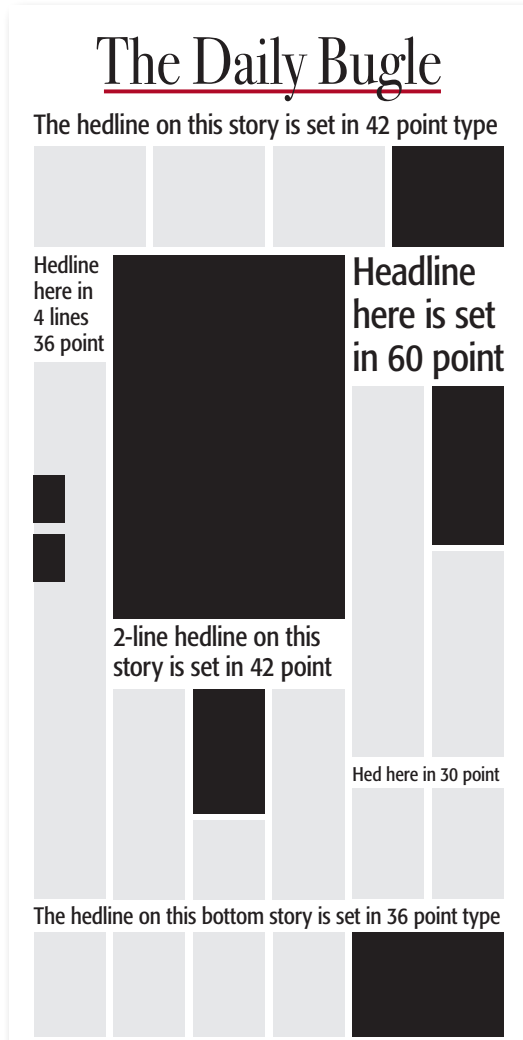


Henninger Helpful Hint



Writing them right

Ever see a front page with a teeny-tiny lead headline?

Know how it happens?

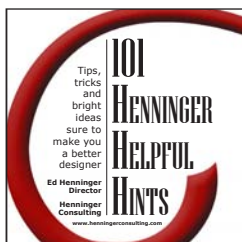
It's the result of the editor writing the headline first—and then sizing it down to make it fit.

Correction: It's the result of the editor **overwriting** the headline first—and then sizing it down to make it fit.

The best way to avoid that is to design the page with correct headline sizes—then write the heads to fit.

OK, allow yourself some flexibility: If a 60 point headline won't fit, it's OK to size it down to 56 point.

But a lead headline in 30 point? Nope!



'101 HENNINGER HELPFUL HINTS

is filled with so many good ideas. You'll find yourself asking: "Why didn't I think of that?"

Kevin Slimp, Director
Institute of Newspaper Technology

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