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.

CONTINUES ON PAGE 11
CHAPTER 1
Transformations in the world of information

Making sense of a digital world
- Technology versus ideology
- Capitalizing on the digital
- New devices, new formats: how to ride the waves
- The changing reader
- Hierarchy and the network: top-down and bottom-up
- Ex-ante and ex-post filters
- Atomization

Change or die
- Newspapers in crisis?
- New prospects for print magazines
- Duality is rewarding
- Support from design

CHAPTER 2
Redesign

How constraints influence design decisions
- Contemporary newspaper design
- Organization of the editorial staff and technical constraints

Redesign as restyling
- Redesign as a transient solution
- The change in printed formats
- The iPad dilemma

CHAPTER 3
Rethink

Understanding transformation, dealing with mobile media
- From newspaper to news organization
- Brand value
- Information graphics as visual journalism

Producing news: the role of the designer
- Skills of the communication designer
- The designer, “an organizer, not a drawing board stylist”

Redesign as rethinking
- A new design paradigm: the rethinking and redesigning process
- The editorial experience designer
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.

Reuters
Flexible structures
by Daniele Codega

Feuilleton & Desports
Defying the conventions of marketing
by Adrien Bosc

Eureka/The Times
Towards visual journalism
by Matt Curtis

Commercial Type
The Guardian type quest
by Paul Barnes and Christian Schwartz

The Guardian
Journalism, design, and user experience
by Mark Porter

The New York Times
Snow Fall
A seamless experience
by Steve Duenes

Information Architects
Web design is engineering
by Oliver Reichenstein

Il/Il Sole 24 Ore
Infographic thinking
by Francesco Franchi

Bloomberg Businessweek
The blessing of deadlines
by Richard Turley

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.

Buy the book at shop.gestalten.com