

color | *types*

Types of color / color modes

RGB (red, green, blue) - best for web.

CMYK (cyan, magenta, yellow, black)- good for print. Also known as “process” or “full color.”

Greyscale (black and white).

Pantone (based on color swatches)- good for print.



The flag
This solid cyan tint makes USA Today's logo immediately recognizable. Each of the paper's section fronts is branded with its own color, too: the Sports header is red, Money is green and Life is purple.

Typography
Notice how color is used to make special type elements pop: the red and yellow "Coaches' Poll" box, the blue kicker for the lead population story. Even those bullets on the Newsline briefs are color-coded to each section of the paper.

Photography
Prior to 1980, photojournalism was primarily a black-and-white craft. But at most modern publications, color photos on section fronts are mandatory. Color reproduction is more difficult and expensive, but that cost is offset by the appeal color photos have and the added information they convey.

Illustrations
Newspapers have been colorizing art ever since they started printing the Sunday funnies more than a century ago. On this page, you can see two common uses for color illustrations: creating images for use in graphics (like the car at right), and producing special logos (the Campaign 2006 button at right and that Newsline Weekend Edition label above).

www.usatoday.com THE NATION'S NEWSPAPER 75 CENTS

SPORTS SCORES

NFL Week 8

'The Rock' and hard places
Tough receiver shines in first half for 4-2 Bengals; others struggle near midseason, 1, 10-11C

USA TODAY

NO. 1 IN THE USA

Much eager for 'Borat'
The crazed comic's Kazakh 'learnings' to big screen, 1E

Sacha Baron Cohen: Punctures culture wars.

Fri/Sat/Sun, October 27-29, 2006

Newsline

News Money Sports Life

Weekend gas gauge

	Regular	Mid	Premium
Current average	\$2.202	\$2.397	\$2.422
Week ago	\$2.220	\$2.356	\$2.442
Year ago	\$2.593	\$2.754	\$2.854

Source: AAA's AAFCO, which shows the distribution of gas in 100-mile radius areas.

■ ExxonMobil's \$10.5B profit nears record, 1, 3B
■ Find prices in 50 states at money.usatoday.com



California wildfire kills four; arson cited

\$100,000 reward is offered after wind-fueled blaze near Palm Springs takes lives of firefighters; colleagues mourn loss, 3A



Get ready to fall back

Daylight-saving time ends at 2 a.m. Sunday. Turn clocks back one hour.

Bush signs bill for 700-mile border fence

Mexico's president calls idea "shameful"; no money has been allocated for U.S. barrier, 7A

South Korea to enforce U.N. resolution

Seoul defies warning from North Korea, says it will honor sanctions imposed after nuclear test, 12A

Ferris Bueller reduced to pure fiction?

The days of skipping school and getting away with it appear to be gone forever, but not without debate, 5A

Money: South Africa aims to grow

Nation is launching ambitious economic plan amid boom times for China and others, Cover story 1B

► The redesigned 2007 Chevrolet Suburban is one big, easy-to-drive hauler, Test Drive, 5B

Sports: Cardinals bedevil Tigers

St. Louis closer to winning World Series after coming back in Game 4 against Detroit, 1, 4-5C

Life: Seven wonders of world, updated

USA TODAY's Good Morning America panel of experts unveils list of marvels; vote for the eighth wonder, 1D

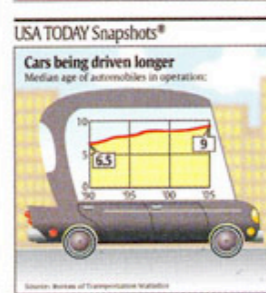
► Where and what to eat at 10 airports, 2D

USA TODAY Snapshots®

Dow stocks keep record streak alive

Index	Close	Change
Dow Jones industrial average	12,163.66	▲ 28.98
Nasdaq composite	2,379.10	▲ 22.51
Treasury note, 10-year yield	4.77%	▲ 0.05%
USA TODAY Internet 50	135.76	▲ 0.68

Source: USA TODAY, Dow Jones & Company, MarketWatch, Reuters



By State Weekly and Regional Circulation - USA TODAY

Continental, South	56
Editorial/Opinion	19, 21A
Lifestyles	4-6
Marketplace Today	4-6
State-by-state	1-3A
Market scoreboard	4B

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Gators on top again

Coaches' POLL

No. 1 Florida is only the second national champ in 40 years to return five starters, 1C

Standings

No. 2 North Carolina
No. 3 Kansas
No. 4 Ohio State
No. 5 (tie) UCLA and Pittsburgh

Joakim Noah: 'We're playing for history.'

100 million more Americans

Where will everybody live?

How the USA copes with unprecedented growth in the next 3 1/2 decades is about more than location. It's about how we live.

Room to grow?

Most Americans are packed around metropolitan areas. The map shows where we live (each dot represents 5,000 people). The population is expected to increase by 100 million (another 20,000 dots) by about 2040, reaching 400 million.

Can the USA, which trails only China and India in population, absorb another 100 million people in such a short time? Where will everybody live? Space itself isn't the issue. More than half of Americans live within 50 miles of the Atlantic, Pacific, Gulf and Great Lakes coasts on just a fifth of the country's land area, according to the Center for Environment and

CHARLOTTE — The fact the USA is growing faster than any other industrialized country in the world comes as no surprise to Tim Gibbs. Born and raised here, he lives on the far edge of North Carolina's most populous metropolitan area and works 30 miles north in downtown Charlotte. Development spilling out of the booming city and Mecklenburg County is creeping closer and clogging his commute. If he leaves after 6:15 a.m. or before 8 a.m., he's on the road for up to 90 minutes. "It's just overwhelming," says Gibbs, 46. "Folks who were born here try to figure out where is everybody coming from. ... Growth is out of control."

He hasn't seen anything yet. The USA added 100 million people in the past 30 years and last week topped 300 million. We'll add the next 100 million even faster. Sometime around 2040, according to government estimates, the population clock will tick past 400 million.

"Mind-boggling," says Gibbs, a transportation planner for the city. "There is a finite amount of land available."

Can the USA, which trails only China and India in population, absorb another 100 million people in such a short time? Where will everybody live? Space itself isn't the issue. More than half of Americans live within 50 miles of the Atlantic, Pacific, Gulf and Great Lakes coasts on just a fifth of the country's land area, according to the Center for Environment and

See COVER STORY next page ►

Army to spread burden of combat

Some do many tours while others do none

War duty

Deployment status of active-duty U.S. soldiers in Iraq and Afghanistan:

Never deployed	41.6%
Deployed once	38.8%
Deployed more than once	19.6%

Source: Defense Department

U.S. toll rises

Deaths highest since last fall, 10A

WASHINGTON — The prospect of combat in Iraq for at least another four years is prompting the Army to realign its forces to prevent a small slice of soldiers who are shouldering much of the fighting from wearing out. The Army is moving soldiers from specialties such as artillery and air defense to high-demand roles: infantry, engineering, military police and intelligence. Special Forces, civil affairs and psychological operations, said Lt. Gen. Michael Ruppel, deputy chief of staff for Army personnel.

The Army has more soldiers deployed in Iraq and Afghanistan than other services combined. It expects to complete the realignment by 2011.

Marine Gen. Peter Pace, chairman of the Joint Chiefs of Staff, acknowledged this week that the Pentagon is sending active-duty troops overseas more frequently than it wants to, which is once in three years. About 42% of the Army's 500,000 active-duty soldiers have not deployed to Iraq or Afghanistan. They include about 80,000 fresh recruits, most of whom are being trained. More than 90,000 others are in the so-called institutional Army, those who train, equip and manage soldiers.

By 2011, there will be 50,000 more troops available for deployment than in 2001. Part of that will be accomplished by having civilian Army employees take over certain jobs from soldiers, freeing them up to fight.

Five years of fighting have put the Army on the verge of wearing out vital soldiers, said James Carafano, a retired Army colonel and military analyst at the Heritage Foundation.

The Army is still structured to fight Cold War enemies, which prevents it from deploying more troops, he said. "It's not a usable force in terms of mix and composition."

The Army has sent more than 144,000 active-duty, National Guard and Reserve soldiers to Iraq or Afghanistan more than once. Army deployments typically last one year. Some soldiers, including special operations forces, have shorter tours.

Fort Bragg in North Carolina, where many Special Forces soldiers are based, is home to the Army's most-deployed soldiers. That soldier, whom the Army declined to identify, has been sent to Iraq or Afghanistan nine times.

That's a "pocket of stress that we need to be concerned about," said retired Army colonel James Martin, an expert on military culture who teaches at Bryn Mawr College in Pennsylvania.

Elections pushed, pressed, pulled into 21st century

By Richard Wolf USA TODAY

Hunted by breakdowns at the polls during this year's primaries, elections officials across the USA are using technology and other means to make voting on Nov. 7 more reliable and convenient.

From alerts delivered by text message to polling sites at grocery stores, states and counties hope to increase turnout and decrease the number of problems in states such as Ohio and Illinois earlier this year.

In Cuyahoga County, Ohio, where it took nearly a week to count votes in May, poll workers must pass a four-hour training course and practice on new electronic voting machines. The nearly 300 who fail must repeat the class.

"You're imposing a technology on them that they don't understand," elections project manager Tom Hayes says.

Cook County, Ill., which suffered similar delays in March, is paying \$500 to equipment technicians willing to train for three days. "The job of these poll workers immediately got about five or six times harder," County Clerk David Orr says.

Among the innovations:

- **Electronic updates.** Johnson County, Kan., offers election alerts by e-mail, text message or podcast. Only about 500 residents have signed up this year, but the publicity could boost turnout.
- **Early voting higher across the USA, 7A**
- **Ballot issue: Will machines work? 15A**

"It gave us something new to talk about to drive people to our website," Election Commissioner Brian Newby says.

- **Voting by phone.** Vermont pioneered phone voting for the visually impaired and has now been joined by Maine, New Hampshire, Connecticut, Oklahoma and Oregon. "They're very comfortable with a telephone, and many of them aren't very comfortable with a computer," says Vermont Secretary of State Deborah Markowitz.
- **New polling venues.** Clark County, Nev., has increased its early voting sites to 18 by including malls, grocery stores and a mobile trailer. Eight are permanent, and 10 move throughout the county. "We're right in the community locations where people go," Registrar of Voters Larry Lomax says.
- **Centralized sites.** Following the example of Larimer County, 20 Colorado counties will use centralized "vote centers" this year rather than smaller precincts. Voters, who can go to any center, find the system more convenient, says Dana Williams of the Colorado secretary of state's office.
- **Election night webcams.** Orange County, Calif., lets election junkies watch on the Web as ballot boxes and supplies are returned to a county warehouse. "We're showing them as much of the process as we can," says Brett Rowley of the registrar's office.

Promos & teasers

Front-page promos have two jobs to do: 1) attract attention, and 2) guide readers inside. The best way to attract attention, obviously, is to run lively, compelling color images — especially faces of well-known celebrities. Most newspapers dedicate the top portion of Page One to promos using color photos and color type.

Color screens

Adding a color screen to the background of a story is an effective way to give it extra emphasis. Notice how the orange screen gives the lead story more visual punch. (The same is true for that ad at the bottom of the page, too.)

Infographics

Charts, graphs and maps rely on screens and rules to separate elements and enhance readability. And adding color makes them even more effective, as you can see in that U.S. map. Large-scale color infographics can become the centerpiece of a page, particularly when no photos are available. Small, color infographics (like that pie chart) provide essential data, as well.

Advertisements

More and more papers now run color ads on Page One. There's surely an ad on the back page of this section, too, since sharing color printing positions with advertisers defrays the newsroom cost of color production.

This fall, free nights add up faster with the EASY CHOICE® rewards program.

Econo Lodge | Rodeway Inn | We'll see you there. | choicehotels.com | 800.4CHOICE

color | *guidelines*

Use colors to highlight important items, create hierarchy, add *evoke emotion*.

- Use appropriate colors.
- Consider how a color will make someone feel.
- Use matching and complimentary colors.
- Keep background screens light.
- Consult a color chart.
- Watch the volume of your colors.





“A morte
serve para
que
possamos
continuar
a viver”

José Saramago
1922-2010

**OS AMIGOS...
E OS CRITICOS**

O homem O elogio de José Luis Peixoto e as ressalvas de Sousa Lara
O escritor A memória de Francisco José Viegas e a crítica de Tolentino Mendonça
O comunista As lembranças de Baptista Bastos e o lamento de Nóbrega Guedes
O jornalista A análise de Ana Sá Lopes e os dias negros, por Simões Branco
// PÁGS. 6-7 e 14-23

**Lésbicas proibidas
de recorrer à
inseminação artificial**

ZOOM Casos de mulheres impedidas de recorrer à prescrição medicamentosa assistida. Conselho Nacional para a PMA responde assim às dúvidas das clínicas de fertilidade. // PÁG. 27



Livro "Textos Políticos" de Eça
Revista iMúxios 80 programas de férias
Zoo Este jornal vale uma entrada no zoo
Cerjas Peça uma caixa em Lisboa e Porto
Revista Index Banhos de ouro



GAUGE elevelen

spring 2007

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Crise e contas públicas. Combustíveis vão dar uma ajuda aos cofres do Estado em 2010

O Imposto sobre os Produtos Petrolíferos (ISP) é a quarta maior fonte de receitas fiscais para o governo português. Este imposto funciona como uma taxa fixa aplicada sobre cada litro de combustível (ver gráfico) e a sua evolução depende do consumo de gasóleo e gasolina. No Orçamento do Estado para 2010, o governo deverá contar com uma ligeira recuperação da receita do ISP – tudo devido à retoma ligeira de 1% do consumo privado (depois da quebra de igual valor em 2009) prevista pelo Banco de Portugal.

Para os cofres do Estado o ganho em termos de receita com os combustíveis em 2010 virá, aliás, de duas vias: mais consumo equivale a mais dinheiro arrecadado em ISP e, por outro lado, um preço mais alto dos combustíveis implica mais receita de IVA. Este ano, gasolina e gasóleo terão tendência a subir, como deixam adivinhar as previsões do Banco de Portugal para o preço médio do barril de petróleo: uma subida de 62 dólares em 2009 para cerca de 81 dólares em 2010.

O IVA incide sobre o valor do litro acrescido do ISP, numa penalizadora dupla tributação suportada pelos contribuintes – no final do ano passado a carga fiscal total sobre cada litro de gasolina 95, por exemplo, era de 66% em Portugal, acima da média europeia de 59%. No gasóleo a situação é diferente: no final de 2009 a carga fiscal era de 51%, abaixo da média europeia de 53%. O governo tem sobrecarregado menos a fiscalidade sobre o gasóleo como medida de protecção às empresas transportadoras – esta tendência contribuiu para que muitos particulares fugissem nos últimos anos para carros a gasóleo, que dominam o mercado automóvel nacional. Em 2008 a receita de ISP caiu 20%, reduzida em parte pelo desvio de uma fatia da receita do imposto para o financiamento das estradas em Portugal (a contribuição rodoviária), e noutra parte pela queda do consumo num ano de montanha russa nos preços dos combustíveis (que inclui um máximo histórico). Em 2009, ano de crise económica severa, o ritmo de abrandamento da quebra foi mais ligeira.

Bruno Faria Lopes

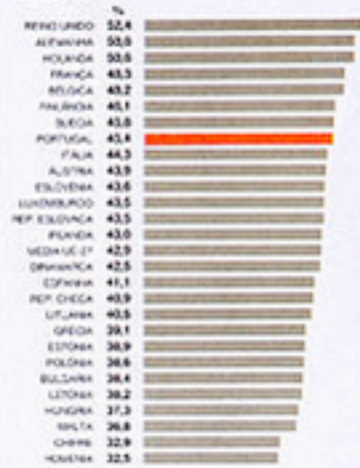


COMO CORTAR NO ORÇAMENTO

ONDE O ESTADO PODE GANHAR MAIS

06 DIAS QUE FALTAM PARA O ORÇAMENTO

Peso do imposto sobre Produtos Petrolíferos e Energéticos (ISP) no preço final da gasolina 95 (setembro 2009)



Fonte: Direcção-Geral de Energia e Geologia

Peso do ISP na receita total do Estado (%)



Fonte: Banco de Portugal (€ 1000)

Variação da receita em ISP (%)



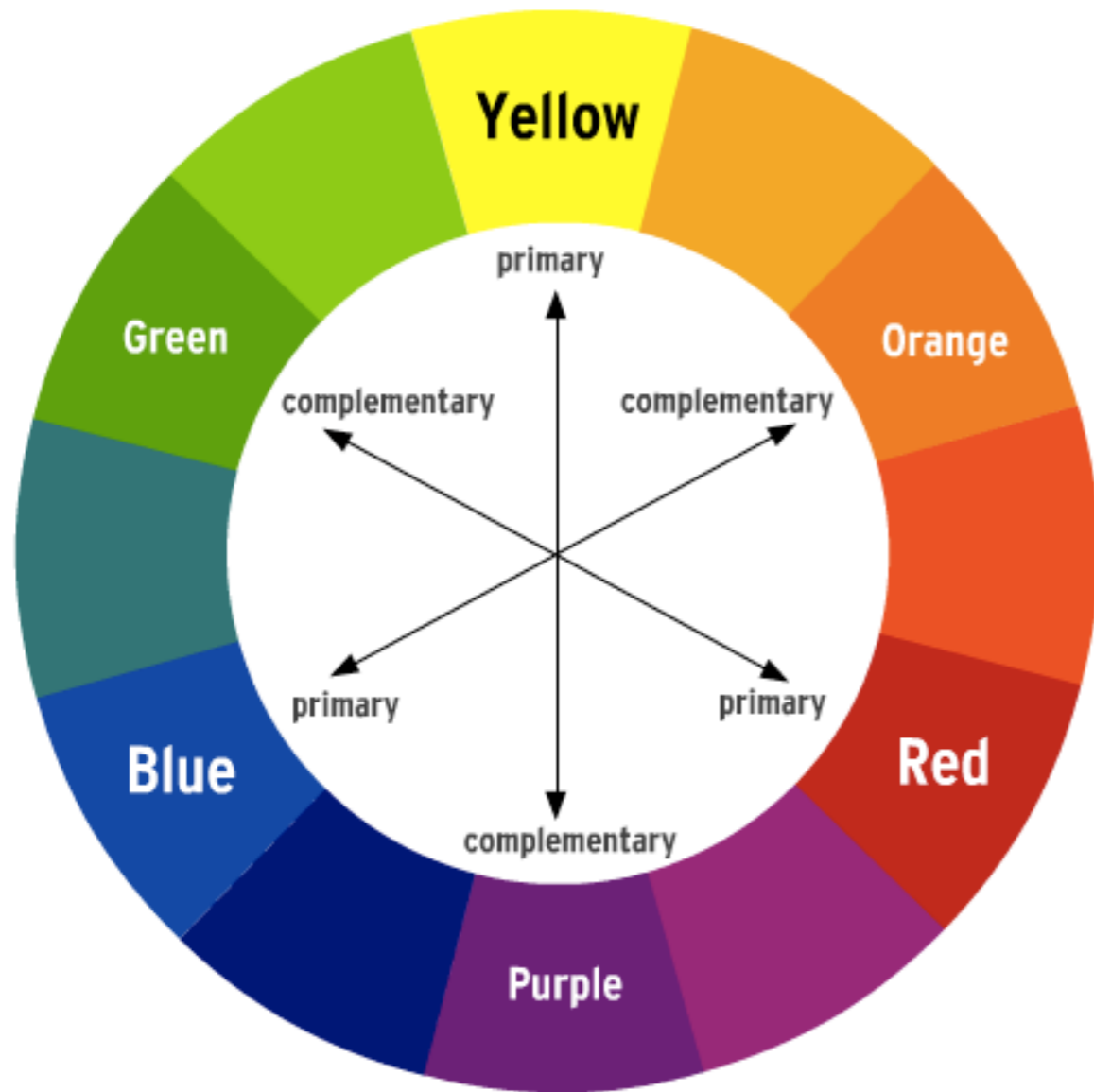
Fonte: Banco de Portugal (€ 1000)

Estrutura dos impostos em Portugal (setembro 2009)



color | *theory*

Use a color wheel to identify matching colors.

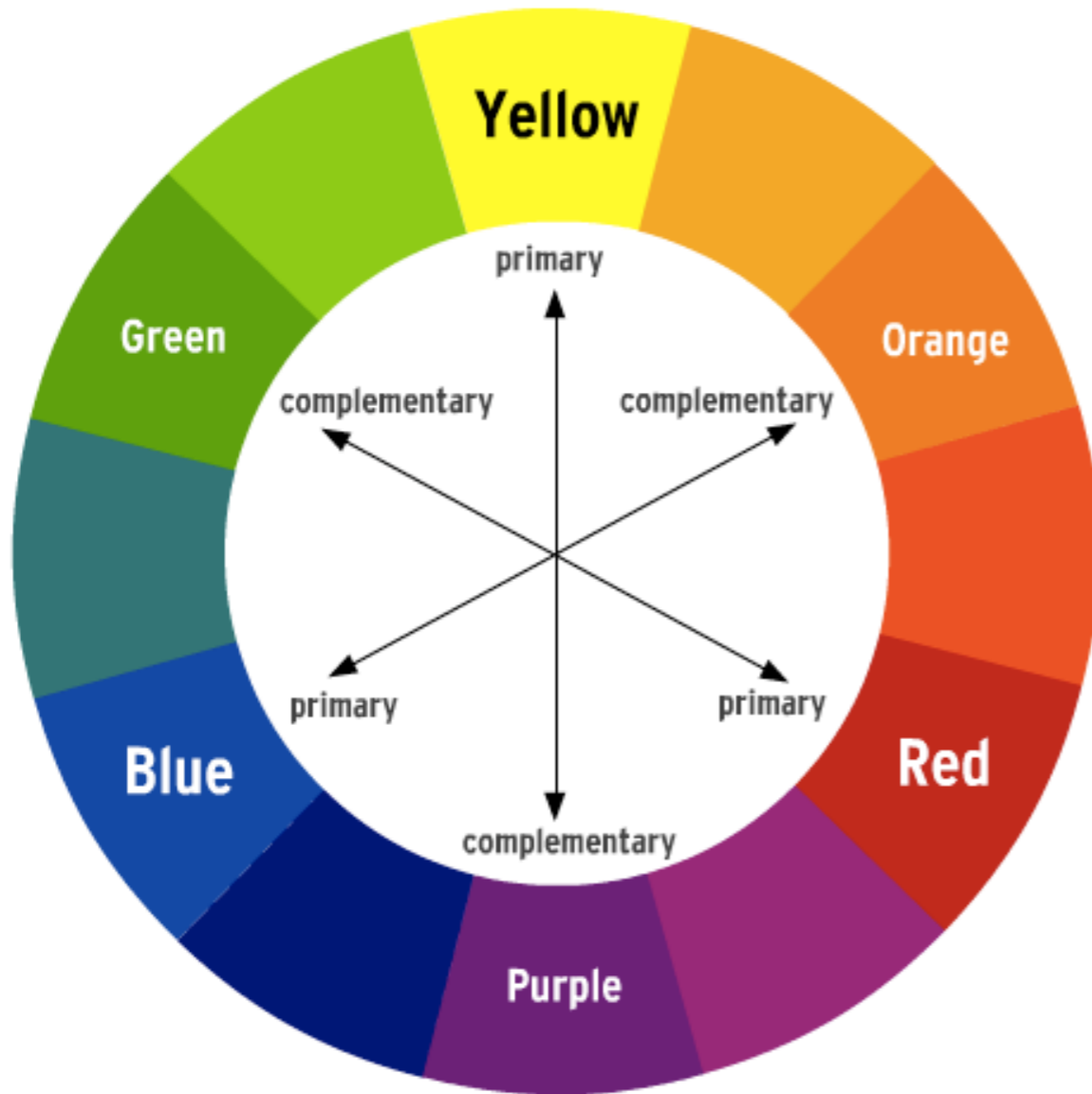


The Color Wheel
Complements are opposite primaries



color | *theory*

Use a color wheel to identify matching colors.



Primary colors: Red, Yellow, Blue

Secondary Colors: Orange, Green, Purple

Tertiary Colors: In between colors, mix of others.

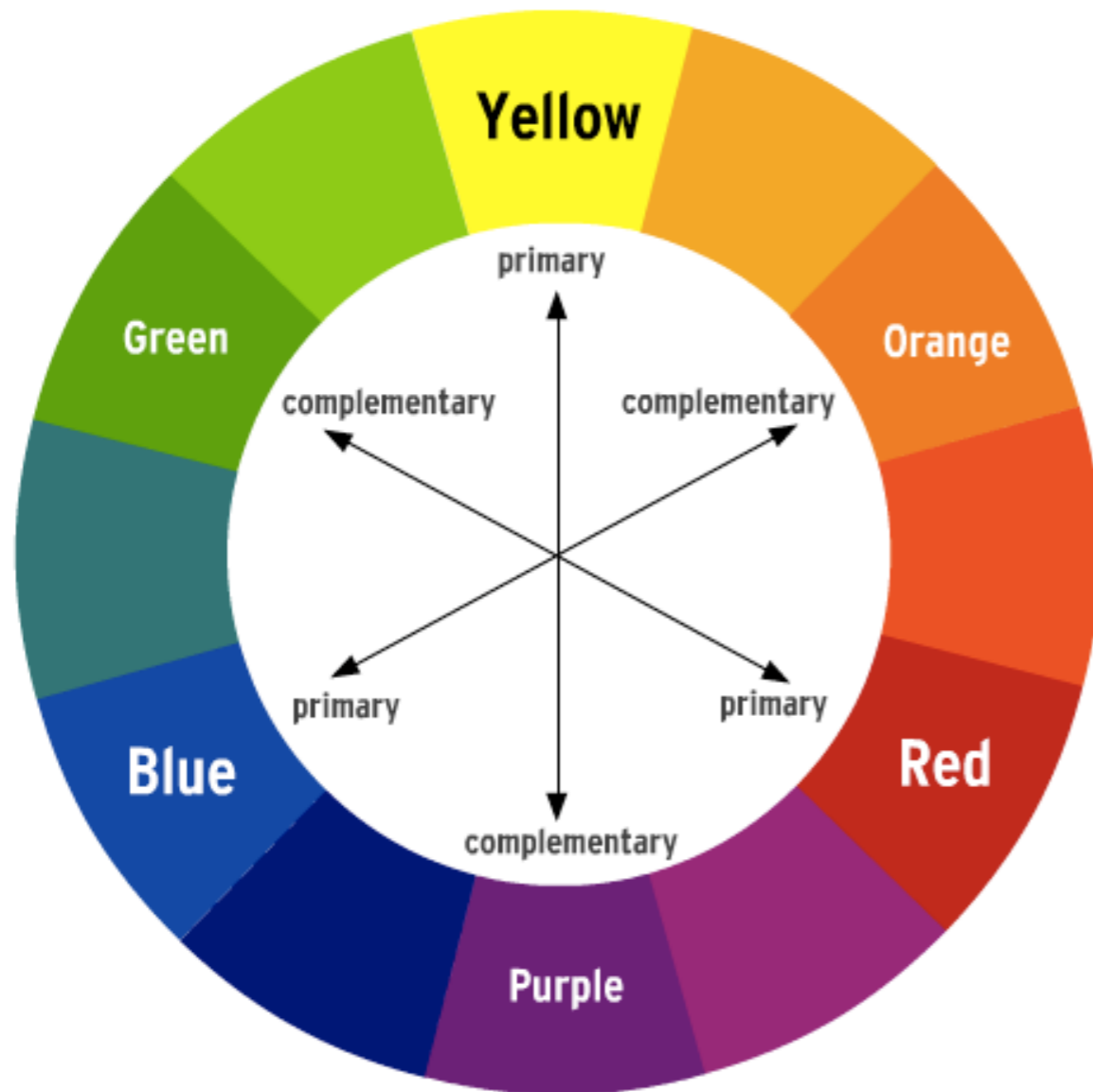
The Color Wheel

Complements are opposite primaries



color | *theory*

Use a color wheel to identify matching colors.



The Color Wheel
Complements are opposite primaries

Primary colors: Red, Yellow, Blue

Secondary Colors: Orange, Green, Purple

Tertiary Colors: In between colors, mix of others.

Complementary Colors: Across from each other:

Red / Green, Orange / Blue

Analogous Colors: Next to each other:

Red / Orange, Blue / Green, etc.



color | *theory*

A few *terms* to know.

Warm Colors: Colors such as red, yellow, and orange. These colors evoke warmth because they remind us of things like the sun or fire.

Cool Colors: Colors like blue, green, and purple (violet). These colors evoke a cool feeling because they remind us of things like water or grass.

Neutral Colors: Gray, Brown. These aren't on most color wheels, but they're considered neutral because they don't contrast with much of anything. They're dull and uneventful.

Value: Usually refers to the amount of black in a color. The more black a color has, the darker its value.

Brightness: Refers to the amount of white in a color. The more white a color has, the brighter it is.



color | *theory*

Online resources.

Online color palette tools:

<http://kuler.adobe.com/>

<http://colorblender.com/>

The meaning of colors:

<http://www.sibagraphics.com/colour.php>

Interactive color theory:

<http://poynterextra.org/cp/colorproject/color.html>

<http://www.mariaclaudiacortes.com/>

