

Blue Ridge Daily News

Employee Handbook

Welcome to the design team at Blue Ridge Daily News!



art director

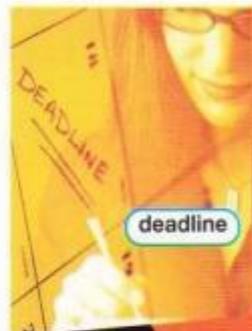
junior designer



graphics editor

You now work for the finest **publication** in the region. Designers in **journalism** face unique challenges. But the job also comes with plenty of rewards. Here are a few things to keep in mind:

- **Graphics editors** and **junior designers** should always report to the **art director**. The art director is responsible for the overall design of the paper. They will know exactly how your project should look.
- The **newspaper** is published at a very high **frequency**, so **deadlines** come up fast. Remember to keep track of your projects so that your deadlines don't sneak up on you! Always work on the project with the nearest deadline first.
- Work with the journalists who wrote the story or **editorial** you are designing. They may have interesting ideas for graphics or designs to go with the story.
- Do you want to explore designing a different type of publication? The Blue Ridge Daily News releases a weekly **magazine** with our Sunday newspaper. We also publish a monthly politics **periodical**. Tell your editor if you are interested in working on it.
- Remember to be creative and inventive with your designs. Have fun!



deadline



magazine

newspaper



Get ready!

1 Before you read the passage, talk about these questions.

- 1 What are some publications designers work for?
- 2 What do newspapers work to?

Reading

2 Read the employee handbook. Then, choose the correct answers.

- 1 What is the purpose of the handbook?
 - A to introduce the requirements of a design job
 - B to give instructions on how to create designs
 - C to tell journalists how to work with designers
 - D to list jobs available for designers
- 2 Which of these is NOT a suggestion for designers?
 - A keep track of deadlines
 - B work with journalists
 - C use traditional designs whenever possible
 - D talk to editors about working on a magazine
- 3 Who should junior designers report to?
 - A the graphics editor
 - B the art director
 - C the editor in chief
 - D the journalist who wrote the story

Vocabulary

3 Match the words or phrases (1-8) with the definitions (A-H).

- | | |
|-----------------------|-----------------------|
| 1 ___ art director | 5 ___ junior designer |
| 2 ___ editorial | 6 ___ magazine |
| 3 ___ frequency | 7 ___ newspaper |
| 4 ___ graphics editor | 8 ___ publication |

- A a designer responsible for creating information graphics
B an essay that represents the opinion of the author
C a publication that focuses on a particular subject
D a publication that focuses on news
E a worker who creates features, columns, and inserts for a magazine
F any type of printed or digital periodical
G the person who manages a magazine's overall design
H the rate at which a publication is printed

4 Write a word that is similar in meaning to the underlined part.

- Designers who wish to work in the production of publications should apply for jobs at newspapers and magazines. _ _ _ r _ _ l _ _ s _
- Designers need to keep track of projects to make sure they are completed by the date or time by which work needs to be completed. _ _ a _ l _ n _
- John likes to read sports digital or printed publications that are published on a regular timely basis. _ _ r _ _ d _ _ a _ s

5 Listen and read the employee handbook again. What are some things new designers in journalism should keep in mind?

Listening

6 Listen to an experienced designer and a new designer. Mark the following statements as true (T) or false (F).

- ___ The man has missed an important deadline.
- ___ The man worked in broadcast design before his current job.
- ___ The man dislikes his art director.

7 Listen again and complete the conversation.

Designer 2: Yeah, but when I worked on brochures the 1 _____ didn't come up so fast.

Designer 1: I guess that's true. You'll get used to it.

Designer 2: I hope so. The work has been pretty exhausting 2 _____.

Designer 1: 3 _____ that this is the busiest time too. In a few months you won't feel so overwhelmed.

Designer 2: I hope so. It's been hard keeping up with 4 _____.

Designer 1: It'll get better. How is your 5 _____?

Designer 2: Likely, she's 6 _____.

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

Have you had any trouble ...?

How are you handling ...?

Give me a call if ...

Student A: You are an experienced designer. Talk to Student B about:

- how he or she is adjusting to the job at a magazine
- what the deadlines are like
- what the writers are like

Student B: You are a new designer at a magazine. Talk to Student A about how you are adjusting to your new job.

Writing

9 Use the employee handbook and the conversation from Task 8 to write a note to a new junior designer at a magazine. Include: tips on handling deadlines, suggestions about working with the writers, and how the new designer can get in touch with you.