

MODULE 8

LAYOUT & DESIGN

KEY OBJECTIVES

1. To understand the importance of design for your publication.
2. To bring together the team to discuss how the final publication will appear to its audience.
3. To put in place a design suited to your final product.

KEY FEATURES

1. To consider and use a number of platforms to create your publication.
2. To allow your writing team the opportunity to lead the design process.
3. To create a publication that is suited to the content you have created.

Design and layout is always an exciting part of the Write2 process. It is here your team see the amazing content you have been working on come together visually. This also injects a new enthusiasm into the project too.

Up to now, your writers may have considered images to go with their stories but now is the time to bring it all together. It is great to encourage the team to be part of this. We have, in the past, when delivering these sessions face to face, just taken all the content away and created the publication ourselves, with limited input from the team. This may be due to deadline issues or just because it took longer to create the content than anticipated but it doesn't have the same effect as involving the writing team in the intricate details of design.

Giving your team the opportunity to take on a layout and design role will enable their creativity in another way. It will encourage them to look at what works and what doesn't work when it comes to publications they are familiar with. It will also allow your team to consider ways of making their content stand out to their audience using a variety of methods which are listed

However, depending on the age of your writers, it may be counter-productive to give them editorial roles at this stage. It might be worth talking to them about fonts, sections and themes for your publication, all of which we will

cover in these guidance notes. This is particularly helpful if encouraging them to format their own stories along with images etc.

Things to consider when developing your content into a final piece of work:

FONTS

These should be decided upon by the group with input from you as the facilitator. You might have a font your school already uses for all their marketing materials which you would like to use.

You could research fonts yourself and give the team the opportunity to vote on which you feel would be the most suited to what you are creating. Here you can see the fonts we used for the Write2 programme, along with the branding. Of course, we worked with a graphic designer to develop this idea but the same amount of effort goes into the publications we put together for schools and community groups.

TOP TIP

Remember you will need three fonts for your headings, leading paragraphs or tag lines and body text.

Examples of fonts and what determined the fonts that we used:

We did a Doctor Who themed publication with a secondary school, so we used the Contax Bold Small Caps font for this which is used for Doctor Who. Another of our publications used the Avenir font as that was what the school used for all their publicity materials. We also used the school colours for headlines in this publication too so it was specifically branded to that school.

**HEADINGS TEXT IS
POPPINS BOLD
(SET IN CAPS)**

Leading paragraphs are Roboto Bold.

Body text is Roboto Light.

A community group we worked with put together an anniversary newsletter for their audience and in this instance their logo and colours were used throughout the publication.

There are plenty of free font websites around you can use and download your chosen fonts from any of the following sites:

<https://www.1001freefonts.com>

<https://www.dafont.com>

<https://fonts.google.com/>

PAGES

The amount of content you create with your team will determine how many pages you will populate. Obviously, if you are using the content for your school/group website or creating your own blog to hold all the stories etc. you may want to consider the following:

1. Are you featuring all the work created by each writer or are you selecting just one or two? Ideally, you want each writer to contribute at least one review and news story, but depending on how much time you dedicate to this program you may find more content is created as your writers become more confident.
2. Printing – the more pages the more expensive it is to print. We have printed our publications in a number of ways over the years. We have printed onto A4 or A3, outsourced the printing to companies that are responsible for regional newspapers. Schools have also opted to use in house reprographics teams to print their publication, if available. It is obviously worth considering if you are going to charge for the publication as well when determining this factor. If you are charging people to buy, and parents will buy your publication, then that might generate income to outsource printing as opposed to taking care of it in-house.
3. There is also the option of just putting everything online, where you create an e-newsletter that is sent out to people via email or a document downloadable from a website or create a blog. This is obviously a very cost effective way of ensuring your writer's work is always readily available. This also means you can be constantly changing content, if Write2 is to be used regularly by your school or group.

SECTIONS

It is always a great discussion with your group about how they envision the content they have created to be presented in their publication. Your typical

newspaper or website tends to have sections; sports, news, features etc. so your team may like to follow a traditional layout or they may just choose to allocate sections to different year groups if there have been multiple years contribute.

You may have also had a theme running through your publication, like the Doctor Who one, as mentioned, where you would prefer to save that specific content for the middle pages. It is what you and the team feel displays the work you have put together in the best way that matters here.

TOP TIP

Talk to your group about how they think their publication should look and should you have specific sections?

PUTTING IT ALL TOGETHER

As mentioned, this is when you actually realise just how much work has been done during the programme. One of the key things which reduces time at this stage is how you receive this work. If it is in books to be typed up, either by the team or a designated person, the importance of neat and legible handwriting is of paramount importance at this stage. You do not want to spend time going back and forward with writers about something you are unable to decipher. So with that being said, this is a great opportunity to ensure your writing team use their best handwriting, which is important at any age.

If your team are typing up their stories themselves you could ask them to follow a certain format, if you have already decided on your font and type size, we tend to use Pt 9. You could ask them to type up using those to save you having to format everything again, which can become rather time-consuming.

DESIGN ROLES

You could benefit from assigning roles to help with the design process. Someone to format the stories, help with typing up content if your writers have written their articles in books would be hugely beneficial and someone to source and format images for you – all these roles would be helpful at this stage.

TOP TIP

Having writers who have written articles in a book can edit their own work as they type it up into word documents for final publication

COLLATING THE CONTENT

Using a sharing platform can be extremely beneficial as well when it comes to time. This could be on a school server or, dropbox or google drive which is a favourite of ours when it comes to people submitting work.

Obviously, this is only suited to those who are submitting work digitally, but it really does reduce the headaches of chasing people for work. It also means you can share access to the drive with anyone who may need access, printers, reprographics or editors who may be assigned but who are not involved in the content creation aspect of the project.

But for the teams who are writing up their stories in notebooks, you may want to ensure those books stay at school or in your possession. We have often used worksheets for young writers to plan their articles and once they are ready to write up their stories, it goes into a book that stays in-house for fear of losing it. This is why we provide writers with notebooks, so they can continue to work outside of the sessions if they so wish, but their main book is safe from the dog, the weather and siblings.

DESIGN PLATFORMS

So you have all your content ready to go, what platform will you use to create your publication? Now if you are putting together your own blog, please revert to our Blog Module. For anyone who is creating an actual physical copy, there are a number of platforms you can consider.

These are only suggestions as you may have a platform you are confident in using already, we are just sharing our experience of what we have found works or doesn't.

Canva – This is our top choice if the layout is left up to us. You can use the free version www.canva.com or you can pay a monthly subscription and use it for more than putting together your magazine as it is also great for creating lots more. Social media posts, certificates, workbooks, we use it a lot because we can upload our branding and fonts and it also allows you access to a number of graphics and images.

Pages – if you use a Mac, this is another great programme to use for your publication. You can even receive tutorials for your team on how to use the programme by visiting <https://www.apple.com/uk/education/k12/>. We have even taken our teams of young writers to our local Apple store where they received training from the staff there. A great bonus when it gets to the layout stage if you are using Macs and have the opportunity to do this.

Publisher - this is another way to design your publication if you are using a Windows-based computer. This, like Pages, is usually available for free and allows you the chance to experiment with numerous templates while dragging

and dropping images to save time and give your publication a professional edge.

IMAGES

Getting the right images for your publication is important as you definitely don't want things looking too pixelated when your audience opens it. So it is important that you use hi-resolution images, usually, 150 - 300 PPI for full-colour printing to get the polished look. If you are outsourcing the printing of your publication you will find that the image specs may differ and they will expect TIFF images as opposed to JPEG. Canva, if you choose to use this platform, has an image resizing tool which is extremely helpful.

ACCREDITING STORIES

It is vital that each writer gets credit for their work as one of the key driving forces for all the programmes we have developed is writers having their work published. It is worth discussing this within your school/organisation as you may find you are unable to publish both forenames and surnames of your writers due to safeguarding issues or other internal policies.

We have in the past just used a forename and initial, usually differentiating between two writers with the same name.

DEADLINE

These are really helpful for all concerned as mentioned in previous modules, but even more so when it comes to putting the final publication together. If you need your magazine for a specific date then this has to be factored into the layout and design process. You will also want to consider copy editing for the final version as mistakes do happen and with the best will in the world, not all typos are picked up in the editing stages.

Using the advice we give in the Editing Module should be utilised in this section too if you are responsible for putting the final product together. Having put together hundreds of magazines, we still step away from the computer when we are getting tired or bored of the process to avoid errors. Fresh eyes will always help.

THE FINISHED ARTICLE

It really is a great feeling when you are able to share the final publication with your team and wider audience.. There is no denying the fact that a lot of work goes into creating a publication but the first version/edition will always be the hardest to master. However, the reaction of your writers when they see their work published makes all those worries, concerns and hair-wrenching moments worthwhile.

Well done to you and your team for all your hard work and creating your first publication. Now to share it with your audience and inspire younger writers with what you have created!

SUCCESS CRITERIA

- All writers offer suggestions towards the design of the publication
- A number of programmes are used to create the final design
- The team creates a publication they are proud to present to their audience
- The publication fits in with any branding and styling relevant to your school or group
- Show experience and ability to mentor others through the experience of design platforms**
- Take on a design role if available **

***advanced learning*