

DESIGNER OF THE YEAR APPLICATION ESSAY - Michaela Manfull

This year was my first year of being an editor on my publication's staff. More specifically, the design editor. I was in charge of making sure the whole 48-page paper was templated out, every page was assigned to a designer, and coming up with ideas for and designing the cover of each issue. Even before the school year started, I created the style guide that we would use (and adapt) throughout every edition of the paper. By the end of first semester, I realized that redesigning every template myself every issue was not the most efficient way to go about it, so, with my adviser's help, I created templates I was able to duplicate and put into folders for when we would need them in the future.

As part of my job, I was in charge of the cover. I directed and/or designed all the covers. For one issue, another editor had an idea for the cover that they were excited about, so I helped them execute it. For another, it was the final issue of the paper and we were training next year's editors and seeing what they like to do in the room, so I helped guide a new editor through the cover designing process. For the rest of the covers, I based them off of the InDepth section focus, the editorial focus, or an important story in the paper.

My adviser has always told us we should have what he calls "seventh columns" to break up the text and make things more interactive. This year, I took his ideas and streamlined them, creating both a style guide and multiple examples of how they could be used, all of which were used throughout the year. These helped to make our papers easier to digest and easier to design, especially for the staffers and editors who don't enjoy designing as much.

My philosophy when it comes to design and why I enjoy being the design editor is that my job is to make sure people are actually wanting to read the paper. While we could have the best writers and stories in the world, no one today is going to want to spend more than five seconds on the paper if it doesn't look appealing to them or there isn't something to catch their attention. From designing the cover to finding ways to make every page interesting, I love being able to help other staffers and editors get their stories read by teaching them how to design for their audience.

Every paper, me, the editors, and the staffers all work to make each paper better than the last, whether it's by reminding people of things that were often forgotten or learning that some staffers who avoided designing were actually really good at it. No matter what, it's always satisfying to see how the paper looks in the end, knowing how much work everyone put into it and how much we have improved from one issue to the next.

Item 1: InDepth Section Template/Design



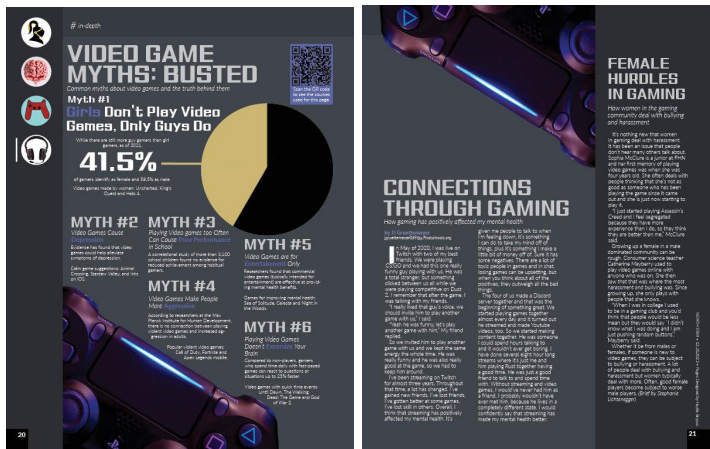
View PDFs of the design: [Here](#)

See how the design looked in the paper: [Here](#)

I templated and helped to design the three spreads of InDepth/feature content for an issue of the paper. The designs were



based off of a gamer chat room app called Discord, because the issue explored the effects of gaming on mental health.



How gaming has positively affected the mental health of gamers.

How women are overcoming challenges in the gaming community.

Item 2: Infographic Design

OVER HALF OF TEENS VOLUNTEER ANNUALLY. ARE YOU ONE OF THEM?

According to optimist.org, 55% of youths between the ages of 12 and 19 volunteer every year. In 2023, National Volunteer Week is April 16-22. This week shows those interested in volunteering ways to help out, along with thanking existing volunteers all around the country.

Find your thing. 

PEOPLE-FOCUSED

Some of the most popular opportunities in volunteering are to work with other people. Whether it's helping out at blood drives with the Red Cross or delivering food with Meals on Wheels, people are at the core of these organizations.

NATURE-FOCUSED

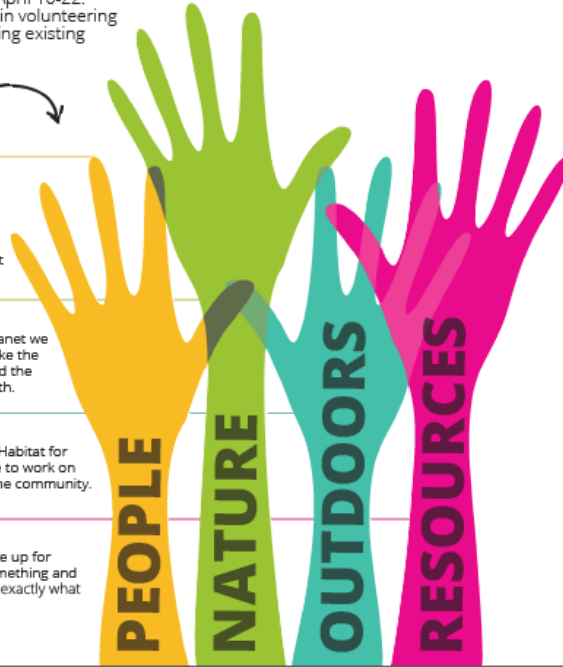
From animals to the environment, the planet we call home needs volunteers too. Places like the Humane Society are for animal lovers and the Sierra Club for people who enjoy the Earth.

OUTDOORS

Not everyone wants to volunteer inside. Habitat for Humanity and Best Buddies need people to work on site building homes and with people in the community.

RESOURCES

If you're not sure what you want, or you're up for anything, there are resources like Do Something and Key Club International that help you find exactly what you're looking for.



GET STARTED

Once you know what you're looking for, check out these organizations to find an opportunity that fits your volunteer style. All of these include options to volunteer indoors, in person, and online, either from virtual events or donations.



View PDFs of the infographic: [Here](#)

For the JEA/NSPA Spring National Convention, I designed an infographic focusing on teens and volunteerism using the images and content provided, as well as doing research to give the infographic its full effect.

Item 3: Style Guide Design



HEADLINES MAIN

Main Story Header - Lato Heavy
35/33pt ALL CAPS
Used for the main story. All stories have a subheader. If any headline or subheader doesn't fit, use less words, don't change the size.

COLUMN
Column Header - Lato Heavy
20/20pt ALL CAPS
Used for any story that isn't the main focus of the page or spread, usually briefs and columns.

SUBHEADS
Lato Light Italic 11/12pt
Reached at least 2/3 of the headline

BYLINES
by Steve Harrington
Steve.Harrington@northstar.com
This is to be used for stories that take up, at least, half the page. Lato Black 9/10pt for name, Lato Regular 7/8 for email. The line should be 5 and should line up with the story.

Story/Infographic by Steve Harrington is for bylines of columns, non-dominant stories or infographics. It should be the same size as the body copy using Lato Light Italic.

COLORS The colors should be used at 100% opacity most of the time, but can also be used at 75%, 50%, and 25% as needed.
MAIN COLORS There are three main colors (plus white) that should be on every page.

#FFFFFF	#F08080	#808080
C=100	C=7	C=62
M=100	M=9	M=53
Y=100	Y=98	Y=53
K=100	K=0	K=25

SECONDARY COLORS
There are three secondary colors to use as accents as needed or in relation to a photo.

#00A08A	#E62020	#800000
C=77	C=20	C=50
M=30	M=55	M=5
Y=40	Y=47	Y=100
K=0	K=0	K=0

12

OUTLINES



This is an example of how a column story could look. The text includes additional information. (Photo by Steve Harrington)

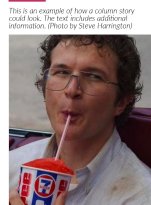
INFOGRAPHICS & 7th COLUMNS

Infographics are a way to provide information on a topic using more visual assistance. Infographic Body Copy should be in Lato Light and 8/9pt or any smaller, but readable, size.

Seventh columns add little bits of information to a story and are used to break apart larger pieces of text. They use the same size text as infographics, Lato Light 8/9pt.

BODY TEXT

Lato Light 9/10pt
Drop caps for dominant story on page. 14pt. 3. The drop cap color should match the spread color(s). Indent on each paragraph should be 0.5". Make sure that hyphenation is turned off in all copy on the page and everything is spaced checked.



HOW TO STYLE COLUMNS

A very interesting concept.

Headline box should be the width of the text box. The headline itself is in Lato Heavy 20/20 all caps with left alignment. If the headline doesn't fit, make it shorter or expand the box, do not change the size.

The line above the column is 3pt thick and should be the spread color. Guidelines go within the frame just above the photo. There is at least 5pt spacing between the photo and headline box.

Columns should have a small link, illustration or info box in them to break up the text. It makes the story more interesting and easier to read. (Story by Steve Harrington)

FOLIOS

Byline, North Star and paper date are in Source Sans Variable Italic 7/10pt. The text is only on right hand pages, left pages only have page number. Page number is in Lato Heavy 11/12pt. Even numbers go on the left side, odd on right.

HERE'S A STYLE SET FOR 7TH COLUMNS

Seventh columns work on every page, but for theories they aren't. It's best if they can be as uniform as possible. All rules can be bent if need be, but try to stick to them unless it's better another way. If the information doesn't reach the bottom of the space you have, align it with the top of the page, headline, or story. Don't let it float around or put it at the bottom. If there are illustrations or images in the column, make sure to give credit where it's due.

HOW TO STYLE

Body Copy
Any regular seventh column body copy should be in Lato Light 8/9pt font. This is the most common font size for seventh columns and is mainly for things like descriptions, stats, or definitions. Body copy, headers, and subheads are always right-aligned.

Headers
All seventh column need headers so people know what they're looking at. They should all be in Lato Black 12/12pt font. Headlines only need to take up 1-2 lines, so try to keep them short. Headers should be in ALL CAPS.

Subheads
Seventh columns with multiple sections need subheads to break them up. Subheads should be Lato Medium Italic 9/10pt font. Try to keep subheads to one line if you can. Subheads should be Normal Case.

Attributions
If a seventh column's information needs a source, use the same font as the body copy and add information from Xxxxx and insert the source.

Lines
When using lines in a seventh column they should be 0.5pt thick. The majority of the time, stick to black, but other colors can be acceptable.

STEP-BY-STEP

Users might that you always need a description before whatever you are doing in your column.

1 How To Format
Title, subhead, and body copy should all be the regular size. This is to make sure that all of the 7th column look similar enough to each other.

2 How To Make Numbers
For the numbers, use the font size and weight for a column header. The number should be a single number, unless you somehow fit over 10 items on the list, then numbers should be 01, 02, and so on.

3 How To Make Images
For the numbers, use the font size and weight for a column header. The number should be a single number, unless you somehow fit over 10 items on the list, then numbers should be 01, 02, and so on.

QR CODES

To track a QR code, you need to make a bitly link or something similar, that way we can see how many people actually use it.



How to Make
To make a QR code, go to QR Code and then when it says "Type Select Web Hyperlink, Put your link in there and hit Generate."

How to Use
Any QR code in the paper should be the width of one column so everything looks unified.

Stats
Stats should have a small description of what sport/game/team they're from, they can be centered, and whether the stats are for this or not, they should follow this rule:

Subtle Size
Body copy
B.C. Bold

Font Size
Again, this should all be in regular body copy and header using just like the rest of seventh columns.

Text Wrap
Text can also wrap around the photo, like this one does. Just make sure the photo is doing what it's meant to be doing in terms of text wrapping and words moving around.

Home Runs
1. Five Kraus
2. Ryleigh Albers
3. Alaya Marking
4

Stricklands (0)
1. Eric Kraus
2. Courtney McQueen
3. Nina Howlett

19 K's in 8 games
1. Lucy Espinoza
2. Kaylee Johns
3. Karla Spoons
4

Images
Images and illustrations should have proper attributions and be spaced and aligned enough to be clearly visible. Images from the internet

Quote Column
Quotes should be 0.5pt black, block, and spaced evenly between quotes.

Info/Item Set
There are items with descriptions of what they are. They can also be for person bios, dictionary entries, or other things.

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Item 4: Templates

Templates:

	1 - L/R 3 briefs, 1 page		7 - Spread Comics
	2 - L/R 1 story, 1 page		8 - Spread 1 large story
	3 - L/R 1 sidebar, 1 full story, 1 page		9 - Spread 4 briefs
	4 - L/R 1 infographic page		10 - Spread 1 large story, 1 left sidebar
	5 - L/R 6 quote/brief page		11 - Spread 1 large story, 1 right sidebar
	6 - Spread 1 large story, 2 sidebars		12 - Spread editorial

Finished Pages (I templated, staffers added content):

HOME ON THE ROAD

Clayton Kopp (far left) and Dennis Zander (center) drove a road that goes where they go.

Los Angeles Clayton Kopp, 31, is a former professional basketball player who has spent the last few years traveling the world with his wife, Jennifer. He and his wife have been married for 10 years. Clayton is a former professional basketball player who has spent the last few years traveling the world with his wife, Jennifer. He and his wife have been married for 10 years.

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Finished Pages (I templated, staffers added content):

A STRIKING FUTURE

When a child is born with a rare genetic condition, it can be a life-changing event. For Clayton Kopp, the condition is a rare form of muscular dystrophy. Clayton is a former professional basketball player who has spent the last few years traveling the world with his wife, Jennifer. He and his wife have been married for 10 years.

THE GOAT DEBATE MJ VS LBJ

In the eyes of many fans, Michael Jordan is the greatest basketball player of all time. LeBron James is also considered one of the greatest. Clayton Kopp, a former professional basketball player, has spent the last few years traveling the world with his wife, Jennifer. He and his wife have been married for 10 years.

WHO'S YOUR GOAT?

Who is the greatest basketball player of all time? Clayton Kopp, a former professional basketball player, has spent the last few years traveling the world with his wife, Jennifer. He and his wife have been married for 10 years.

Player	Percentage
Michael Jordan	80%
LeBron James	20%

View PDFs of the designs: [Here](#)

As the design editor, I was also in charge of templating out the entire 48-page paper. I created the templates and the section editors would tell me which templates they wanted where, then the templates are passed onto designers, who fill out the pages more.

Item 5: Cover Design



View PDFs of the design: [Here](#)

See how the design looked in the paper: [Here](#)

I came up with the idea for this wraparound cover for our March issue, based around March Madness. I helped direct the photography then mocked up a few different versions and created the final one, along with placing all of the logos in the background.