

WRITTEN SAMPLE

BOARDS 8 & 9

The Oregonian newspaper is an old and crumbling industry whose traditional news delivery model is not suited for the 21st century. Advances in technology have changed the way consumers are taking in information. Through a survey I conducted locally and nationally, readers claim they no longer have the time to sit and fully engage with the newspaper, but instead favor models which offer quick bursts of information. With this in mind, a redesign of the entire news system is needed for *The Oregonian*. The question I kept in mind was,

| *How do I revive interest in the newspaper while juggling the decline of subscribers?*

I explored the answer in 3 ways: color, typography, and formatting.

Color

Careful attention was paid to the color choice. I relied heavily on indexing and presenting a limited amount of news content on the front page. Color is used to announce a new section within the newspaper. A solid forest green with a rich earth brown undertone is used in the masthead. While I understood that not all of Oregon was green environmentally, a national survey suggested that the color green best represented the state as a whole. I chose to place this above the imaginary fold line so subscribers would instantly recognize *The Oregonian* newspaper from a distance.

Typography

The typeface, Trade Gothic, and more specifically, the bold condensed font was used in the layout because it gave the paper a refreshing feel. It conveys cleanliness and organization. Comparatively, the original word mark was typeset in Blackletter or Old English. The calligraphic form represents old manuscript writings. This attitude of old script does not fit the current Oregonian mood. I took a look into the psychological aspect when reading *The Oregonian* as a brand. The word 'the' is taken out from the word mark. Readers and subscribers already have an association with this news industry and the word "the" is subconsciously read when looking at the new layout. This allows the Oregonian's name to sit alone in the design so it simply read "*Oregonian*" and then subconsciously read as "*The Oregonian*."

Format

The new business model for the printed newspaper comes in two versions. Both versions favor a smaller height for easier transportation and balance when reading. The first version is a full length newspaper for subscribers who have the time to sit down and read the newspaper in the morning or elsewhere. The second, called the commuter version, contains only important headlines and relies heavily on promoting readers to continue the article on the internet. Offering two versions gives subscribers choice and this expands the opportunity for increased readership.