Headline Writing Rules
1. Tell the story's essentials.
2. Get the facts straight.
3. Make the head make sense.
4. Get it right.
5. Build the head around a strong verb.
6. Avoid structural repetition.
7. Tell the story in specific terms.

M.S. 252-378 (Unit 5)
Objectives of Newspaper Makeup & Design
1. To arrange the news in an orderly and convenient-to-read manner.
2. To provide frame of reference in which the newspaper is read.
3. To provide exciting approach of attracting readers.
4. Design reflect the society values.

Principles of Design Applied to Newspapers
1. Balance – Page should not be overwhelmingly heavy in one section or extremely light in another.
2. Contrast – Using at least 2 or more elements on a page, each of which is dramatically different from the other.
4. Unity – Principle that concerns the effect of a page design that creates a single impression rather than multiple impressions.