

redesigning | *publications*

Steps to *redesigning a publication.*

- *Evaluate your publication* to identify strengths and weaknesses.
- *Gather examples* of similar pubs to provide ideas and inspiration.
- *Make a list* of elements that need to be changed.
- *Build prototypes* that explore a variety of design alternatives.
- *Test it* through beta testing, limited release, etc.



redesigning | *publications*

Steps to *redesigning a publication.*

- *Promote it* with ads or stories.
- *Write a stylebook* for future designers.
- *Launch it* and be ready for public reaction.
- *Follow up* and tweak.



LEGAL REVIEW: A SPECIAL SECTION STAR BUSINESS WEEKLY

TIPS AND TABOOS FOR OFFICE LOVEBIRDS SOLUTIONS IN FYI



KSU'S WOOLDRIDGE SET FOR SURGERY SPORTS DAILY

THE KANSAS CITY STAR.

30¢ JOHNSON COUNTY EDITION www.kansascity.com Tuesday, February 7, 2006

CARMAKERS BETHINK MODELS, CONTRACTS

Industry faces a road less traveled

By RANDOLPH HEATER The Kansas City Star

Industry Hall is just around the corner from the Chrysler plant, accepting a bailout offered to 100 employees.

"It had a great career at Ford," said Hall, who since recently worked as a quality control inspector on the pickup line. "I've enjoyed a good amount of being and I'm proud to be here."

First glance

• With major U.S. automakers in a bidding war for the 2007 model year, GM is going to contract with the UAW. It's a big deal for the UAW, but it's not the only one.

• Car makers are also re-evaluating their public relations. For decades, a big focus has been to reduce public relations.

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A LEGISLATIVE SQUEEZE PLAY

"... during the meeting I should have called with the verbal promises and not rushed to have words ... after the meeting."

Legislator Bob Stringfield

"I would like to put this unfortunate event behind us so we can work together on the important issues ..."

Legislator Dan Tarsater



One week after a Jackson County Legislature meeting ended in a fiasco, Legislators Bob Stringfield (left) and Dan Tarsater on Monday made public apologies, shook hands and embraced.

Hugfest replaces slugfest

By DEAN WITTE The Kansas City Star

Jackson County legislators were busy heading to reelection in just one week.

As legislators, reporters and others looked on Monday, Bob Stringfield and Dan Tarsater each apologized to the public for his role in a fight last week that overran the legislature.

"This case for the unopposed," Tarsater said Stringfield he wanted to shake his hand and pledge to work together. As Stringfield reacted to shake Tarsater's hand.

• Cully was the worst of the day Monday as Jackson County Legislators Bob Stringfield and Dan Tarsater looked into the firing of cameras at the legislature meeting and apologized for their roles in last week's brawl.

• Stringfield and Tarsater were the main culprits in the legislature's unruly fight last week. Tarsater pulled his into a heavy bag.

• That evening he and the rest of the legislature members who had voted that the embroiling battle in legislative chambers could shake voters' support for an April election.

• Votably, several legislators were also re-elected.

Chairman Terry Rice said the fight last week was an aberration and then apologized for failing to keep lawmakers last Monday.

"It was a bad day, our day," Rice said. "We are going to put this behind us."

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BUSH OFFERS \$2.77 TRILLION PROPOSAL

BUDGET AIDS DEFENSE, CUTS 141 PROGRAMS

By staff and wire reports

President Bush on Monday sent Congress a proposed \$2.77 trillion budget that would eliminate 141 government programs, cut spending not related to defense and homeland security, and scale back the rate of growth for Medicare. Americans would feel the pinch in different ways. An estimated 300,000 low-income families would no longer qualify for food stamps; airfare passengers would pay an additional \$2.50 per one-way ticket to help cover the cost of airport security; and farmers would see a reduction in crop subsidies. Analysis, A-6

INSIDE THE NUMBERS

So how big is the budget? \$2.77 trillion.

Is that up or down? Up by 2.3 percent from projected spending of \$2.73 trillion this year.

And the deficit? An all-time high of \$423 billion.

Didn't Bush promise to cut it? After this month, his office predicts smaller deficits and halving the deficit by 2009.

What drives up spending? Defense up 5.9 percent and health-care relief (38 billion).

Where are the savings? About a third of those are in education, such as arts, vocational education and drug-free schools.

What else is getting cut? More than 141 programs, including discretionary spending, in Transportation, Justice and Agriculture.

Where are the increases? The biggest boost goes to the Pentagon, a rise to \$479.3 billion.

How will Kansas City be affected? A-6

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TODAY'S WEATHER: HIGH 30, LOW 21, COLD, 20% CHANCE OF OVERNIGHT SNOW. FORECAST | D14

THE KANSAS CITY STAR.



All eyes turned skyward Wednesday afternoon as the smoke from an East Bottoms chemical plant fire slowly spread southward. Homes, schools and businesses were evacuated.

\$1.7 BILLION DEAL | 50-year saga ending

Aquila to take buyout

Parent company of KCPAL moves to purchase company, then sell off many parts.

By STEVE ENYEN The Kansas City Star

Aquila Inc. on Wednesday announced its intention to buy out the parent company of KCPAL, then sell off many parts.

For more about the deal, see C1.

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EXPLOSION, FIRE LEAVE KC SHAKEN AND SHROUDED

Preliminary tests indicate no toxic air pollution from the chemical plant blast, the cause of which remains unknown.

By KEVIN MURPHY and KAREN DILLON The Kansas City Star

A fire burst into the night, unleashing a massive fire and health risks left behind by a chemical plant in Kansas City's East Bottoms on Wednesday.

The 283 jobs lost at the ChemCentral plant at 930 N. Prospect Ave. disrupted the city in a plume of black smoke and raised concerns about air quality.

Preliminary air quality tests late Wednesday showed no toxic chemicals from the flames, said Scott Madine, acting deputy director of the Kansas City Health Department.

Testing continued, and 500 people evacuated from a 1-square-mile area were not allowed back in Wednesday night. No serious injuries were reported.

An airplane from the Environmental Protection Agency — the same plane that flew over the World Trade Center after the 2001 terrorist attack — was seen flying over the plant area.

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Table with 10 columns: DEPT., B-I, DEATHS, B-I, HOSPITALS, B-I, FUNDS, B-I, SPOKE, B-I, C-I. Includes a small graphic of a person.

DEPARTMENTS: B-I, DEATHS: B-I, HOSPITALS: B-I, FUNDS: B-I, SPOKE: B-I, C-I

DEPARTMENTS: B-I, DEATHS: B-I, HOSPITALS: B-I, FUNDS: B-I, SPOKE: B-I, C-I

DEPARTMENTS: B-I, DEATHS: B-I, HOSPITALS: B-I, FUNDS: B-I, SPOKE: B-I, C-I

Copters face growing risk in Iraq war

The U.S. has lost five of the craft in the past three weeks, the latest on Wednesday.

By DAVID WITTE The Kansas City Star

WASHINGTON | Five U.S. military helicopter pilots in Iraq died flying low and fast, helping to make last week's deadliest week for U.S. helicopters in Iraq.

The Pentagon said the pilots were killed by a rocket-propelled grenade, which proved deadly, and the loss rate for U.S. helicopters soared.

No pilot was hurt — and the loss rate for U.S. helicopters soared.

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First-class sell job, world-class exhibit

The preparations and security for the scrolls put Union Station in the big leagues.

By RAY CAMPBELL The Kansas City Star

Early on, Union Station officials moved to ensure the Israel Antiquities Authority they could be good stewards of the scrolls by providing out they had once displayed the Declaration of Independence.

The Israel response: Oh, and how old is that? No, the scrolls are eye-balling every step. After all, these are the scrolls — Joshua.

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BUSINESS | CLASSIFIED | COMICS | DEATHS | FUNDS | LOCAL | LETTERS | MOVIES | PREVIEW | OPINION | PUZZLES | REAL ESTATE | SPORTS DAILY | TV | WEATHER

TOMORROW IN FYI: CAN ECCENTRIC CHARACTERS AND EXCESSIVE MAKEUP SAVE EDDIE MURPHY'S NEWEST COMEDY?

DEPARTMENTS: B-I, DEATHS: B-I, HOSPITALS: B-I, FUNDS: B-I, SPOKE: B-I, C-I

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TIPS AND TABOOS
 FOR OFFICE LOVEBIRDS
 SOLUTIONS IN PVI

KSU'S WOOLDRIDGE
 SET FOR SURGERY
 SPORTS DAILY

Industry faces a road less traveled


By RANDOLPH REASER
The Kansas City Star

Industry had its last retreat after more than two decades at the Plaza Hotel in downtown Kansas City. The retreat was a quiet affair, with attendees staying in a quality hotel in the parking lot. The retreat was a quiet affair, with attendees staying in a quality hotel in the parking lot. The retreat was a quiet affair, with attendees staying in a quality hotel in the parking lot.

A LEGISLATIVE SQUEEZE PLAY

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Legislator Bob Stringfield

“I would like to put this unfortunate event behind us so we can work together on the important issues.”
Legislator Dan Tarwater



One week after a Jackson County Legislature meeting ended in a belligerent fashion, Legislators Bob Stringfield and Dan Tarwater on Monday made public apologies, shook hands and embraced.

BUSH OFFERS \$2.77 TRILLION PROPOSAL

BUDGET AIDS DEFENSE, CUTS 141 PROGRAMS

Star staff and wire reports

President Bush on Monday sent Congress a proposed \$2.77 trillion budget that would eliminate 141 government programs, not spending cuts related to defense and homeland security, and scale back the rate of growth for Medicare. Americans would feel the pinch in different ways. An estimated 300,000 low-income families would no longer qualify for food stamps; airfare passengers would pay an additional \$2.50 per one-way ticket to help cover the cost of airport security; and farmers would see a reduction in crop subsidies. **KANSAS, A-6**

INSIDE THE NUMBERS

So how big is the budget?
 \$2.77 trillion.

Is that up or down?
 Up by 2.3 percent from projected spending of \$2.71 trillion this year.

And the deficit?
 An all-time high of \$423 billion.

Doesn't Bush promise to cut it?
 After one month, his office predicts smaller deficits until before the deficit by 2009.

What about our spending?
 Defense: \$139 billion and hardware: \$10 billion are the big factors. Both are up from \$129 billion and \$9 billion, respectively, in 2006.

Where are the savings?
 Spending growth of spending is \$10.9 billion over five years — if Congress likes it.

More than \$4 billion by eliminating or scaling back 141 government programs.

About a third of those are in education, such as extra educational and day-care programs.

What else is getting cut?
 New of the 23 Cabinet agencies would see outright reductions in discretionary spending, with the biggest percentage in Transportation, Justice and Agriculture.

Where are the increases?
 Homeland Security would see an almost 32 percent increase. The biggest boost goes to the Postage, at more than 50 percent.

—Dorset Livingston/The Star

Hugfest replaces slugfest

By DEANA VITTE
The Kansas City Star

Jackson County Legislature members traded barbs in a heated session Monday, but the session ended with a handshake and an embrace.

Chairman Terry Rizer said the fight was over an apparent and then apologized for failing to keep members in the loop. “I was a bad guy, and I’m sorry,” Rizer said. “I’m sorry to put this behind us.”

Stringfield said he was sorry for the way he acted. “I’m sorry for the way I acted,” he said. “I’m sorry for the way I acted.”

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JACKSON COUNTY:
 Legislators Dan Tarwater and Bob Stringfield make amends.

FEDERAL BUDGET:
 The White House releases its proposal.

HOMING JOE MURPHY:
 Sports columnist Joe Murphy shares memories of Joe Murphy.

FACE TRANSPLANT:
 Doctors introduce heart.

‘I have a face like everyone else’

By NATE STERN
The Kansas City Star

Isabelle Dilline, the actress who received a new nose, chin and mouth in a groundbreaking face transplant on Nov. 27, addressed reporters Monday during her first news conference after the transplant.

“For the first time, I’ve been able to smile,” she said. “I’ve been able to smile.”

“Doctors said the surgery was a success. It was a success. It was a success.”

Nominee's path could get rough

By NATE STERN
The Kansas City Star

The nomination of Maura Hanson to head the nation's highway safety agency raises eyebrows because she has worked in the transportation field less than three years, the confirmation hearing is planned for today.

“I don't know if she's qualified,” said one transportation industry official. “I don't know if she's qualified.”

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WHAT'S NEW WITH...

EXERCISING PROGRAM
 Attorney General Alberto Gonzales (left) and Kansas Attorney General Steve Marshall (right) are seen at the start of the program.

THE FIGHT AGAINST MATH
 Timelines members about their own math skills.

High 30, Low 21	High 30, Low 21	High 30, Low 21	High 30, Low 21	High 30, Low 21	High 30, Low 21
Clear	Clear	Clear	Clear	Clear	Clear
10-15	10-15	10-15	10-15	10-15	10-15
10-15	10-15	10-15	10-15	10-15	10-15



All eyes turned upward Wednesday afternoon as the smoke from an East Bottoms chemical plant fire slowly spread southward. Homes, schools and businesses were evacuated.

EXPLOSION, FIRE LEAVE KC SHAKEN AND SHROUDED

By HEVY HARRIS and KAREN OLSON
The Kansas City Star

A fire burst into the night, with flames reaching the sky and health risks left behind by a chemical explosion in Kansas City's East Bottoms on Wednesday.

The 275,000-sq-ft plant at the ChemCentral plant at 970 N. Prospect Ave. exploded at 11:30 p.m. Wednesday. The explosion was heard for miles and caused a fire that burned for hours.

Preliminary tests indicate no toxic air pollution from the chemical plant blast, the cause of which remains unknown.

IS IT SAFE TO GO BACK?
 A 24-hour air quality monitoring station near the plant was evacuated after the blast, and officials said the air is clear. The plant is expected to be back in operation by next week.

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Copters face growing risk in Iraq war

The U.S. has lost five of the craft in the past three weeks, the latest on Wednesday.

WASHINGTON (AP) — U.S. military helicopters are being pulled out of Iraq in a bid to reduce the risk of further losses. The military is pulling out helicopters from the front lines in Iraq.

First-class sell job, world-class exhibit

The preparations and security for the exhibit put Union Station in the big leagues.

WASHINGTON (AP) — The preparations and security for the exhibit put Union Station in the big leagues. The exhibit is a major event for the city.

Flag and typography: The old design looks outdated and predictable — and the typography is partly to blame. The redesigned flag uses a more modern font; it's reversed out of color screens and photos. Headlines now use Gotham and Miller, while the text type has changed to Poynter OS.

Page size: The redesigned pages are 2 inches narrower and an inch-and-a-half shorter (about 20 percent smaller overall). This greatly reduces newsprint costs, while readers find the smaller size easier to handle and more appealing to scan.

Color: The Star's new presses can print brighter color on more pages, so the redesign takes advantage with a vibrant new palette. With names like maize, wheat, summer sun and fountain blue, the colors reflect Kansas City's personality.

Navigation: It may not be apparent on Page One, but the redesign uses color to help organize the newspaper for readers. Page headers are color-coded on section fronts as well as on inside pages. Those new headers, incorporating both promos and stand-alone briefs, are called “balconies.”

Local content: After conducting extensive reader research, editors introduced new columnists, added more letters to the editor and created such new features as “Watchdog” (a column that solves reader problems), “Scam of the Week” and “Where I've Been,” a roundup of readers' vacation stories in Go (formerly called Travel).

Summaries and briefs: Readers (especially younger readers) want shorter stories and more summaries. The redesign expands the number of graphics, grids, calendars and briefs.





The late '80s: The Oregonian had been stodgy for decades — and this redesign pushed as far as the old editors would allow. The flag was retooled. A column of briefs ran down the page every day. Summary decks were introduced. (The headlines and decks had to use Helvetica; the publisher was afraid readers would object to any newer font.)



The mid-'90s: This redesign adds the energy that was missing before. The flag is engaging and bold, with colorful promos (and an emphasis on the THURSDAY). An 11-column grid helps organize the increased graphic traffic. And the headlines have become Franklin Gothic Condensed, an improvement over the clunkier Helvetica.



2000: This redesign was driven by a change in paper size. Like many papers, The Oregonian reduced its width by an inch to save newsprint. Its new editor wanted a more classic, dignified, elegant feel, which is reflected in the Minion headlines, italic decks, wider gutters and reduced number of graphics and promos.

redesigning | *your work*

When redesigning your work, check for *fundamentals*.

- Contrast, repetition, alignment, proximity, unity?
- Evaluate your color scheme, try alternate colors.
- Check your page layout for hierarchy among elements
- Does your page have enough visual interest? Have you gone too far?
- Seek input from those that you trust.



redesigning | *critiques*

Critiques are a *critical* way to improve specific designs and grow as a designer.

- Use a critical eye and *critique yourself*.
- Expect critiques, handle them well.
- When critiquing others, provide positive feedback and comments/suggestions about what is not working well.
- In a worst case scenario, be prepared to start over from scratch.



redesigning | *inspiration*

www.webcreme.com

www.newseum.org/todaysfrontpages/

www.thedieline.com

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www.smashingmagazine.com

www.allgraphicdesign.com/graphicsblog/2007/12/16/list-of-180-best-design-inspiration-sites-graphic-designers-web-designers/

Plus, designers' & photographers' sites, fashion sites, sites that you like.

