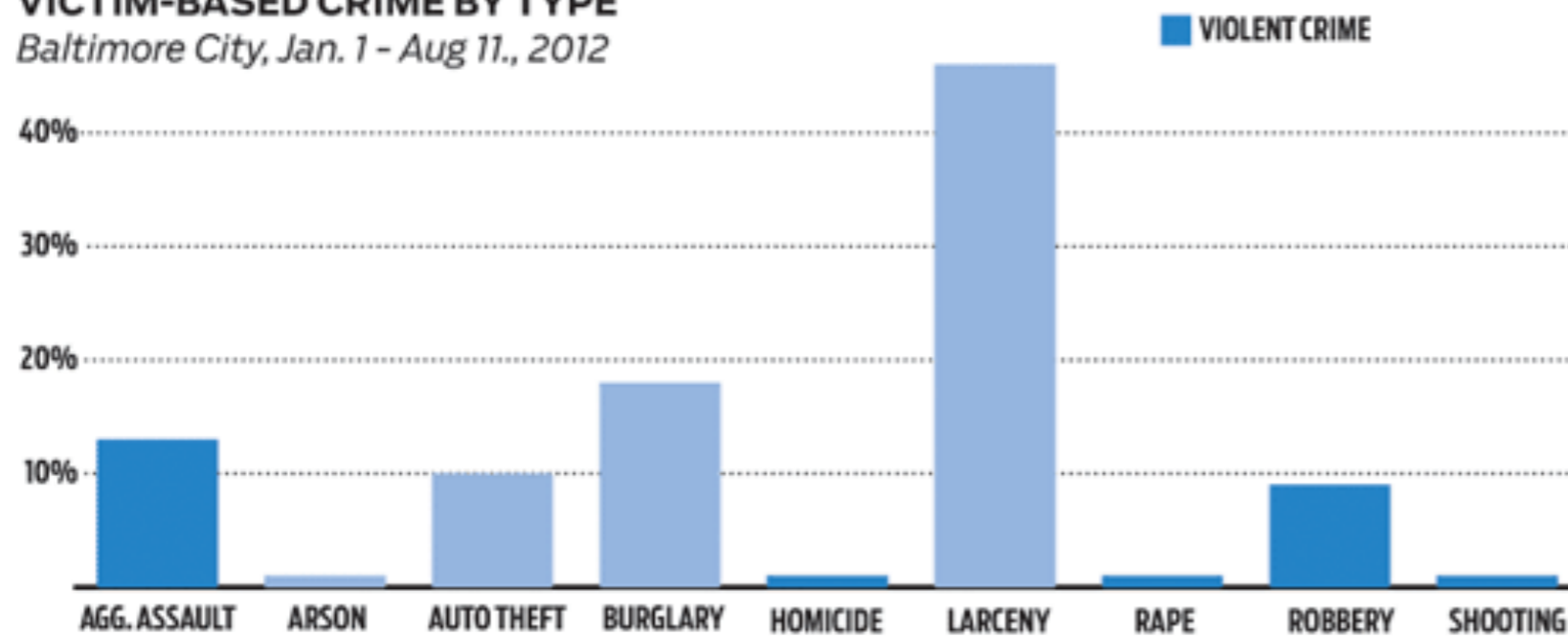


Baltimore City robberies

Robbery accounts for 9% of victim-based crime in Baltimore City.

VICTIM-BASED CRIME BY TYPE

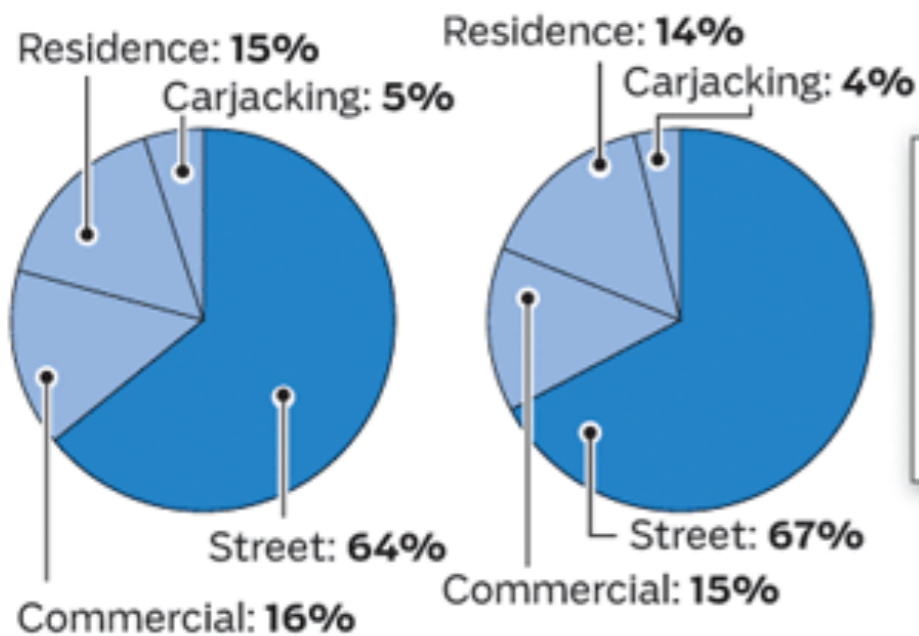
Baltimore City, Jan. 1 - Aug 11., 2012



ROBBERIES BY TYPE

2011

2012



View The Sun's interactive map of city robberies using your smart phone's camera with a QR code reading app or visit baltimoresun.com/robberies.



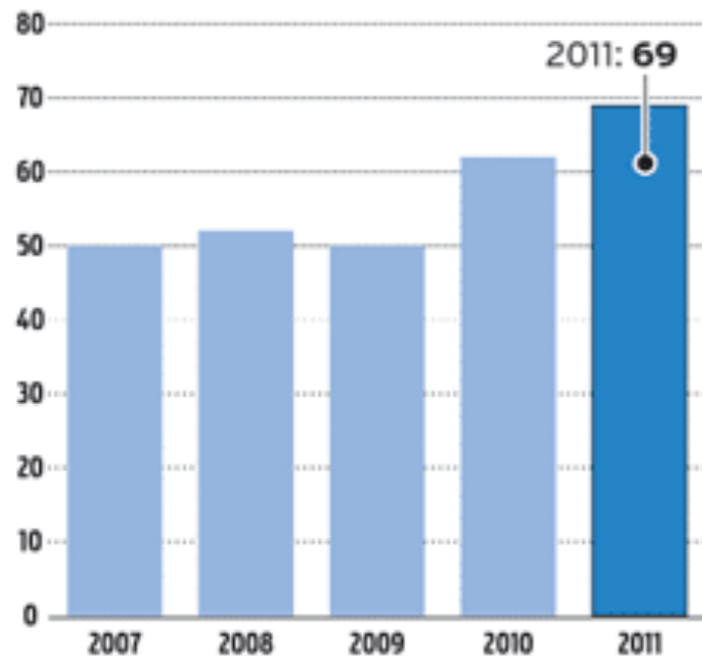
SOURCE: Open Baltimore

ADAM MARTON / BALTIMORE SUN GRAPHIC

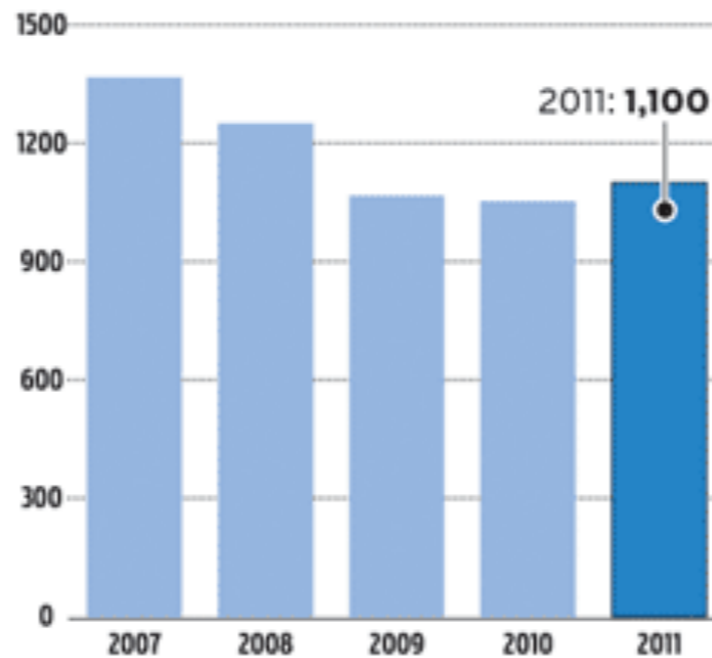
Examining CSX accidents and fatalities

CSX's national performance in accidents and other safety incidents is in line with its peer group of freight railroads when measured in millions of train-miles. The proportion of CSX fatalities that involve trespassing is not unusual in national terms, but in Maryland it makes up a higher percentage of the total.

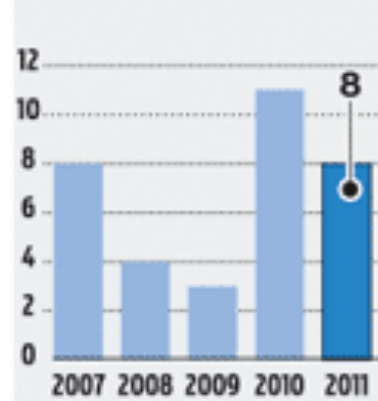
TOTAL CSX ACCIDENTS IN MARYLAND
2007-2011



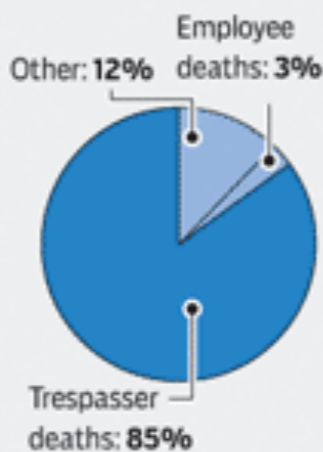
TOTAL CSX ACCIDENTS IN U.S.
2007-2011



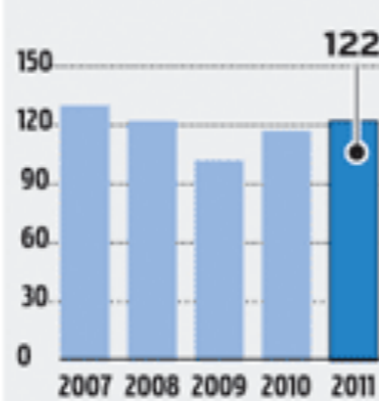
CSX FATALITIES IN MARYLAND
Total 2007-2011



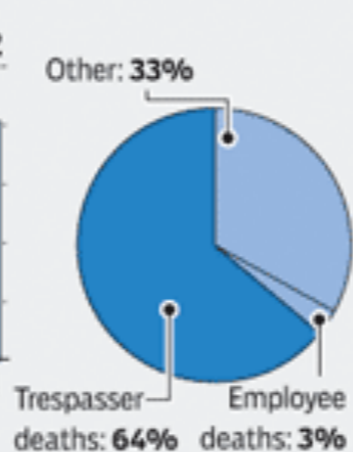
By type



CSX FATALITIES IN U.S.
Total 2007-2011



By type

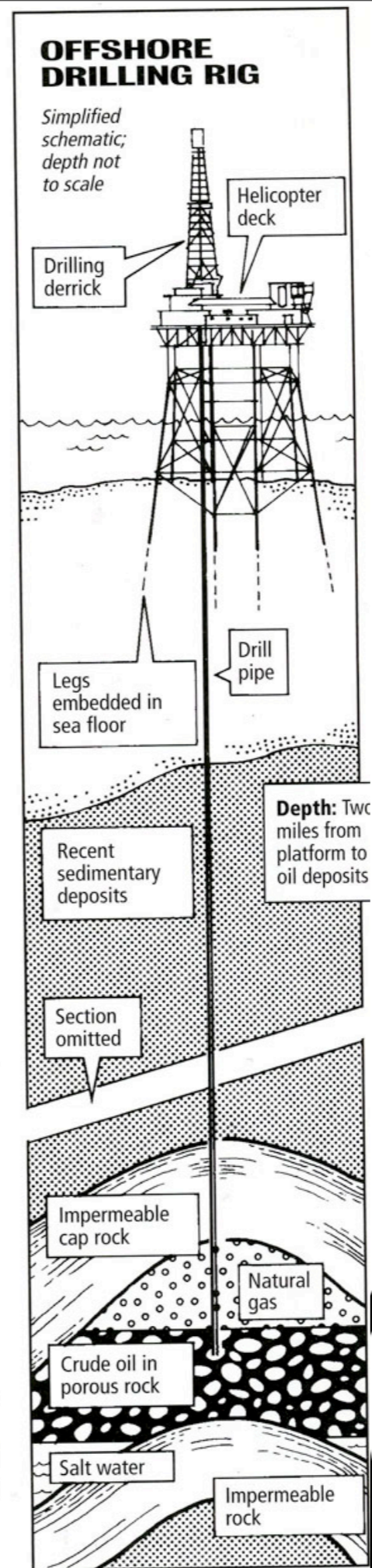


SOURCE: Federal Railroad Administration



<http://www.informationisbeautifulawards.com/gallery/information-graphics-in-context/>

infographics | *diagrams*



infographics | *diagrams*



Shell's BIG DIG

The energy giant is installing an oil rig in the Gulf of Mexico that can reach depths never before tapped. An advance look at how it's going to work

by Jeff VanDam

Graphics by John Grimwade
Illustration by Bryan Christie Design

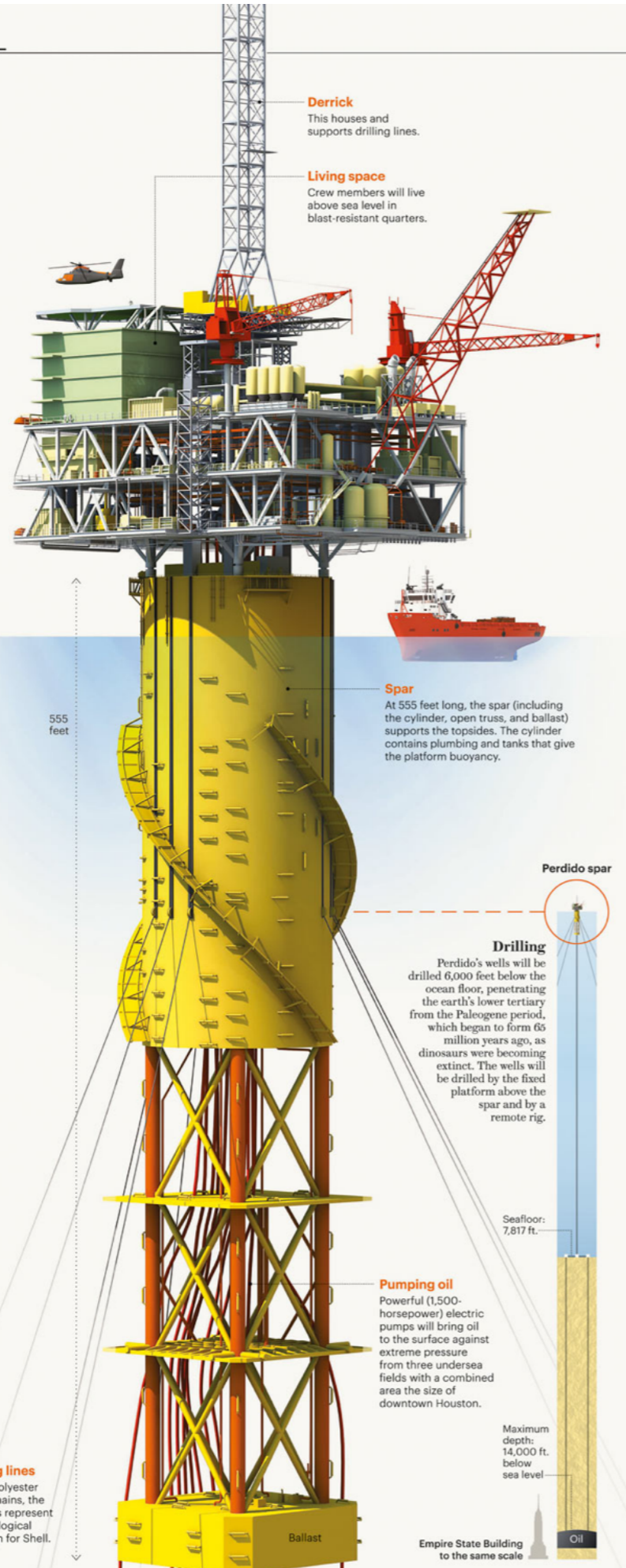
T

wo hundred miles off the coast of Texas, Royal Dutch Shell is building an offshore energy platform that will operate deeper than any other oil and gas production facility ever constructed. The nearly 600-foot-long Perdido Regional Development Host Spar—and the 80-person crew that will live onboard—will float on the Gulf of Mexico's surface and be connected to

a network of more than 30 oil and natural-gas wells on the seafloor nearly 8,000 feet below. The wells will drill a half-mile deeper than any existing project's, reaching a level of the earth's crust never before tapped for commercial energy production. Shell, which has partnered with Chevron and BP on the venture, expects the spar to go fully online by 2010 and yield about 100,000 barrels of oil and 200 million standard cubic feet of natural gas a day. While Shell hasn't announced the project's total cost, the pipeline system alone will cost \$480 million.



Territorial Dispute
Because the spar will be just eight miles from the U.S.'s maritime border with Mexico, the Mexican government is concerned that the project will siphon away its oil.



Mooring lines
Made of polyester rope and chains, the mooring lines represent a technological breakthrough for Shell.

Empire State Building to the same scale

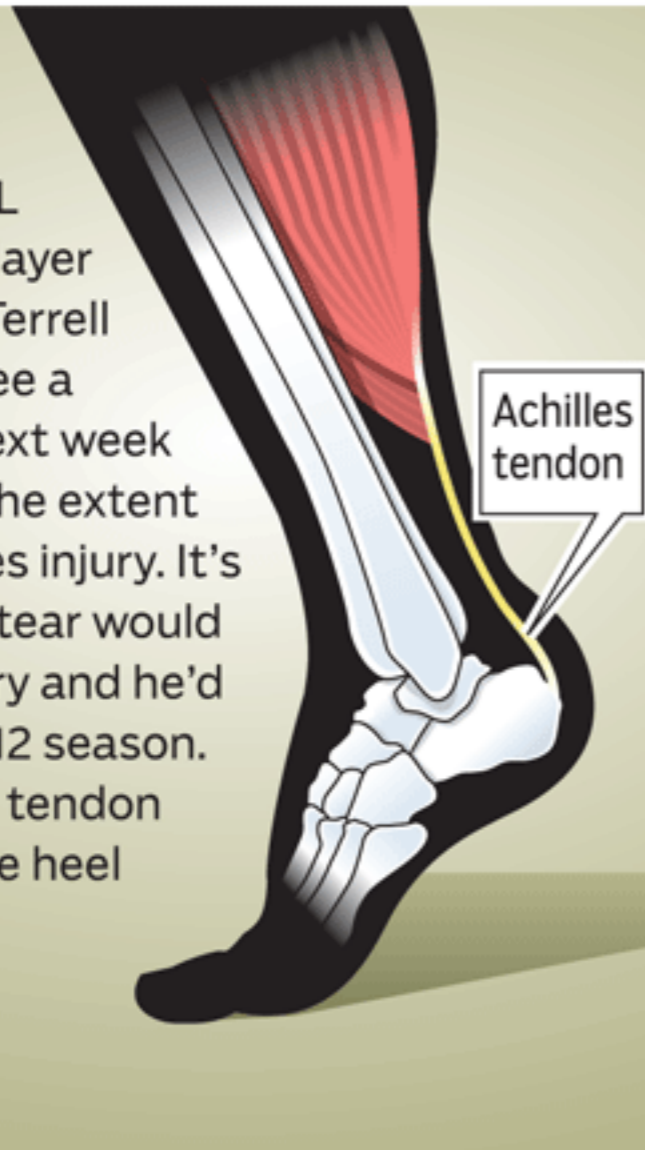
<http://image.guardian.co.uk/sys-images/Guardian/Pix/pictures/2012/3/15/1331836785722/Taschen-book-oil-rig-008.jpg>

infographics | *diagrams*



Terrell Suggs' injury

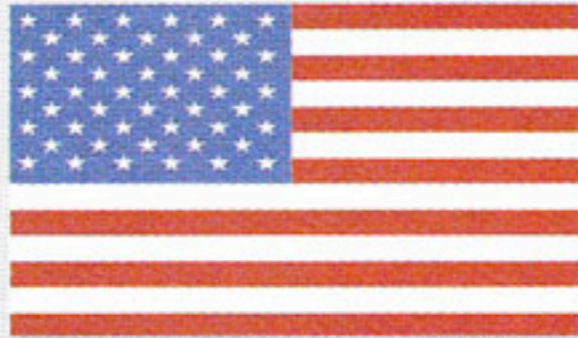
Reigning NFL Defensive Player of the Year Terrell Suggs will see a specialist next week to find out the extent of his Achilles injury. It's likely that a tear would mean surgery and he'd miss the 2012 season. The Achilles tendon connects the heel to the calf.



SOURCES: World Book Medical Encyclopedia, Johns Hopkins Medical Handbook, World Book

MCT/BALTIMORE SUN GRAPHIC

THE U.S. & CANADA: HOW THEY COMPARE



AREA	3,787,319 sq. miles	3,851,800 sq. miles
POPULATION	298,444,215 (2006 est.)	33,098,932 (2006 est.)
POPULATION DENSITY	76 per sq. mile	8 per sq. mile
LARGEST CITY	New York (8.1 million)	Toronto (2.48 million)
GROSS DOMESTIC PRODUCT	\$12.49 trillion	\$1.035 trillion
PER CAPITA INCOME	\$41,600	\$33,900
LIFE EXPECTANCY (at birth)	75 male, 81 female	77 male, 83 female
LITERACY RATE	99%	99%

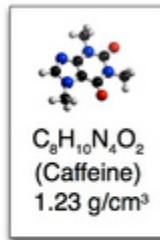
Source: The CIA World Factbook

infographics | *tables*



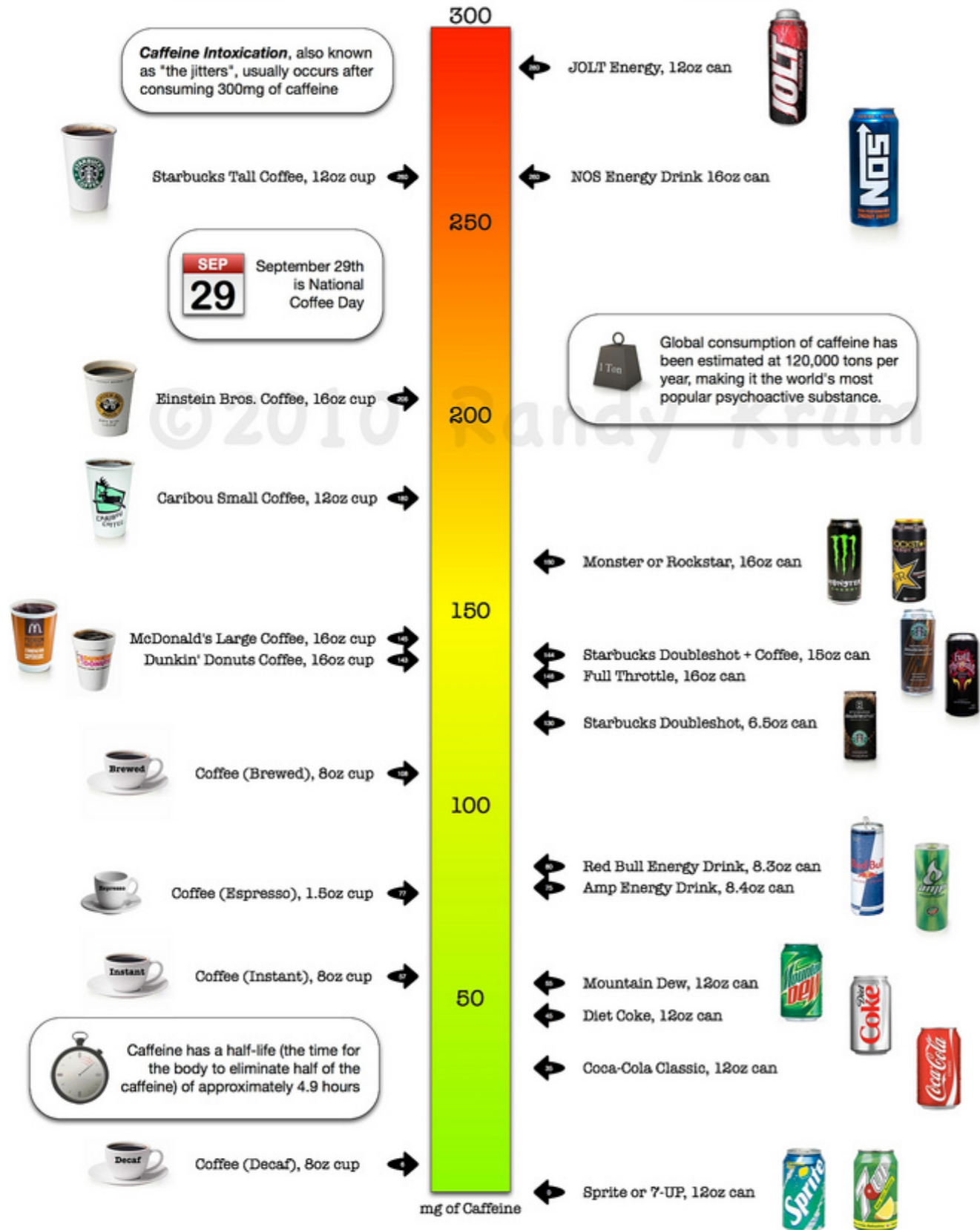
The Caffeine Poster

Discovered in 1819 by German chemist Friedrich Ferdinand Runge, caffeine is a crystalline xanthine alkaloid that is a psychoactive stimulant drug.



Coffee

Drinks



Caffeine Intoxication, also known as "the jitters", usually occurs after consuming 300mg of caffeine

SEP 29
September 29th
is National
Coffee Day

Global consumption of caffeine has been estimated at 120,000 tons per year, making it the world's most popular psychoactive substance.

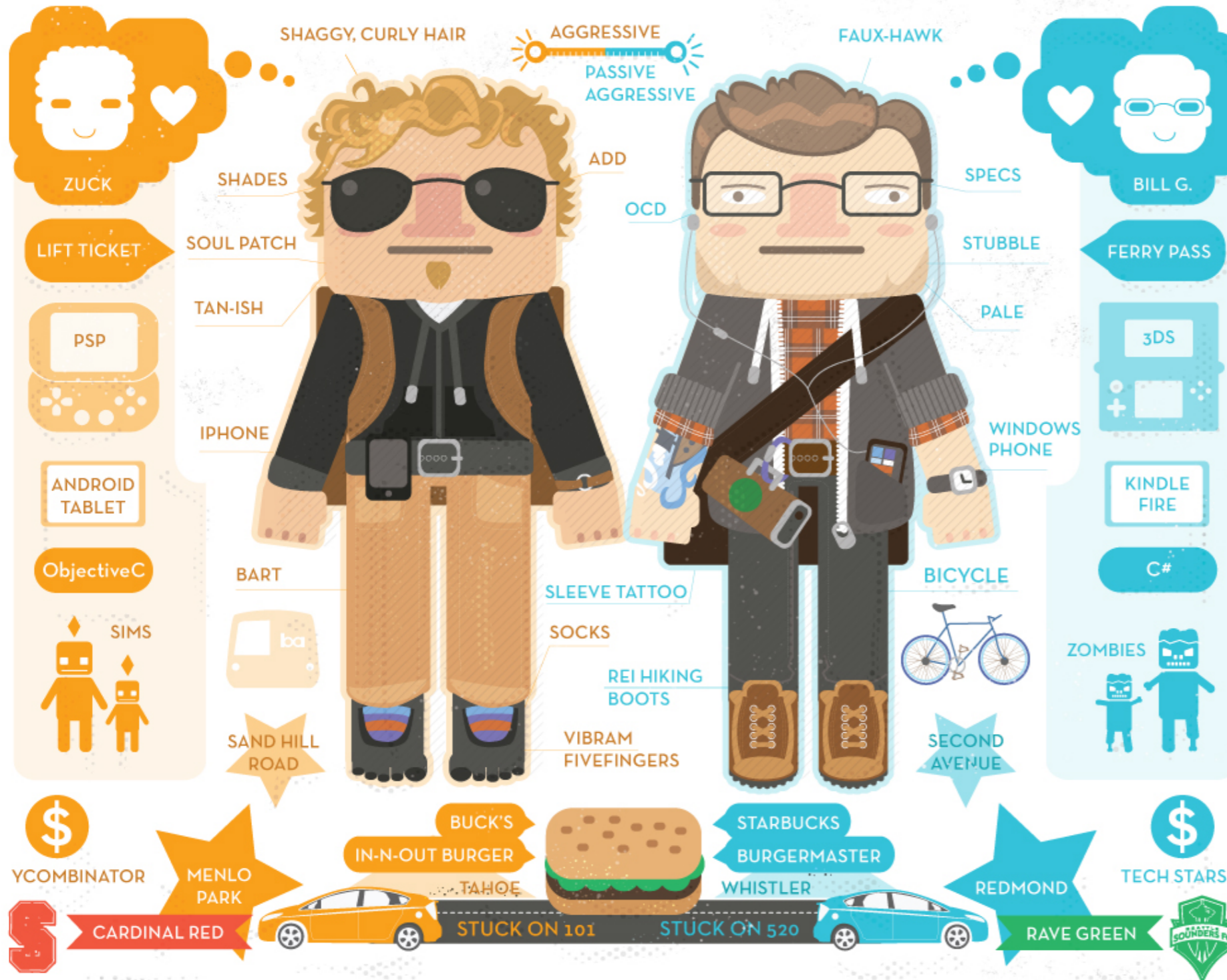
Caffeine has a half-life (the time for the body to eliminate half of the caffeine) of approximately 4.9 hours

SILICON VALLEY GEEKS

VS.

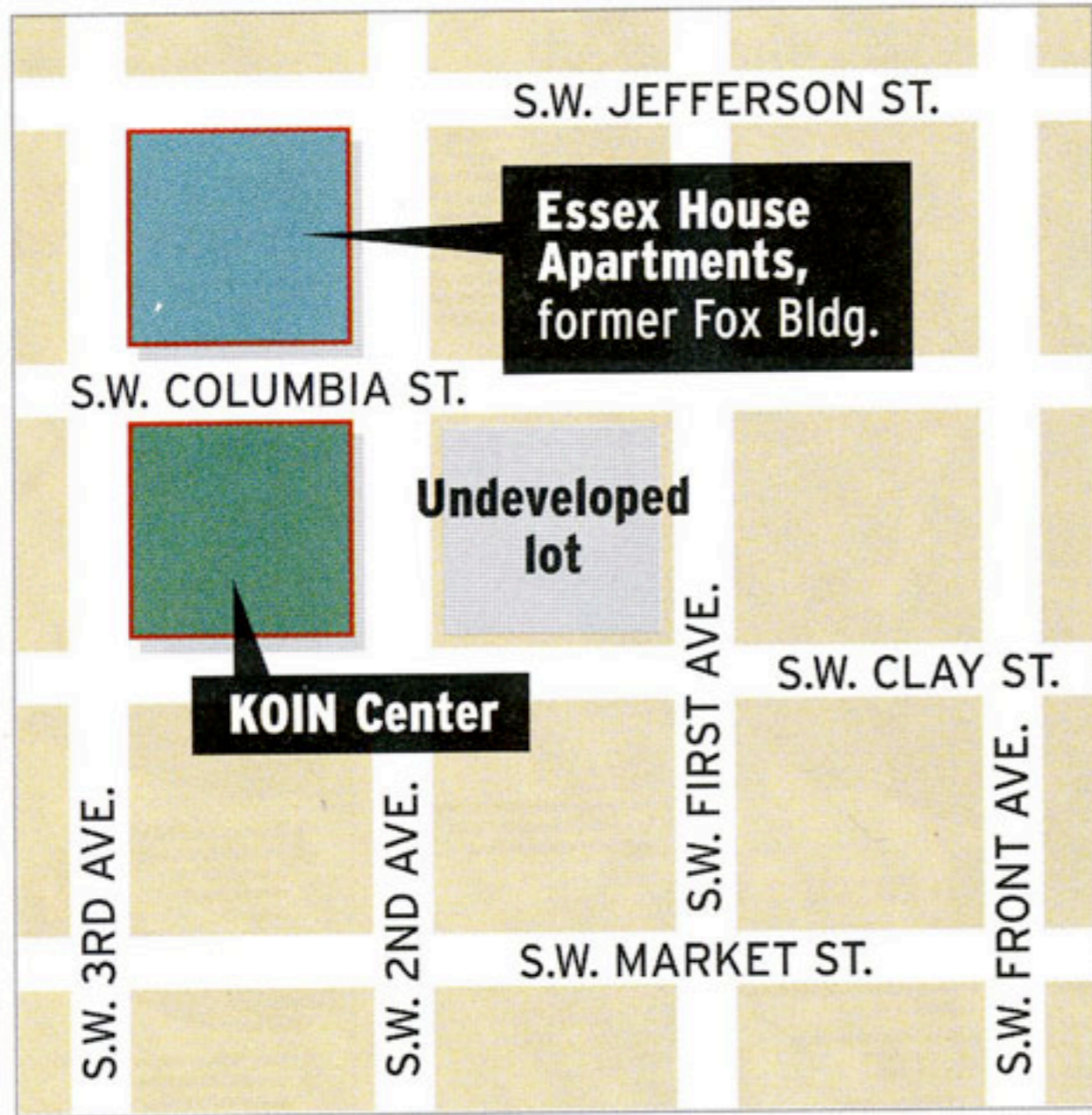
SEATTLE GEEKS

In the battle for Ultimate Entrepreneurship, who will win out? Silicon Valley's sunny disposition or Seattle's stormy fortitude?



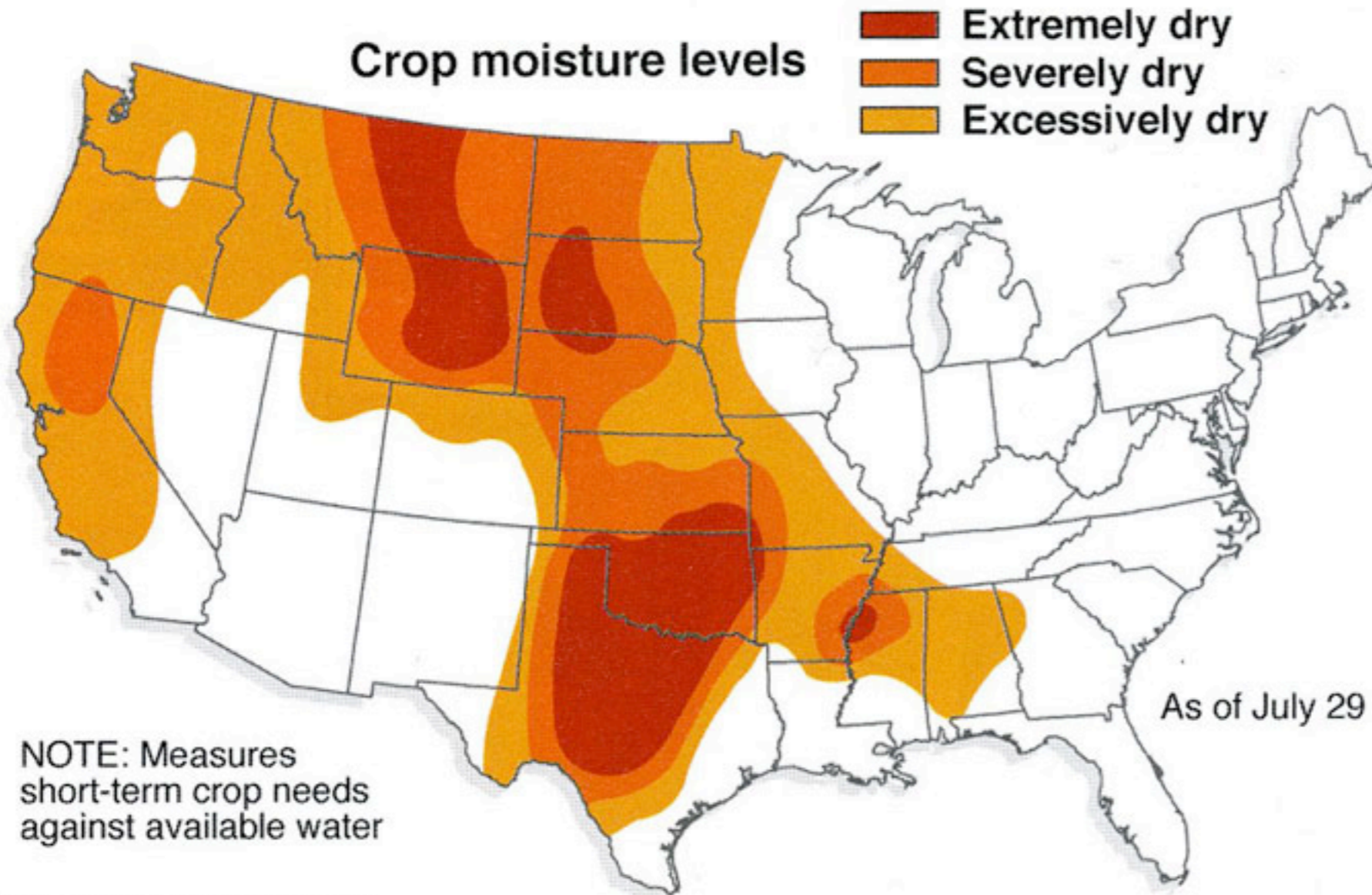
<http://www.geekwire.com/2012/infographic-seattle-geeks-silicon-valley-geeks/>

infographics | *maps*



CROPS WITHERING IN SUMMER HEAT

Farmers in the West and Midwest have struggled to maintain their crops during the recent wave of scorching heat and dry weather.

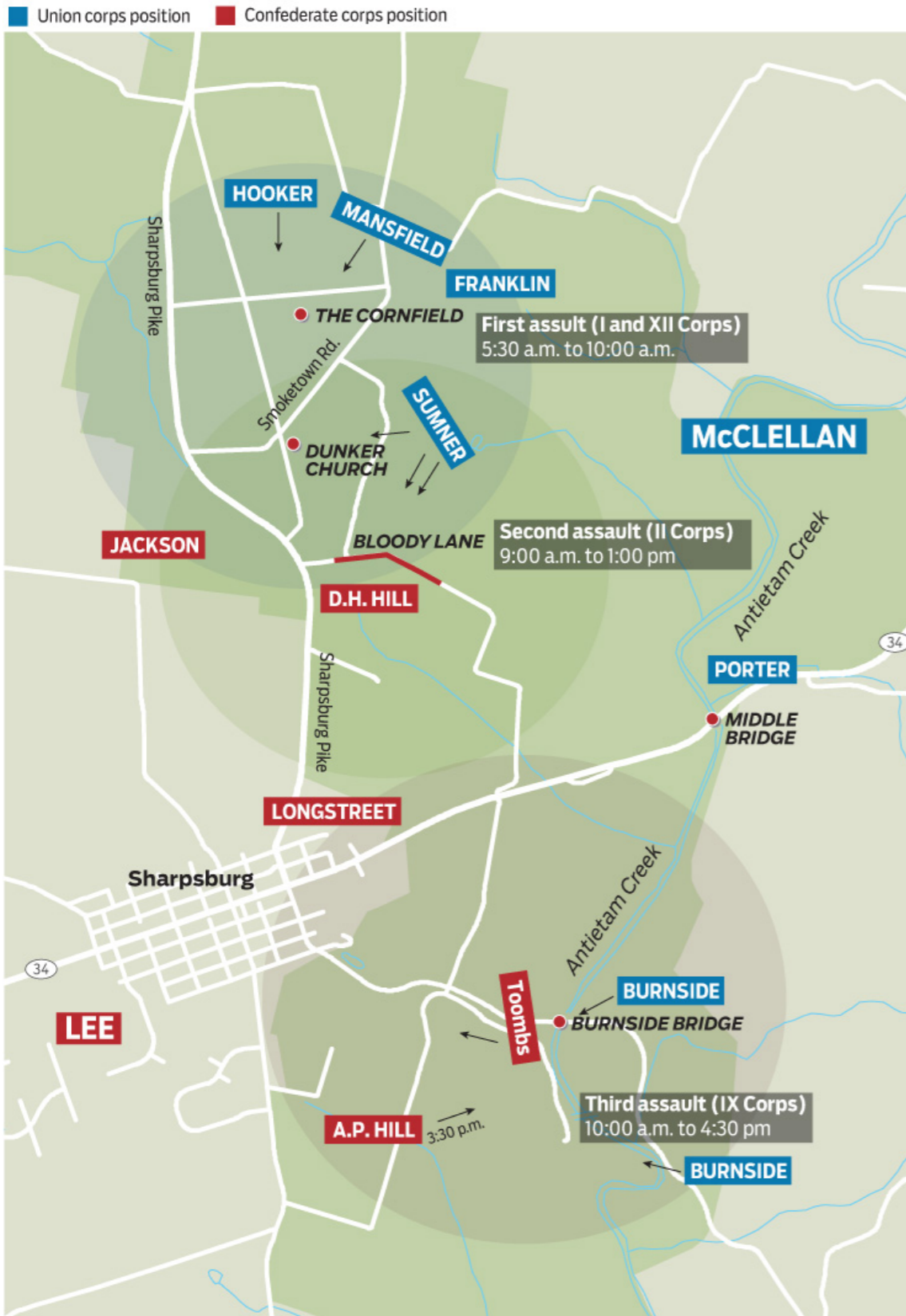


SOURCE: DEPARTMENT OF AGRICULTURE

AP

Antietam National Battlefield

Antietam National Battlefield has been largely preserved for the last 150 years. See how the battle on September 17, 1862 played out against the modern confines of the park.



SOURCE: Civil War Trust

ADAM MARTON / BALTIMORE SUN GRAPHIC

Baltimore drug network

Locations central to a heroin distribution ring. Police arrested 63 people in March — 29 were charged federally and 21 have pleaded guilty.



SOURCE: Court documents filed by Maryland U.S. Attorney's Office

BALTIMORE SUN GRAPHIC

infographics | *design*

When designing infographics:

- Start with the data.
- Consider audience and message.
- Choose format carefully.
- Should be simple and easy to understand.



infographics | *design*

Design choices should match message:

- Appropriate, readable typography.
- Design fundamentals (contrast, repetition, alignment, proximity, unity.)
- Be creative!

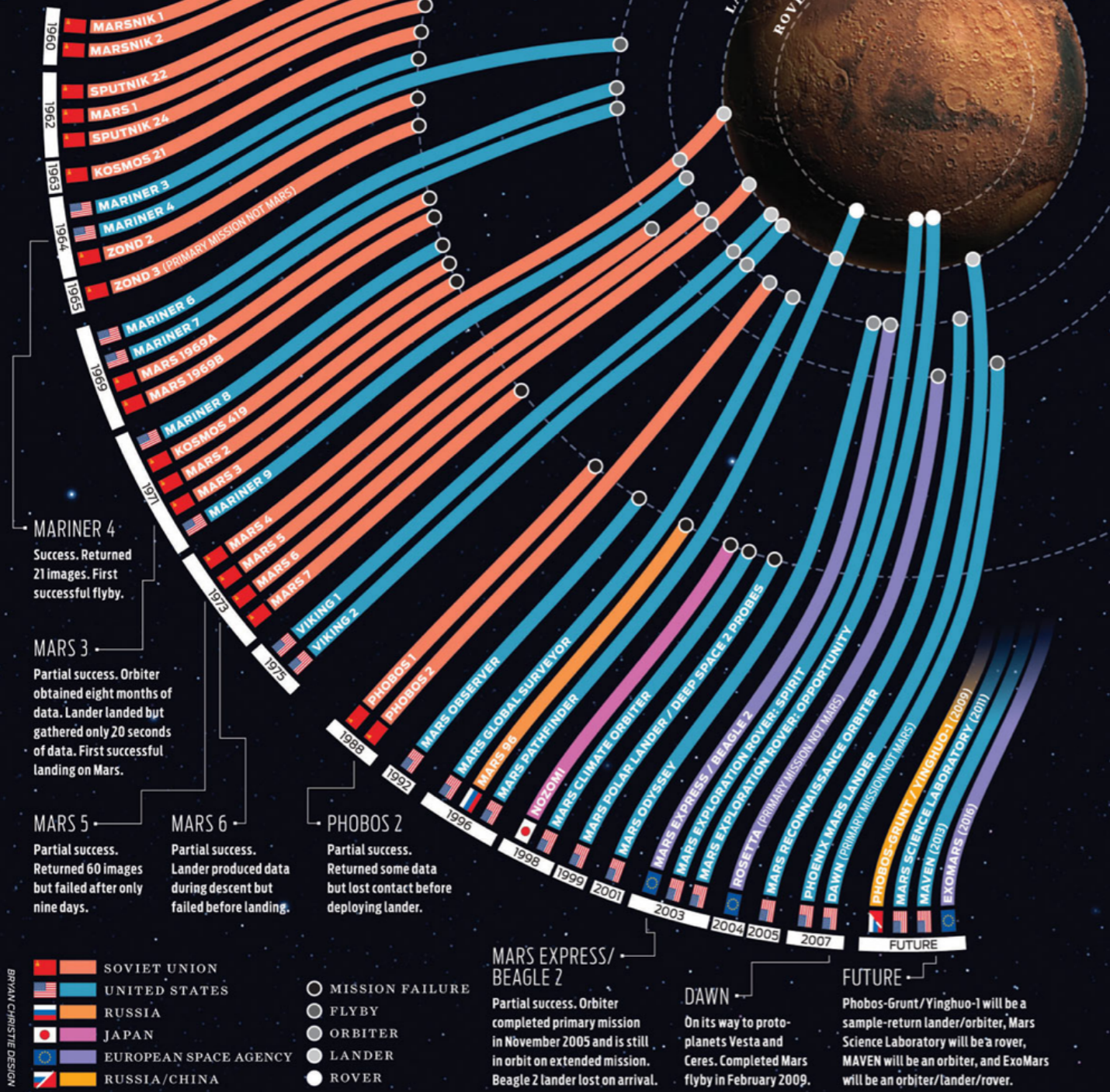


[READY, SET, GO]

MISSION(S) TO MARS

Though most missions TO THE RED PLANET HAVE FAILED, THE SUCCESS RATE IS DEFINITELY IMPROVING +++

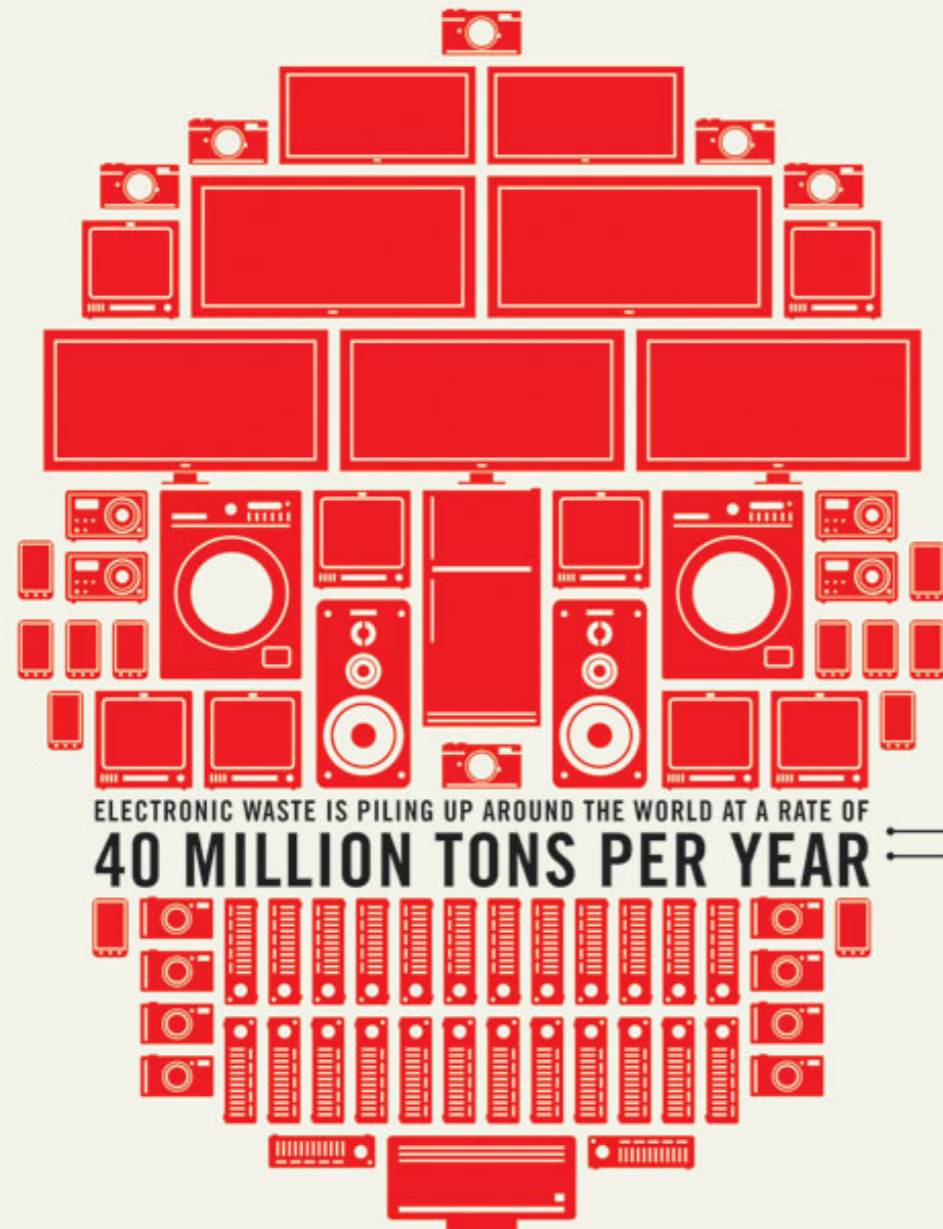
SOURCES: CORNELL UNIVERSITY, EUROPEAN SPACE AGENCY, NASA, RUSSIANSPEWEB.COM



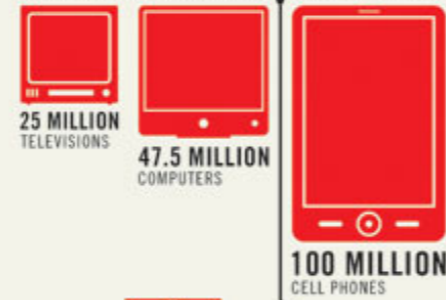
<http://image.guardian.co.uk/sys-images/Guardian/Pix/pictures/2012/3/15/1331835731247/Taschen-book-Mars-008.jpg>

THE DIGITAL DUMP

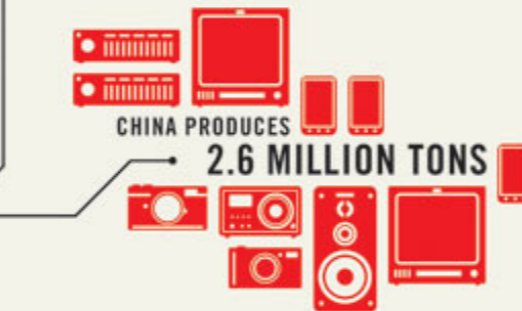
AS TECHNOLOGY ADVANCES AND WE BUILD MORE AND MORE DEVICES, THE NUMBER OF OBSOLETE ELECTRONICS IN NEED OF DISPOSAL IS GROWING AS WELL. THE ISSUE OF GLOBAL E-WASTE IS A MOUNTING CONCERN, AND AS THE PROBLEM PILES UP, MANY COUNTRIES ARE FINDING IT EASIEST TO JUST SHIP THEIR E-WASTE OVERSEAS.



EACH YEAR, THE UNITED STATES THROWS OUT, ON AVERAGE:



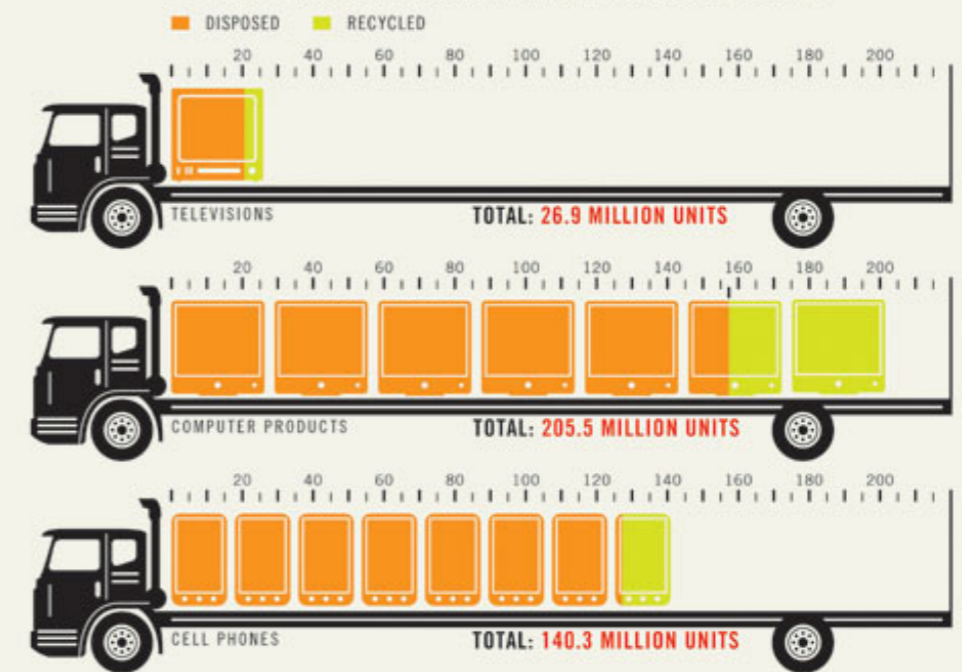
THE UNITED STATES PRODUCES 3.3 MILLION TONS OF E-WASTE IN A YEAR



THE WORLDWIDE MARKET FOR E-WASTE WILL GROW IN THE COMING YEARS



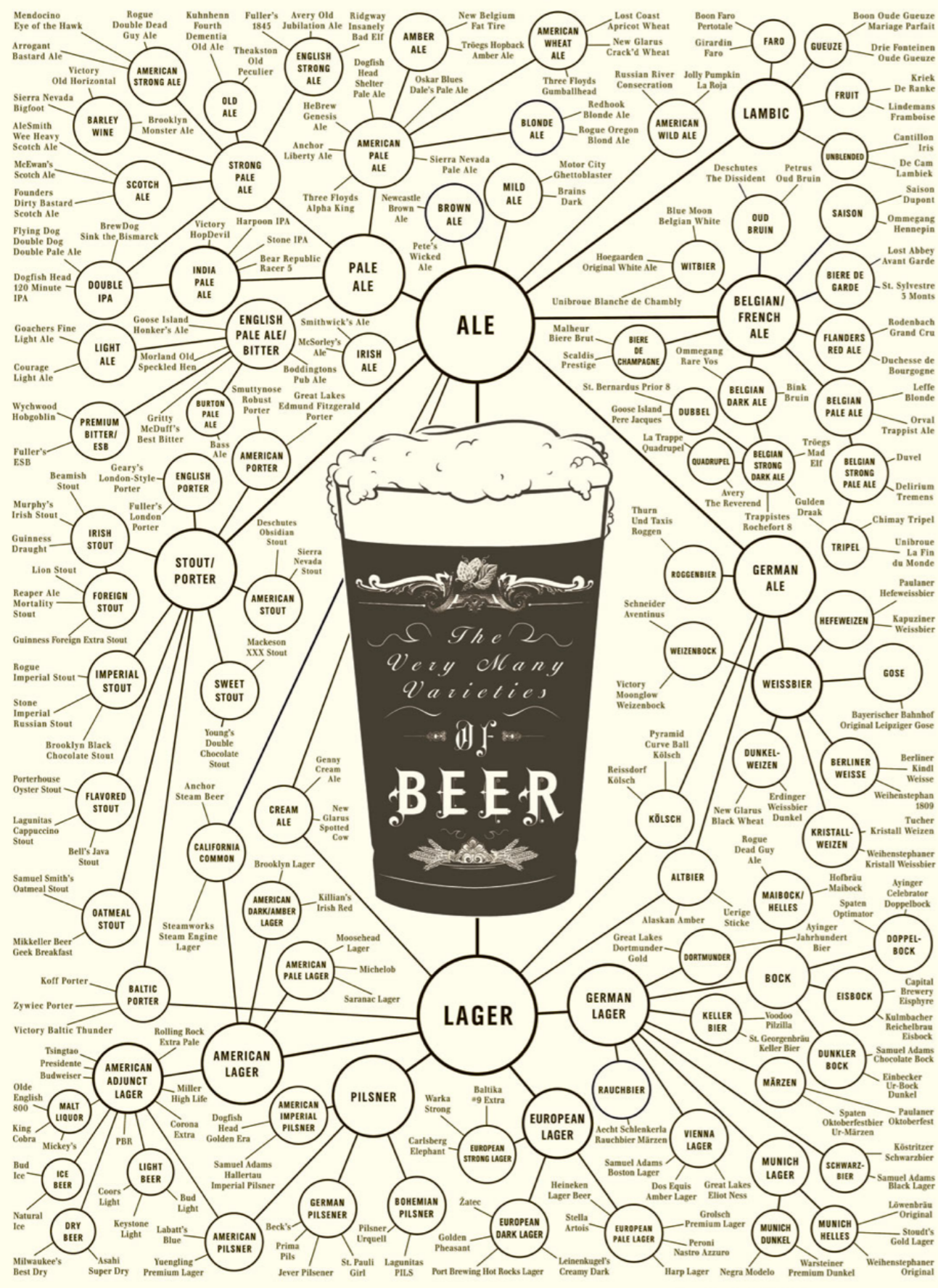
RECYCLING VERSUS DISPOSAL ANNUALLY IN THE UNITED STATES



E-WASTE DESTINATIONS



<http://image.guardian.co.uk/sys-images/Guardian/Pix/pictures/2012/3/15/1331836373062/Taschen-e-waste-008.jpg>



<http://image.guardian.co.uk/sys-images/Guardian/Pix/pictures/2012/3/15/1331837346557/Taschen-book-beer-008.jpg>

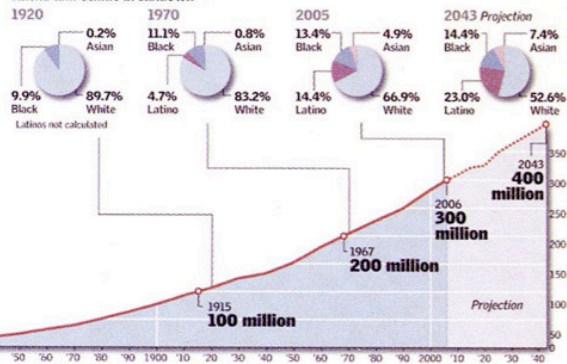
WE THE 300 MILLION PEOPLE

Statistically speaking, the U.S. population rolled past 300 million this morning, and a look at the country by the numbers reveals we're having fewer babies, we're more affluent, we're living longer and we're using much less of our take-home pay to buy a gallon of milk than when we hit 100 million in 1915.

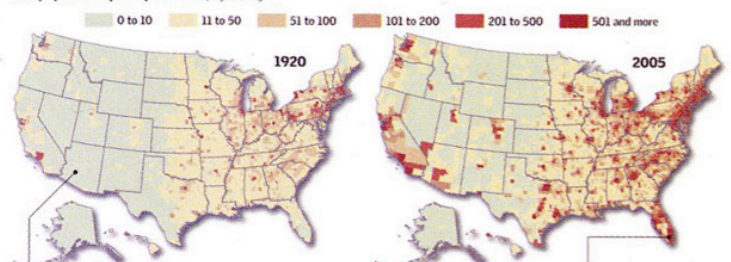
Growth of a country

It took the country 139 years to reach its first 100-million milestone, and since then, growth has speeded up. Now, the Census Bureau estimates a person is added to the population every 11 seconds. In 1915, the vast majority of residents were recent European arrivals or descendants of earlier white settlers. When the country hits 300 million today, it will be about two-thirds white, and the largest minority group will be Hispanic/Latino.

Racial and ethnic breakdown



U.S. population per square mile, by county

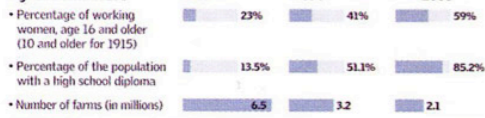


Phoenix: Once a desert outpost
The growth of Phoenix from 11,134 inhabitants in 1910 to 1.5 million in 2005 symbolizes the nation's movement to the South and West.

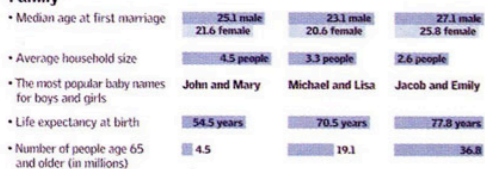
Colorado's population
1920 939,629
1970 2,209,596
2005 4,665,177

Florida: Rise of the Sunshine State
From relative obscurity to the nation's fourth-most-populous state, Florida counted a population of 17.8 million in 2005, compared with 923,000 in 1915.

By the numbers



Family



Cost of living



Time capsule

1915
President: Woodrow Wilson
Fads: The Ford Model T and silent movies are popular. Aspirin in tablet form and processed cheese are introduced.
Notable: Congress creates Rocky Mountain National Park.
• World War I is in its second year.
• First transcontinental phone call is made from New York to San Francisco.

1967
President: Lyndon Johnson
Fads: Color TV is the rage. "The Lucy Show," "The Andy Griffith Show" and "Gomer Pyle, U.S.M.C." are the top shows.
Notable: The Summer of Love draws thousands to San Francisco.
• U.S. troops in the Vietnam War grow to nearly 500,000.
• Thurgood Marshall is sworn in as the first black U.S. Supreme Court justice.

2006
President: George W. Bush
Fads: iPods reign. The websites YouTube and MySpace redefine personal communications.
Notable: Iraq war enters third year.
• Rising interest rates put the brakes on a red-hot housing market.

Sources: U.S. Census Bureau (if data for a year were not available, data from the closest year for which the information was available have been provided); Social Security Administration; Statistical Abstract of the United States; USDA National Agricultural Statistics Service; The Associated Press

Thomas McKay and Joe Watt | The Denver Post. Compiled by The Denver Post research library



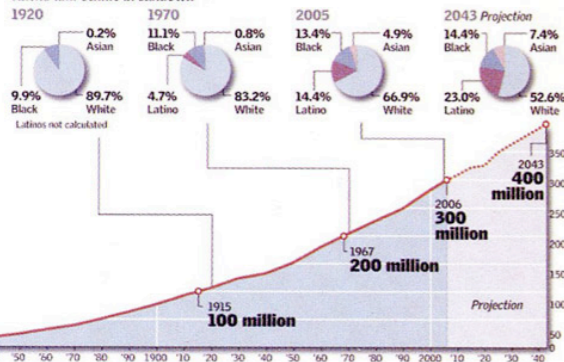
WE THE 300 MILLION PEOPLE

Statistically speaking, the U.S. population rolled past 300 million this morning, and a look at the country by the numbers reveals we're having fewer babies, we're more affluent, we're living longer and we're using much less of our take-home pay to buy a gallon of milk than when we hit 100 million in 1915.

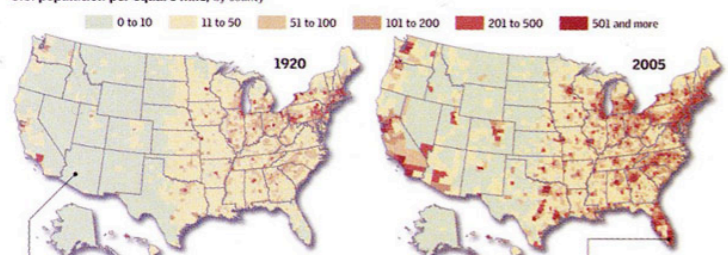
Growth of a country

It took the country 139 years to reach its first 100-million milestone, and since then, growth has speeded up. Now, the Census Bureau estimates a person is added to the population every 11 seconds. In 1915, the vast majority of residents were recent European arrivals or descendants of earlier white settlers. When the country hits 300 million today, it will be about two-thirds white, and the largest minority group will be Hispanic/Latino.

Racial and ethnic breakdown



U.S. population per square mile, by county

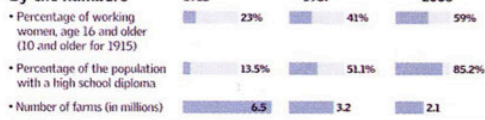


Phoenix: Once a desert outpost
The growth of Phoenix from 11,134 inhabitants in 1910 to 1.5 million in 2005 symbolizes the nation's movement to the South and West.

Colorado's population
1920 939,629
1970 2,209,596
2005 4,665,177

Florida: Rise of the Sunshine State
From relative obscurity to the nation's fourth-most-populous state, Florida counted a population of 17.8 million in 2005, compared with 923,000 in 1915.

By the numbers



Time capsule

1915
President: Woodrow Wilson
Fads: The Ford Model T and silent movies are popular. Aspirin in tablet form and processed cheese are introduced.
Notable: Congress creates Rocky Mountain National Park.
• World War I is in its second year.
• First transcontinental phone call is made from New York to San Francisco.

1967

President: Lyndon Johnson
Fads: Color TV is the rage. "The Lucy Show," "The Andy Griffith Show" and "Gomer Pyle, U.S.M.C." are the top shows.
Notable: The Summer of Love draws thousands to San Francisco.
• U.S. troops in the Vietnam War grow to nearly 500,000.
• Thurgood Marshall is sworn in as the first black U.S. Supreme Court justice.

2006

President: George W. Bush
Fads: iPods reign. The websites YouTube and MySpace redefine personal communications.
Notable: Iraq war enters third year.
• Rising interest rates put the brakes on a red-hot housing market.

Cost of living



Sources: U.S. Census Bureau (if data for a year were not available, data from the closest year for which the information was available have been provided); Social Security Administration; Statistical Abstract of the United States; USDA National Agricultural Statistics Service; The Associated Press

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300 million ... and counting



GRACE BEAHM/STAFF

Yes, there really are people everywhere, in Charleston and throughout the nation.

The growth of the United States

	1915	1967	2006
U.S. Population	100 million	200 million	300 million
World Population	1.8 billion	3.5 billion	6.6 billion
Foreign-born people living in America; leading country of origin	13.5 million, 15% of the population; Germany	9.7 million, 5% of the population; Italy	34.3 million, 12% of the population; Mexico
President	Woodrow Wilson	Lyndon B. Johnson	George W. Bush
Cost for a gallon of regular gas	\$0.25 (\$5.00 in '06 dollars)	\$0.33 (\$2.00 in '06 dollars)	\$2.23
Price of a gallon of milk	\$0.36 (\$7.22 in '06 dollars)	\$1.03 (\$6.24 in '06 dollars)	\$3.00
Pop culture	The "Model T" and silent movies are the rage. Raggedy Ann, aspirin in tablet form and processed cheese are introduced.	Color TV is the rage. "The Lucy Show," "Andy Griffith Show" and "Gomer Pyle" are the top-rated television shows.	iPods, cell phones and "American Idol" reign supreme.
Average household size	4.5 people	3.3 people	2.6 people
Median age	24.1 years	29.5 years	36.2 years
Life expectancy	54.5 years	70.5 years	77.8 years
Median income for male and female wage and salary workers, respectively	\$687 (Constant dollar figure not available)	\$5,974 and \$2,295 (\$29,589 and \$11,367 in 2005 dollars)	\$34,926 and \$23,546
Popular baby names	John and Mary	Michael and Lisa	Jacob and Emily
Median age at first marriage for men and women, respectively	25.1 and 21.6	23.1 and 20.6	27.1 and 25.8

SOURCE: U.S. CENSUS BUREAU

Newborn or immigrant, nation set to hit milestone today

BY BRIAN HICKS
The Post and Courier

And you thought it was crowded on Highway 17. The Census Bureau predicts that just before 8 a.m. today, the U.S. population will hit the 300 million threshold, and you know what that means: Now you are never going to get through the line at Starbucks.

Basically, the United States has a net gain of one person every 11 seconds. Sixty percent of this population explosion comes from births, and 40 percent comes from immigration.

The Census Bureau bases its calculations on a somewhat simple formula. Someone is born every 7 seconds, someone dies every 13 seconds, and every 30 minutes a TV station somewhere airs a "Gilligan's Island" rerun.

The idea that this country is getting more crowded is not lost on anyone in Charleston. Byron and Lisa Moore, navigating downtown Friday, felt like they had run into just about every one of those 300 million.

"It's crowded today, that's for sure," Byron Moore said. Lisa Moore, a real estate agent in Columbia, said South Carolina is filling up from Florida's overflow.

"All those people are sick of living in Florida, and they are moving up here," she said.

So that's who all those new houses are for.

Please see POPULATION, Page 9A

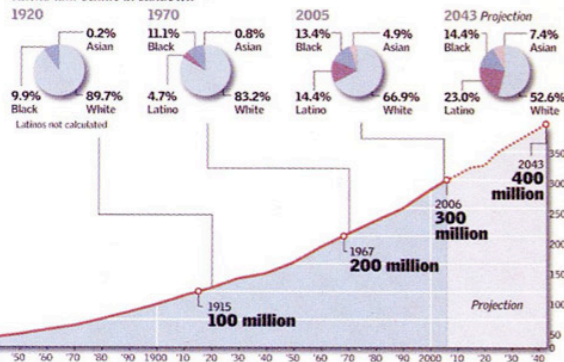
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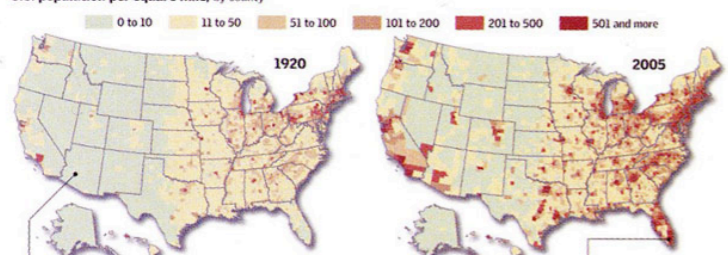
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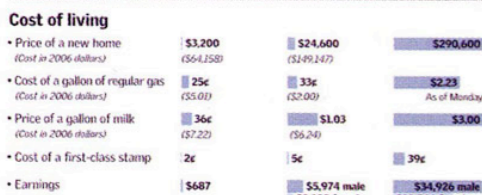
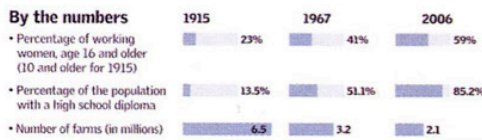
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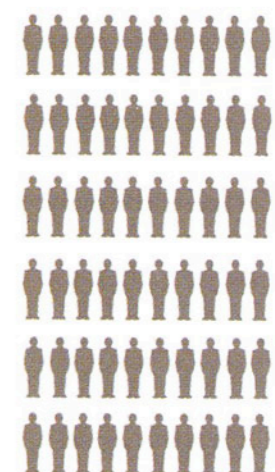
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Please see POPULATION, Page 9A.

300 MILLION AMERICANS



U.S. gobbles up goods on its way to today's population milestone

From wire services

WASHINGTON — America's population is on track to hit 300 million this morning, and it's causing a stir among environmentalists.

People in the United States are consuming more than ever — more food, more energy, more natural resources. Open spaces are shrinking and traffic in many areas is dreadful.

Three hundred million is still small potatoes compared to billion-plus giants India and China, which already had more than 300 million people a century ago.

But at least the United States, which is home to just under 1 in 20 of the 6.6 billion people worldwide, is still growing.

Fueled by economic growth and abundant immigration, America should add an additional 100 million people by the middle of the century.

That will be enough to keep the U.S. in the No. 3 slot on the world's population chart as Indonesia, the No. 4 nation, plays catchup, according to the International Institute for Applied Systems Analysis, a nongovernmental research organization.

At the other end of the scale is tiny Vatican City, which has a population of just 770.

SEE POPULATION PAGE A5

Circle of life*

Deaths in Maine: 1 every 43 minutes

Births in Maine: 1 every 38 minutes

Maine population

1971: 1,016,000 (broke 1 million)

2005: 1,283,673

2030: 1,411,097 (projected)

* Based on average number of births and deaths the last six years. SOURCE: U.S. Census, Maine Office of Data, Research and Vital Statistics.

Maine decades from 2 million people, A5

EQUALS 1 MILLION AMERICANS

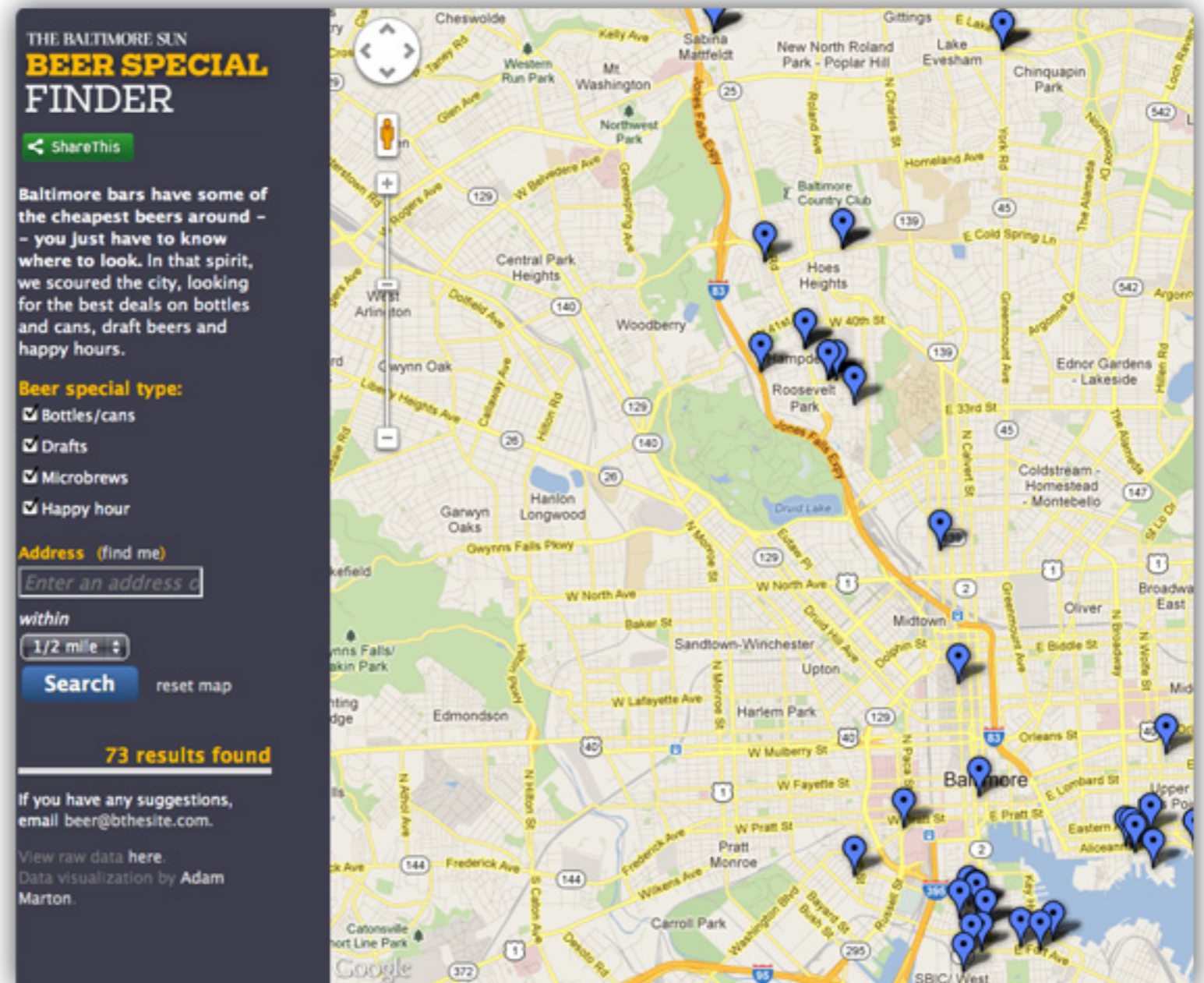
infographics | *interactive*

<http://data.baltimoresun.com/maps/beer/>

<http://apps.washingtonpost.com/investigative/homicides/>

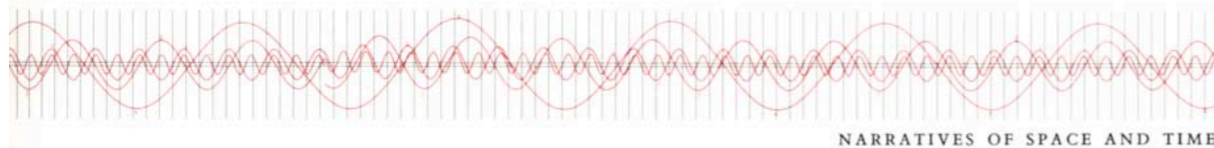
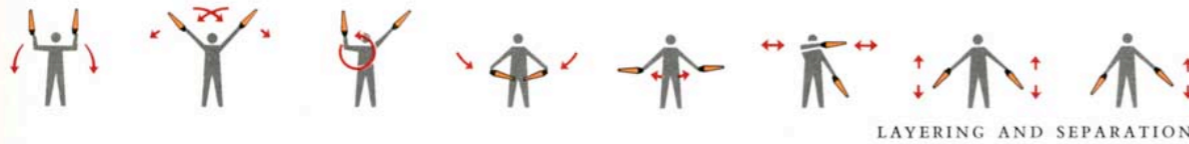
<http://www.washingtonpost.com/wp-srv/special/nation/newtown-school-shooting-victims/>

<http://awesome.good.is.s3.amazonaws.com/transparency/web/1204/your-daily-dose-of-water/flash.html>



Edward R. Tufte

Envisioning Information



Carte Figurative des pertes successives en hommes de l'Armée Française dans la campagne de Russie 1812-1813.

Dressée par M. Minard, Inspecteur Général des Ponts et Chaussées en retraite Paris, le 20 Novembre 1869.

Les nombres d'hommes présents sont représentés par les largeurs des zones colorées à raison d'un millimètre pour dix mille hommes; ils sont de plus écrits en travers des zones. Le rouge désigne les hommes qui ont été en Russie, le noir ceux qui en sont sortis. — Les renseignements qui ont servi à dresser la carte ont été puisés dans les ouvrages de M. M. Chiers, de Légar, de Fezensac, de Chambray et le journal inédit de Jacob, pharmacien de l'Armée depuis le 28 Octobre. Pour mieux faire juger à l'œil la diminution de l'armée, j'ai supposé que les corps du Prince Jérôme et du Maréchal Davoust qui avaient été détachés sur Minsk et Mohilow et qui rejoindront vers Orscha et Witebsk, avaient toujours marché avec l'armée.

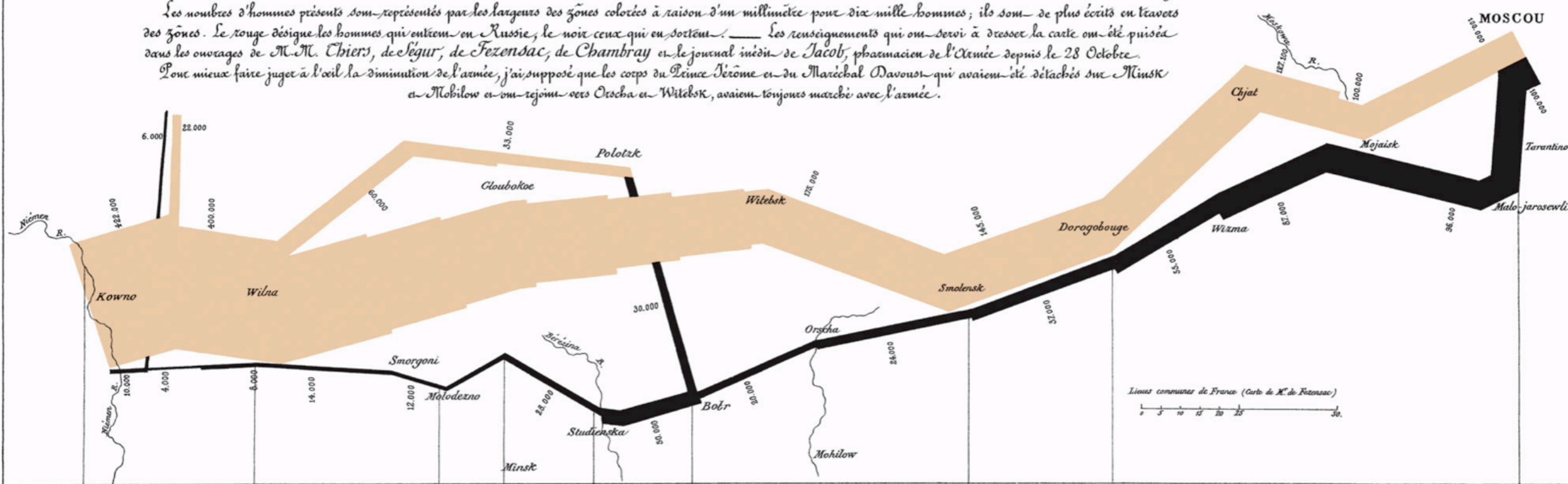
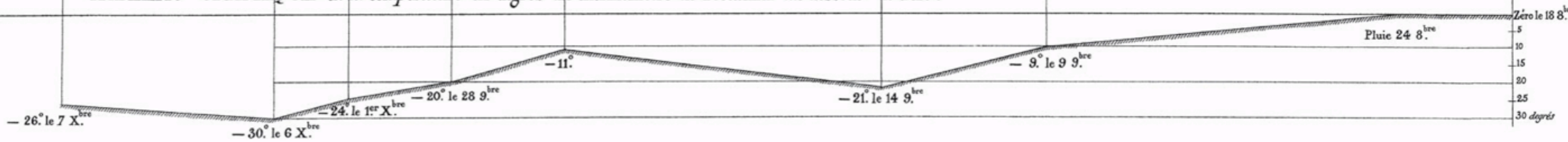


TABLEAU GRAPHIQUE de la température en degrés du thermomètre de Réaumur au dessous de zéro.

Les Cosaques passent au galop le Niemen gelé.



Autog. par Regnier, 8. Pas. S^{te} Marie S^{te} G^{de} à Paris.

Imp. Lith. Regnier et Dourdet.

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<http://www.coolinfographics.com>

<http://www.nytimes.com/interactive/2012/12/30/multimedia/2012-the-year-in-graphics.html>

<http://www.guardian.co.uk/news/datablog/gallery/2012/sep/27/information-beautiful-awards>

<http://www.theonion.com/features/statshot/>

