



Instruction on sheet-fed press

Professor William Sowell makes a point of instruction for Tom Manning on the school's modern sheet-fed offset press.



Electronic color scanner

Frank Granger of Elizabeth City, places a color photograph on the School of Graphic Arts' new electronic color scanner. The machine separates the primary colors in a photograph or transparency for purposes of reproduction in four-color process printing.



Masking offset negatives

Russell White, left, and Ronald Simpson work on offset negatives in a graphic arts class. The two young students are preparing the negatives prior to "burning" the offset press plate.

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Printing changes

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tention of the potential customer, create a desire or need for the product and hopefully compel the reader to initiate action to satisfy this desire or need?

What is so different about packaging the news, which the reader wants and needs, in a manner which is attractive, compelling and satisfying?

But so many of our publishers find it difficult to accept change. Why? Perhaps because--and here is that old cliche again--"We've always done it this way." Or could it be fear of change?

Are publishers different from their readers? Do they force their wives to cook on a wood-burning range? Do they drive a 15-year-old automobile because those new, slick jobs are different?

Certainly not. Their needs have changed, too. Their wants have kept pace with new gadgets and modern conveniences. So why the reluctance to meet the needs and desires of a newspaper-reading America which makes its own "better life" more comfortable, more enjoyable?

Again, perhaps, as Jack Sissors said, "High production costs and publishers' reluctance to experiment (when readers don't complain about present format) with new format are responsible for old-fashioned newspapers not keeping abreast of contemporary trends."

And while considering this aspect, let's take a look at some of the ideas tossed out by Professor Sissors. See how these strike you:

Entire story on one page to keep readership.

Fewer stories per page to eliminate the cluttered look.

Tabloid size with a maximum width of 12 inches to eliminate discomfort in reading a single page.

A happy blending of vertical and horizontal design to eliminate the old-fashioned vertical look.

Lighter type face in heads to avoid shouting the news.

New horizontal shapes for advertisements to improve overall page design.

Imaginative use of pictures including elliptical-shaped and outline-half-tones.

Large, lighter body type faces with fine serifs.

More use of color.

Heads and captions set in magazine styles; either side of cuts, or flush left or right, at the bottom side of cuts.

Each of us could add many, many other ideas designed to make our product more attractive and more appealing and certainly more dedicated to meeting the needs of our readers.

As an example, why do so many newspaper pros still scream at the very mention of "down-style" for heads? It is a proven fact that lower case type is more easily read than caps.

Why stubbornly insist that body type must remain seven and eight point with practically no leading? Isn't it a fact that nine and ten point type is easier to read, and faster?

Why must newspaper copy be set on 11 picas when it has been proven over and over that optimum reading ease demands lines of 16 to 19 picas?

Each of us has his individual prejudices, and each of us is sure we are right and that we know what is best for our readers. But do we really?

If we admitted to our fallacies, wouldn't we all have to be truthful and say we are not ready, psychologically, to cross that threshold into the computer age?



At controls

Frank Granger pushes the button to start the Fairchild News King press, beginning a press run to print Chowan's student newspaper.

Braves end cage season with victory

Todd McConnell pumped in 30 points as Chowan College ended its regular season by bagging its third victory, 77-70, over Christopher Newport.

While the result had no bearing on the Braves' conference record, it did serve as a tuneup for their appearance in the Cavalier-Tarheel Conference Tournament Thursday night in the Nashville High School gym.

Chowan entered the game with a 2-19 record contrasted with a 15-4 mark for the Captains. The Braves found themselves in the unusual condition of leading throughout the game. The half-time score was 35-29.

Chowan, hot from the floor, was assisted by an error-prone Newport team. While the Captains were having difficulty finding the range and were even missing the easy ones under the basket, they were also committing a number of passing errors which turned the ball over to the Braves on numerous occasions.

Chowan led by as much as 13 points in the first half and 14 in the second. Then, with five minutes to go, the Captains caught fire and began to play as a team. The Braves' lead dwindled to four points in the span of three minutes before McConnell sank one of his patented jumpers and reversed the tide.