

Francesco Franchi

Designing News

Changing the World of Editorial Design and Information Graphics

This is a most interesting and ambitious time for a designer to be working in the newspaper market. There is so much going on in the newspaper sector all over the world — a continuous series of redesign projects, as editors rethink their strategies, analyze what they are doing and how,

and seek 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 plans for this book and my interest in the topics it addresses — the world of newspapers and magazines, and the specific field of newspaper

design — arise primarily out of the professional context in which I have found myself working as a graphic designer in recent years, in contact with editors-in-chief, editors and the whole newsroom of a number of Italian and international newspapers.

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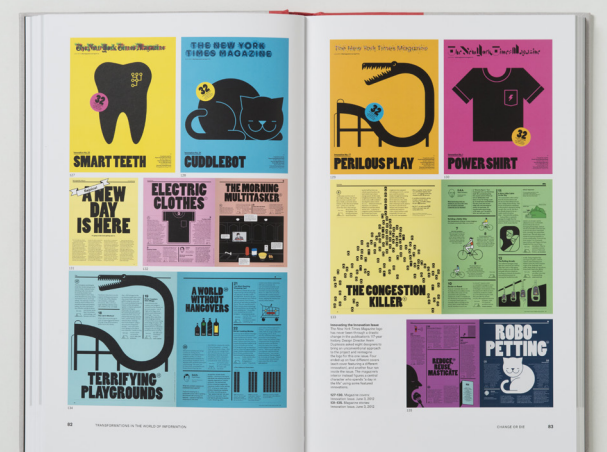
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Changing the World of Editorial Design and Information Graphics

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Designing News

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.

Francesco 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.

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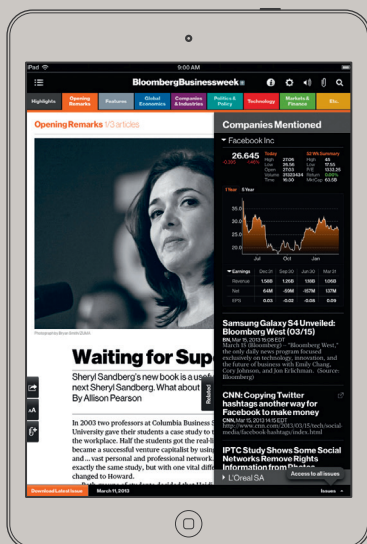
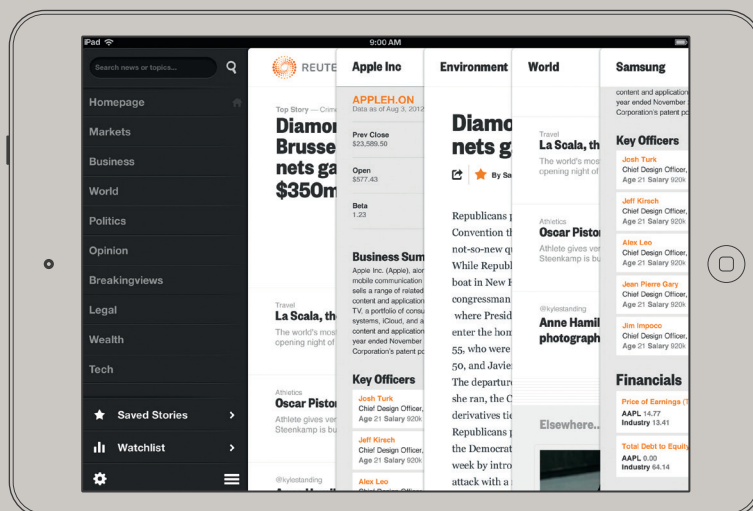
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Designing News explores how today's media outlets can become credible, cross-platform news brands. Franchi advocates redefining reporting as telling a continuous narrative across a broad range of traditional and digital media. To this end, he proposes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



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