

# The elements of powerful pages

## **1. Visuals that bolster stories.**

Photos and graphics should communicate and clearly. Do your pictures tell pieces of the story, show its drama or document its occurrence? Is the story very focused, and do the visuals reflect that focus?

## **2. Headlines and cutlines that reinforce the visuals.**

Research tells us that readers look first at dominant visuals, then to adjacent headlines to make sense of the art. Do your art and headline support each other? Is the thrust of the story clear at a glance? If it is not, chances are good readers will simply turn the page.

## **3. Nothing extraneous, nothing left out.**

The presentation of a story should be as thoughtful as the story itself; it shouldn't have holes or redundancies. Particularly when putting photos together in a package, think about the lead photo as the lead or a key point of the story. Plan, scale and arrange art so that a reader can quickly grasp the nut of the story.

## **4. Innovation.**

Don't introduce gimmickry to a page for the sake of novelty. But look for interesting ways to illustrate a story that also help to quickly convey the meaning of the story.