

Designing News

Francesco Franchi

Designing News

Changing the World of Editorial Design and Information Graphics

This is a most interesting and additional time for a designer to be working in the newspaper market. There is so much going on in the newspaper market all over the world – a continuous series of redesign projects, an editor's critical analysis and magazine, what they are doing and how, and work new solutions and new tactics. In addition, the advent of the tablet has created a whole new market that remains to be discovered and invented. My plan for this book and my interest in the topic is addressed – the world of newspapers and magazines, and the specific field of newspaper design – artist primarily out of the professional context, to which I have found myself working as a graphic designer in recent years, in contact with editors in print, editors, and the whole spectrum of a number of Italian and international newspapers.

CONTINUED ON PAGE 11

CASE STUDIES

MYSTERY Flexible structures by Danièle Collage PAGE 30	ENTERTAINMENT & SPORTS Defying the conventions of marketing by Adrien Bois PAGE 40	GENERAL/THE TIMES Towards visual journalism by Matt Curnow PAGE 50	COMMERCIAL TYPE The Guardian type quest by Paul Barnes and Christopher Schreyer PAGE 60
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6/6 100.24 MB Infographic thinking by Francesco Franchi

THE JOURNALIST Journalism, design, and user experience by Mark Fisher PAGE 100	THE DESIGNER Snow Fall A seamless experience by Steve Deneen PAGE 110	INFORMATION ARCHITECTURE 2011 ONLINE Web design is engineering by Oliver Reichenow PAGE 120	BRANDING BRANDING The blessing of deadlines by Richard Tait PAGE 130
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[Designing News 下载链接1](#)

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In Designing News, award-winning editorial and infographics designer Francesco Franchi conveys his vision for the future of the news and media industries. He evaluates the fundamental changes that are taking place in our digital age in terms of consumer expectations and the way media is being used. The book then outlines the challenges that result and proposes strategies for traditional publishing houses, broadcasting companies, journalists, and designers to address them.

Designing News explores how today's media outlets can become credible, cross-platform news brands. Franchi advocates redefining reporting as telling a continuous narrative across a broad range of traditional and digital media. To this end, he proposes a new, integrated role for editorial designers in advancing the evolution of media for the future.

Franchi's findings in Designing News are based on his own work for Il Sole 24 ORE as well as case studies by top media insiders including Bloomberg Businessweek's Richard Turley, Thomson Reuters' s Daniele Codega, the New York Times' s Steve Duenes, the Times' s Matt Curtis, and type designer Christian Schwartz.

作者介绍:

目录:

[Designing News 下载链接1](#)

标签

设计

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2M2

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