

WHAT DO WE LOOK LIKE?

Name: _____

Remember when you branded yourself? Well, now you have to brand your newspaper. Your newspaper should have a look and feel that fits in with what you want to accomplish as a class and most of all, it should be appealing to your audience. Follow the directions below to put together a slide show to present that encapsulates what you think the paper looks like.

Two Slides

Each one features a newspaper flag that you like.

On each slide explain a bit about what you like and why you think that is representative of your school.

Two Slides

These are the "anti-examples" or pictures of flags that you absolutely would not consider for your newspaper.

You should explain what is so unappealing about the each of them.

Two Slides

The first slide explains what the most popular fonts are currently in newspaper design. You should include serif and sans serif fonts.

The second slide should contain examples of four fonts, two serif and two sans serif, that you like enough to make it the official font of your newspaper.

One Slide

Photo cutline font - remember that it should be different from the font family used for body and heads.

Four slides

Each slide features a front page layout that you like. Look at the overall page and look at the elements that are included. Do you need to have a lot on the front page? Why did those appeal to you?

Each member of the group should present a portion of the slide show.