

CHANGE OF THEORETICAL PAGE DESIGN TRAINING IN LOCAL NEWSPAPERS A SAMPLE OF AYDIN LOCAL PRESS

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ABSTRACT

Page design has gained importance in journalism since computer technology started to be used in newspaper designs. Basic problem of this study, which is aimed at page designers working at newspapers within the scope of Aydın Press Training Workshop for Journalists, is the significance of theoretical knowledge in newspaper designing. Two methods are applied in the study. General screening method and content analysis method. According to the results, short-term page design training causes a significant decrease in error rates of newspaper designs, which proves the necessity for newspaper page designers to both know the design programs very well and have theoretical knowledge concerning page design in the present time.

Keywords: newspaper design, page design, theoretical training in journalism is in the foreground.

INTRODUCTION

Page design has gained importance in the It is possible to define accurate communication field of journalism since computer technology also as the art of ‘creating an effect’. On the started to be used in newspaper designs (Akdağ, other hand, the effect is created by a design that 2009:29). The most radical change in design is in accord with content. Newspaper readers will processes of newspapers occurred when electronic not realize unremarkable news. They will only pages started to be used in the 1980s and 1990s realize and read news with the effect a (Cited from Sylvie&Witherspoon, 2001 by photograph or a heading. In journalism; design is Koyuncu, 2016:146). This system enabled editors an important part of communication process and to have a greater control over the page view and a compatible combination of content and decreased the time to be allocated for editing, esthetics, rather than a “decoration”. Design which is their fundamental duty

(Cited from Craig, fulfills 3 main functions: Firstly, arranging the 1999 by Koyuncu, 2016:146). In the present time news, images, photographs, graphics, articles to when visuality is in the foreground; page designers be involved in the newspaper; secondly, ordering in newspapers are required to both know the these materials according to their importance; design programs very well and have theoretical and thirdly, adding design elements with an knowledge concerning page design. Basic problem esthetic concern. All these functions aim to of this study, which is aimed at page designers present the content in an understandable and working at newspapers within the scope of Aydın efficient way (Kızıllı, 2013:93). Page design has Press Training Workshop for Journalists, is the gained importance in the field of journalism significance of theoretical knowledge in since computer technology started to be used in newspaper designing. Newspaper designs (Akdağ, 2009:29).

Page Design

Page design is the process of placing visual materials like articles, photographs, graphics on a two-dimensional surface according to order of importance within the scope of a certain order and rules for the purpose of arousing the interest of readers (Seçim 1996: 3). Newspaper designs not only provide readability of texts, but also give information about corporate identity of newspapers to readers (Akdağ, 2009:29). Page design is of particular importance to newspapers, which are

among the important media of the printed press. It is one of the most important phases of newspaper production. It also increases the power of content. Because page design aims to enable readers to perceive the news and columns in the newspaper possibly with least effort. Another task of page design is to use typography, visual materials and create corporate identity and image (Tekler 2003: 216). The design should primarily aim to increase the readability of a publication. However, as the design generally turns out to be exciting, the readability is pushed aside. The design might be

exciting, but it will never make sense unless it is comprehensible. A good design should formally be

Being defined as the arrangement of graphic elements like articles, images, photographs and illustrations on a page; page design should involve some basic elements in order to be considered good and successful. Six important elements should always be considered in design. These elements include;

Balance

In page designs, balance is obtained with the help of measurement, tone and position of elements. Photographs, typographies or illustrations should be balanced on the page. Square figures will provide a perfect balance, but they may also create monotony (Tiryakioğlu, 2012:14). Balance in design generally has two types as symmetrical and non-symmetrical balance. In symmetrical balance, elements on both sides of a page on a horizontal platform passing across the center of the page appear as reflections in a mirror. Even though the symmetrical balance gives us the sense of readability or regularity for design, it will end up giving the excessive sense of repeatedness and finally boringness. Non-symmetrical designs might be given as example to more flexible designs where changes could be made more easily (Akdağ, 2009:32)."

Balance in visual design does not signify the equality of each side to one another. The concept of

Integrity

It could be defined as creating compositions in such a way that all elements will form a wholeness. It is the most important rule to be paid attention to among design principles. Page designers may use different methods to provide an integrity, such as: line, triple dot method, axis lines, white spaces. Integrity is not homogeneity; however, it requires a familial similarity within sections (White 2002: 63). The principle of integrity is based on perceiving firstly the

Proportion and Visual Hierarchy

"Visual hierarchy is the act of designing visual elements in a design according to the message to be emphasized. While some designs use photographs or illustrations in large sizes to make them emphasizing elements; some designs bring typography and even white space into the forefront" (Becer, 1997:69-70).

Visual Continuity

Eyes of the readers occasionally move on the design surface through a line or a curve. If the eyes are able to transit from an element to another uninterruptedly; it means the continuity is provided.

pleasant and functional (Wheildon, 2005, 6).

Balance, Emphasis, Integrity, Color, Use of script in page design and Use of images in page design (Tiryakioğlu and Top, 2010:140). According to Becer (1997,64), on the other hand, design involves 5 basic principles as; balance, integrity, proportion and visual hierarchy, visual continuity and emphasis.

balance in nature is close to this. Even though the branches of a tree may be shaped symmetrically and awake the sense of balance; they never have an absolute symmetry as if reflected from a mirror. Similarly, even though our face has a balanced structure; it does not have an absolute symmetry. Although balanced designs awake a sense of peace and quietness in individuals; a symmetrical and absolute balance will awake a boring and static sense and create visual designs that can not be watched for a long time. On the other hand, designs that are formed with a symmetrical balance will be more sentimental, experimental, catchy, entertaining and fascinating. Another factor to be remembered all the time is that none of the design principles is an indisputably absolute and strict rule (Cited from Uçar, 2004 by Akdağ, 2009:32).

whole and then the pieces. When we look at any object, we firstly see the whole and then details. In a design, integrity depends on the consistency of visual elements with other elements and the whole design. "Elements that have the same basic form, size, tissue, color or emotion create the ideal integrity in a design. When visual elements in a design are gathered in such a way that an integrity is provided, the disorganisation and deterioration of the composition will be prevented" (Becer, 1997,72).

Elements that are placed on a page are designed according to the message to be emphasized and they should be in an order from important to unimportant. Unless this order is provided, readers will receive all messages in the page regardless of the order of importance. Thus, they will face an ambiguity and the message to be emphasized will be delayed (Kızıl, 2013:29).

(Becer, 1997:70). Motion is a concept that creates a sense of movement in a design, guides the eyes of the readers and shows the way and the order to be followed. It is used in leading the audience to the focal point of the design. Motion occurs with the inclination of a line and the repetition of tissues, shapes and colors (Kızıl, 2013:31). Following

methods are applied in providing the continuity (Becer, 1997:70).

- a- Visual elements should be arranged in such a way that they will adapt the normal movements of the eyes.
- b- The eyes, by nature, move from left to right and up and down. Horizontal movements of the eyes are more

Emphasis

The designer should primarily decide on the visual element (heading, text, illustration, photograph) to be emphasized and then try different emphasis methods (like size enlargement, use of dark colors or vivid colors, various compositions) on each element (Becer, 1997,74). White space in a page should be built ideally and create an emphasis. This emphasis is necessary for attracting readers or the audience and having a good visual hierarchy (Uçar, 2004:155).

The decision of placing the emphasis on the optical center of a design is generally a good decision. Because the eyes will firstly focus on that point on the page. It is assumed that the optical center, which is accepted as the center of the eyes, is located a little above the geometric center where horizontal and vertical axes intercept on the design, though not measured precisely (Becer, 1997,74).

Relationship of Readers and Page Design

Conducting up-to-date investigations on reader researches; Poynter Institute has revealed a number of important results concerning reader and newspaper reading behaviors by measuring newspaper prototypes on readers via many devices. According to the results of the Poynter Eye Track investigations; it is observed that readers generally start reading newspapers from right to left rather than from left to right. The investigations also show that readers start reading the pages from the right,

Use of Script in Page Design

When the script being used in page design is used as press signal system and art of editing, it is named typography. In typography; not only letters but also press measure units, all markings being used in printing techniques and symbols require typography knowledge and technology (Tiryakioğlu and Top, 2010:141).

Measure unit of the printing system is font size. All measurement systems of letters are grounded on the font size, which is valid worldwide. There are technically and artistically important relationships between page design and typographic order. Above all, pages generally consist of scripts and arrangements of scripts within pages also require typography knowledge. In today's technology, scripts are no more filled in pages with estimations. Designers are in charge of selecting typefaces according to the subject or the page and creating a display matching the

agile and rapid than vertical movements. Besides, the eyes follow an order of perception from large to small, from dark color to light color, from colorful to colorless and from unusual to usual. c- The direction of perception should be arranged in such a way that it will not distract readers.

the left or the middle by following the editor's directions (Cited from Garcia and Stark 1990 by Onursoy, 2005:143). Study results could be ordered as follows:

- Colors guide the readers throughout pages. Designers use this feature of colors rather than adornment while arranging the visuality. Readers generally prefer color to black-white.
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- A text that is full of color tones will look more impressive.
- Placement and size of photographs are more important than being color and black-white.
- Arrangement of colors is completely effective upon the eye movements of readers on the page (Cited from Garcia and Stark 1990 by Onursoy, 2005:143).

Function of reading is realized in four stages:

1. Creating an opportunity: Every element like heading, photograph, line and news creates an opportunity of reading.
 2. Occurrence of reading: Readers' consideration of elements like heading, photograph, line and news.
 3. Reading: If the eyes of the readers move from left to right in line spaces, the reading will be realized.
 4. Deep reading: If at least half of a text is read, it is considered deep reading (Cited from Garcia and Stark 1990 by Onursoy, 2005:143).
- Readers consider page as a single unit. Designers should take this fact into consideration. Excessively colorful traditional approaches in today's newspapers are not liked by readers (Cited from Garcia and Stark 1990 by Onursoy, 2005:143).

image to be contained in the page. Typography is among the basic elements on a page. As script and typographic elements are among design elements with both content and visual effect, they are able to convey messages as information and visuals. In page design, some simple rules concerning the use of script may help us. Using typographic features in creating a visual hierarchy will provide convenience for designers. For instance, the order of heading, sub-heading and text is a system of order of priority that is tried to be created on a page (Tiryakioğlu and Top, 2010:141).

In order to provide this hierarchical order; it is required to (Tiryakioğlu and Top, 2010:141); Change the sizes of letters, • Make a separation with the differences of typefaces,

- Use variability like bold or italic even if the same typeface is used.
- It is recommended to use the same font and size in all pages of a newspaper in order to provide an

integrity. The most popular font size is 10. The range of 9,5 – 10,5 will be convenient for page

Use of Column, Grid and Space in Page Design

The best way of arranging a page design is using a grid system. Because we primarily need to divide a page in order to plan and arrange it.

Horizontal and vertical lines that are used in dividing a page are called grid. Grid helps us place design elements on a page. It saves us time and removes complication. It enables us to interconnect elements that constitute the page and arrange the transitions between them. Grid system is very important in terms of providing an integrity and sustainability between the pages of especially periodicals like newspapers, journals and other publications (MEB, 2013:5).

Modern designers evaluate white space as a design element and use the spaces for purposes like guidance, arrangement, balance and emphasis. Modern designers express their interest in white space with the statement ‘offset is whiteness’, which has become an idiom (MEB, 2013:14 -15).

METHOD

In this study, the data were collected via Questionnaire and Content analysis method. As Baş (2005:11) suggests; the purpose of using questionnaire method is to ask people questions and obtain more data. Content analysis, on the other hand, is defined by Berelson in his book, which was published for the first time in 1952, as a research technique that objectively, systematically and quantitatively identifies the distinct content of communication (Gökçe, 2006:35). According to Merter; content analysis is a method that seeks the social truth by deducing the distinct and indistinct content features of the social truth (Gökçe, 2006:18).

In this study, the journalists working in Aydın within the scope of “Aydın Press Training Workshop for Journalists” were trained for 9 hours concerning Page Design Principles. Before the training, the journalists were questioned about their educational background, duration of working in the sector and whether they had been trained on page design via questionnaire method. Besides, 8 daily newspapers (Flaş, Güzelhisar, Denge, Hedef, Mücadele, Yeni Kırba, Ses, Bakış) being supported by the Press Release Institution and published in Aydın were searched via content analysis in terms of their design before and after the training. In the content analysis; three instructors searched the error rates of visual hierarchy, space use, asymmetrical balance, emphasis, integrity frequency and whether or not there was a complexity of news and the continuity

design (MEB, 2013:7).

There are also some rules to be considered while using the white space (MEB, 2013:14-15).

- White space should be used within the scope of a certain sense according to the relationship between design elements rather than randomly. In other words, there should be an integrity and it should not be applied only for leaving a space.
- There is no standard concerning the interval of spaces to be used. However, 0,3 cm spaces are left on both sides of news groups that are separated from each other with lines and frames, which is a common application.
- The space value being determined should be the same between all elements in a page. This application is very efficient upon bringing a regularity in the page.
- Spaces should be arranged in such a way that script and visual materials will be revealed better. In other words, materials should be placed as packages that are separated with headings.

was provided between 7-12 March 2016 (before training) and 25 – 30 April 2016 (after training). Three instructors searched Flaş newspaper separately for the reliability test on 7 March 2016. The reliability rate was determined above 95%.

In the training; page design principles, use column and font, eye following, use of heading, pieces constituting the design and use of visuals were expressed with examples. Page designers, newspaper production directors and editors working in Aydın press participated in the training. Among the participants; 20 were page designers actively working in newspapers.

FINDINGS

A questionnaire was applied to individuals that participated in Page Design training within the scope of Aydın Press Training Workshop for Journalists before the training. In the questionnaire; 40% of participants had graduated from high school and equivalent schools, 35% associate degree, 20% undergraduate and postgraduate and 5% primary school. Questioning the experiences of participants concerning page design; it was determined that 35% had maximum 3 years, 25% maximum 5 years, 25% maximum 10 years and 15% more than 10 years of experience.

Only 20% of participants had been trained on page design. 80% of participants had learned page design within the master-apprentice relationship.

The questionnaire that was applied at the end of the training, on the other hand, questioned whether or not each subject contributed to individuals and it was concluded that the subjects contributed to 80% as they enabled them to learn new things.8 daily

newspapers (Flaş, Güzelhisar, Denge, Hedef, Mücadele, Yeni Kıroba, Ses, Bakış) being published in Aydın were searched via content analysis method between 7-12 March 2016 (before training) and 25 – 30 April 2016 (after training). The search questioned the error rates of visual hierarchy, space use, asymmetrical balance, emphasis, integrity frequency and whether or not there was a complexity of news and the continuity was provided. 8 daily newspapers (Flaş, Güzelhisar, Denge, Hedef, Mücadele, Yeni Kıroba, Ses, Bakış) being published in Aydın were searched.

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| Newspaper | Error rate of visual hierarchy | | Error rate of heading hierarchy | | Error rate of complexity of news | | Error rate of space use | | Error rate of asymmetrical balance | |
|------------|--------------------------------|-------|---------------------------------|-------|----------------------------------|-------|-------------------------|-------|------------------------------------|-------|
| | Before | After | Before | After | Before | After | Before | After | Before | After |
| | March | March | March | March | March | March | March | March | March | March |
| Flaş | 66,7% | 54,3% | 100% | 50,0% | 66,7% | 51,7% | 100% | 83,3% | 83,3% | 66,7% |
| Güzelhisar | 66,7% | 54,3% | 33,3% | 0% | 50,0% | 51,7% | 100% | 50,0% | 16,7% | 16,7% |
| Denge | 33,3% | 0% | 100% | 33,3% | 50,0% | 51,7% | 100% | 33,3% | 66,7% | 50,0% |
| Hedef | 33,3% | 50,0% | 66,7% | 33,3% | 66,7% | 50,0% | 83,3% | 66,7% | 66,7% | 50,0% |
| Mücadele | 100% | 100% | 33,3% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Yeni | 100% | 83,3% | 100% | 83,3% | 100% | 100% | 100% | 100% | 100% | 83,3% |
| Kıroba | | | | | | | | | | |
| Ses | 66,7% | 50,0% | 66,7% | 33,3% | 66,7% | 51,7% | 100% | 66,7% | 83,3% | 50,0% |
| Bakış | 100% | 83,3% | 83,3% | 66,7% | 100% | 100% | 100% | 83,3% | 100% | 83,3% |
| Mean | 77,1% | 54,3% | 75,0% | 49,8% | 75,0% | 68,4% | 85,4% | 72,9% | 77,0% | 62,5% |

Table1: Table of error rates of visual hierarchy, heading hierarchy, complexity of news, space use and asymmetrical balance

As is seen in Table1; the error rate of visual hierarchy in newspapers being searched is 77% before the training. It decreases to 54% after the training. The error rate of heading hierarchy is 75% before the training and decreases to 49% after the training. The error rate of complexity of news is 75% before the training. It decreases to 60%

after the training. The error rate of space use is 85% before the training. It decreases to 72% after the training. Finally, the error rate of asymmetrical balance is 77% before the training and decreases to 62% after the training.

| Newspaper | Error rate of providing a continuity | | Error rate of column use | | Error rate of emphasis | | Error rate of integrity | | Error rate of font use | |
|-----------|--------------------------------------|-------------|--------------------------|-------------|------------------------|-------------|-------------------------|-------------|------------------------|-------------|
| | Before train | After train | Before train | After train | Before train | After train | Before train | After train | Before train | After train |
| | % | % | % | % | % | % | % | % | % | % |
| Aydin | 100% | 83,3% | 83,3% | 66,7% | 66,7% | 81,8% | 83,3% | 66,7% | 100,0% | 83,3% |
| Gözköy | 50,0% | 50,0% | 66,7% | 66,7% | 81,8% | 81,8% | 83,3% | 83,3% | 83,3% | 83,3% |
| Dünya | 16,7% | 16,7% | 16,7% | 16,7% | 66,7% | 81,8% | 16,7% | 16,7% | 0% | 0% |
| İzmir | 66,7% | 50,0% | 83,3% | 50,0% | 83,3% | 83,3% | 83,3% | 66,7% | 100% | 83,3% |
| Mücadele | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Yeni | 100% | 83,3% | 100% | 83,3% | 100% | 100% | 83,3% | 66,7% | 100% | 83,3% |
| Kuşadası | 100% | 83,3% | 100% | 83,3% | 83,3% | 81,8% | 83,3% | 66,7% | 100% | 83,3% |
| Bakır | 100% | 83,3% | 100% | 83,3% | 100% | 83,3% | 100% | 100% | 100% | 83,3% |
| Mean | 78,2% | 66,7% | 81,2% | 68,7% | 81,2% | 66,8% | 72,6% | 66,6% | 79,2% | 68,7% |

TABLE2: Table of error rates of providing a continuity, column use, emphasis, integrity, font use

Journalists received the page design training for nine hours within the scope of Aydın Press Training Workshop for Journalists. These trainings included page design principles that are touched briefly in literature, as well as programs to be used in page design, relationship of readers and page design, eye following, use of column – grid and script – font. In order to quantitatively measure the effect of theoretical knowledge, which is the main subject of this study, upon page designs; 8 newspapers being supported by the Press Release Institution in the province of Aydın were searched for 1 week via content analysis before the training. The same newspapers were also searched for 1 week via content analysis for the purpose of comparing the error rates after the training. As is seen in Table2; the error rate of providing continuity in design is 79% before the training. It decreases to 68% after the training. The error rate of column use is 81% before the training and decreases to 68% after the training. The error rate of emphasis is 81% before the training. It decreases to 66% after the training. The error rate of integrity is 73% before the training. It decreases to 66% after the training. Finally, the error rate of font use is 79% before the training and decreases to 69% after the training.

It is observed that all error rates of newspapers being searched decrease from 11% to 25% after the training. The average error rate of improvement in newspapers being searched is 15%. However, no decrease is observed in the error rates of Mücadele newspaper. It is also observed that none from Mücadele newspaper participated in trainings.

1. According to the results, it is observed that all error rates of newspapers being searched decrease from 11% to 25% after the training. The average error rate of improvement in newspapers being searched is 15%. However, no decrease is observed in the error rates of Mücadele newspaper. It is also observed that none from Mücadele newspaper participated in trainings.
2. It is observed that even the 9-hour training being provided within the scope of the workshop causes an improvement of 15% in design errors of newspapers.
3. Page design of newspapers primarily aims to increase the rate of reading and then have concerns about esthetics and corporate identity. This study emphasizes the importance for page designers of newspapers to not only know design programs very well, but also have theoretical information about page design at the present time when visually is in the foreground.

CONCLUSION

In this study that was conducted within the scope of Journalists; the large part of journalists actually working in the local press of Aydın participated in the page design training. Majority of designers that participated in the training were high school and associate degree graduates. As a result of the questionnaire; it was determined that the large part of journalists (80%) that participated in the training had not received any theoretical lessons concerning page design principles. This shows that majority of journalists working in local press today are trained within the master-apprentice relationship and there is a limited number of journalists receiving professional training.

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