<table>
<thead>
<tr>
<th>Philosophy</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gotham</td>
<td>4</td>
</tr>
<tr>
<td>Use of Miller</td>
<td>8</td>
</tr>
<tr>
<td>Graphic boxes and headlines</td>
<td>10</td>
</tr>
<tr>
<td>White space and alignment</td>
<td>11</td>
</tr>
<tr>
<td>Color palette</td>
<td>13</td>
</tr>
<tr>
<td>Fever charts</td>
<td>16</td>
</tr>
<tr>
<td>Bar charts</td>
<td>17</td>
</tr>
<tr>
<td>Pie charts and tables</td>
<td>18</td>
</tr>
<tr>
<td>Map elements</td>
<td>19</td>
</tr>
<tr>
<td>Locator maps</td>
<td>21</td>
</tr>
<tr>
<td>Icon family</td>
<td>24</td>
</tr>
<tr>
<td>Wire services</td>
<td>25</td>
</tr>
<tr>
<td>Workflow</td>
<td>26</td>
</tr>
<tr>
<td>Newcomers</td>
<td>27</td>
</tr>
<tr>
<td>Around the building</td>
<td>28</td>
</tr>
</tbody>
</table>
SETTING A HIGHER STANDARD

This stylebook marks the beginning of a new phase for graphics at *The Dallas Morning News*. We are committing to a higher standard in our graphic identity and to a better visual integration with the rest of the paper. This stylebook will define that look and its implementation.

In the following pages you will find more than just specifications of our graphics style; you’ll find guidelines that should be considered for every graphic you make as well as clarity of graphic choices. The commitment to this set of rules by each member of our staff is essential for the success of this project. From now on, we expect you to think about style whenever you’re doing a graphic.

Our main goal is to make our graphics more attractive and useful to the reader. To that end, one of the primary goals is to increase the amount of white space in our work. If there’s too much information, make the graphic bigger. If the space is tight, cut something out. We need to remember that compressed graphics tend to be unattractive and uncomfortable to read. And if the reader doesn’t look at it, we have lost an important opportunity to make an impact.

Another change that comes with the new style is on the various specifications of headline sizes. This should allow us to emphasize different levels of hierarchy and help make our graphics easier to navigate. We will also strive for graphics with smaller amounts of text if possible, to make them a faster and more attractive read. In a nutshell, we’re aiming at simplicity, minus the gimmicks. As a general rule, whenever you’re in doubt, if there’s no one around for you to ask an opinion, choose the simplest solution possible.

Finally, this document is not exactly a bible for our graphics. It is more a set of guidelines for your graphic work. The style is strong, but it’s flexible. It can bend, but it shouldn’t be broken. There will be many occasions that could never be foreseen (and actually, that shouldn’t be foreseen). The truth is that ultimately it all comes down to a moment when we have to rely on the judgment and talent of our staff. But to start, here is a new way of creating valuable graphics for this paper, all within a new, clean, organized style.

**Chris Morris**
Presentation Director

**Layne Smith**
Graphics Director

**Sergio Pecanha**
Design Editor/Graphics
1 & 2 COL GRAPHIC HEAD 16PT
Gotham Cond Bold 16pt/19, AV30, T 110%

3 & 4 COL GRAPHIC HEAD 20PT
Gotham Cond Bold 20pt/24, AV30, T 110%

5 & 6 COL GRAPHIC HEAD 24PT
Gotham Cond Bold 24pt/29, AV30, T 110%

GRAPHIC SUBHEAD
UPPERCASE
Gotham Bold 9pt/11


GOTHAM WE USE
■ Gotham Condensed bold: Only for graphic heads, with proper tracking and spacing. Nowhere else.
■ Gotham Book (intro chatter, source line, long callouts, labels etc.)
■ Gotham Book italic (rivers, landmarks etc)
■ Gotham Bold (subhead, callouts)
■ Gotham Bold Italic

GOTHAM WE DON’T USE
We don’t use any other version of Gotham on graphics. Special attention to these:
■ Gotham Condensed (all versions). Reason: the font is too condensed to read in small sizes.
■ Gotham Ultra and Condensed Ultra. Reason: so bold the fonts merge.

Gotham Book. Sizes can vary. Examples:
■ 8pt/10 (intro copy, 1 and 2 columns)
■ 9pt/11 (intro copy, 3 columns & up)
■ 7pt/8 (most labels)
CALLOUTS

Callouts are generally going to be the haviest element you’ll use in a graphic. So, avoid making callouts that are too long or having too many of them in the same graphic.

- Black callout is the standard. But if the map has more than three callouts you might need to use white callouts to help prevent clutter.

Note: Avoid using too many black callouts in the same graphic. If you do that, you might clutter the graphic and not highlight anything. Here are some options for when you need to point to multiple spots:

- For city in a state map:
  - Name of the city
  - Site of construction

- For points inside a city:
  - Callout font: 8/9 Gotham Bold

- For Business charts:
  - Thursday’s close: 985.7
  - 10.120,10

Font

- Callout font: 8/9pt Gotham Bold
- 4pt square, 100M, 100Y, 25K
- Pointer stroke is .5pt, black
- Dotted pointer line .65pt, black, dash 0.2 - 2pt
- 4pt circle, .35pt black stroke
- Arrow when needed

Number labels:

- Gotham Bold 8/9pt.
- Don’t make it smaller than this. But you can make it bigger, as needed.

Font

- Gotham Bold 8/9pt
- Gotham Book 7.5/10
- 4pt square, 100M, 100Y, 25K
- Pointer stroke is .5pt, black
- Dotted pointer line .65pt, black, dash 0.2 - 2pt
- 4pt circle, .35pt black stroke
- Arrow when needed

Font

- Gotham Bold 8/9pt
- Gotham Book 7.5/10
LONG CALLOUTS

▪ You have editing powers. Work with reporters, editors and copy editors to avoid callouts and type boxes from being too long in your graphics. No more than 20 words (130 characters).

▪ Don’t cheat on font size, tracking or leading. Specially: don’t make fonts smaller. Remember that an illegible graphic is useless.

Type box font: Gotham Book 7.5/10

0.25pt, 100k stroke

0.5pt, 100k stroke

Gotham Bold 7.5/10

Type lorem ipsum dolor sit amet, consectetuer adipiscing elit. Fusce place

Highlight: Type lorem ipsum dolor sit amet, consectetuer adipiscing elit. Fus

3 Type lorem ipsum dolor sit amet, consectetuer adipiscing

Gotham Bold 7.5/10

3 Type lorem ipsum dolor sit amet, consectetuer adipiscing

Type lorem ipsum dolor sit amet, consectetuer adipiscing elit.

0.65pt, 100k stroke
dash 0.2 - 2pt

ITC Zapf Dingbats 7.5/10

▪ Type lorem ipsum dolor sit amet, consectetuer adipiscing
Try to keep type boxes one column wide or shorter. Avoid as much as possible to spread blocks of type along two columns or more.

- Break long blocks of copy in small pieces. That will help the reader to digest. Use subheads if you have blocks of copy longer than 15 lines.

- Don't wrap text around illustrations (avoid examples like in the bottom left). It generally makes the graphic look bad and steals breathing space. Treat type boxes the simplest way possible. In most cases, it should be a square shape.

---

**SUBHEAD**


---

**SUBHEAD**


---

**Don't wrap text like this**

HEADLINE AND DECK
Gotham is the headline font on graphics. However, on pages where the graphic plays the lead image (taking at least half of the page), graphics can use Miller Deck on the headline.

- Full page graphics must have Miller on headline.
- As a general rule, headlines and decks on graphics follow the same rules of the section where the graphic is going to be published.
- Never use a box if you use Miller on the headline.

GENERAL RULE
The use of Miller on graphics should mimic the standards of the rest of the paper. Miller headlines should never be in uppercase or use kerning or tracking that make the font look different from what's present on other parts of the paper.
Understanding the continuing allure of anabolic steroids is simple. They work, and they work fast. One recent study shows that amateur athletes taking relatively low doses of testosterone made their biggest strength gains in the first three weeks of use. In a world where small advantages make big differences, that’s huge. In the Olympics, a fraction of a second can be the difference between sports immortality.
DIFFERENT HEAD SIZES
■ Now we have three different graphic headline sizes: 16pt (1 and 2 columns), 20pt (3 and 4 columns) and 24pt (5 and 6 columns).

■ Each graphic size has a different spacing on the borders (represented by the gray boxes on the right). The boxes mark an imaginary line: all elements of the graphics should be contained inside this border.

WHEN TO USE BOX AND WHEN TO USE MILLER
■ A box around graphics is standard. But it can be taken off in large graphics, if it works better on the page, and in small graphics that will go inside CCI boxes. Discuss it case-by-case with layout person and art directors.

■ If the graphic is half-page or bigger, consider using Miller Deck Cond Roman or Bold at the headline. Font size should be 35pt & up. Full-page graphics must use Miller. Font size 80pt & up.

■ Never use a box if you use Miller on the headline.
Profit growth of companies in the basic materials industry has far outpaced the economy as a whole, as represented by the Standard & Poor's 500 index.

**Comparing with Other Sectors**

<table>
<thead>
<tr>
<th>Sector</th>
<th>Earnings Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic materials</td>
<td>84%</td>
</tr>
<tr>
<td>Consumer discretionary</td>
<td>21%</td>
</tr>
<tr>
<td>Consumer staples</td>
<td>8%</td>
</tr>
<tr>
<td>Energy</td>
<td>56%</td>
</tr>
<tr>
<td>Financial</td>
<td>3%</td>
</tr>
<tr>
<td>Health care</td>
<td>8%</td>
</tr>
<tr>
<td>Industrials</td>
<td>23%</td>
</tr>
<tr>
<td>Technology</td>
<td>39%</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>2%</td>
</tr>
<tr>
<td>Utilities</td>
<td>-1%</td>
</tr>
</tbody>
</table>

*Estimated.

SOURCE: Thomas Financial

Along with color palette and fonts, spacing and alignment are the most important elements of the graphics at The Dallas Morning News.

As a suggested spacing, try to leave at least one pica between elements of the graphic. Leave more if you need.

It's a mistake to compress excessive information on small areas. Cluttered graphics trend to be illegible, unattractive and, ultimately, useless.

EXAMPLE OF GOOD SPACING

Leave a white border between the graphic and the box of: 1 & 2 col. 8pt, 3 & 4 col. 10pt; 5 & 6 col. 1 pica

**BACK TO BASICS**

Profit growth of basic materials companies far outpaced all other sectors in the third quarter.
Profit growth of companies in the basic materials industry has far outpaced the economy as a whole, as represented by the Standard & Poor’s 500 index.

Comparing with other sectors:

<table>
<thead>
<tr>
<th>Sector</th>
<th>Earnings growth rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic materials</td>
<td>84%</td>
</tr>
<tr>
<td>Consumer discretionary</td>
<td>21%</td>
</tr>
<tr>
<td>Consumer staples</td>
<td>8%</td>
</tr>
<tr>
<td>Energy</td>
<td>56%</td>
</tr>
<tr>
<td>Financial</td>
<td>3%</td>
</tr>
<tr>
<td>Health care</td>
<td>8%</td>
</tr>
<tr>
<td>Industrials</td>
<td>23%</td>
</tr>
<tr>
<td>Technology</td>
<td>39%</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>2%</td>
</tr>
<tr>
<td>Utilities</td>
<td>-1%</td>
</tr>
</tbody>
</table>

*Estimated.

Source: Thomas Financial

Bad Spacing:

In this case the graphic needed to grow one column to have the proper spacing. If the space is tight, the information needs to be edited.
Maps
These colors can be converted to black and white automatically. But always double check automatic conversions.

Charts

TIP
Using a 0.25pt, 50K stroke can help to distinct areas of similar colors.

OC, OM, 5Y, 5K  OC, OM, 15Y, 30K
OC, OM, 10Y, 10K  SC, OM, 10Y, 10K
OC, OM, 10Y, 15K  OC, OM, 10Y, 20K
OC, OM, 10Y, 20K  OC, OM, 15Y, 20K

How do they look with automatic grayscale conversion

WHY DOES IT MATTER?
■ Color palette is not just a rule. Colors are essential to build a family structure to the graphics at the DMN. Use these colors as a starting point for every graphic you do.

CREATING VARIATIONS
■ On Illustrator, go to Filter, Colors, Saturate.
■ Always double-check automatic conversions to grayscale.
If you blend similar colors, you can have a wide range of tones in between and still be in the same family:

<table>
<thead>
<tr>
<th>Land</th>
<th>50% saturation</th>
<th>100% saturation</th>
<th>-50% saturation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Water</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Park</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pink</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Beige</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**CREATING VARIATIONS**

- On Illustrator, go to Filter, Colors, Saturate.

- Colors you create can't be automatically converted to grayscale. Always double-check automatic conversions.
COLORS FOR PIE, FEVER AND BAR CHARTS

Fever and bar charts should always start with red line or bar. If you need more colors, follow the order they appear on the left.

Note: You can make pies with shades of one color if you have too many colors going on. But prefer to use pastel colors and use a color from the color palette as a starting point.
FEWER TAKERS

Since 2000, the number of active-duty soldiers joining the Army National Guard has dropped.

INTRO COPY

- Intro copy and footnotes should be as short as possible: less than 20 words (130 characters). If you need more than that to explain a graphic, you should consider whether or not it’s worth doing a graphic that needs so much explanation.

- Fever charts with only one line should have beige box. Charts with more than one line shouldn’t.

USE COLORS ON THIS ORDER

<table>
<thead>
<tr>
<th></th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0</td>
<td>100</td>
<td>100</td>
<td>25</td>
</tr>
<tr>
<td>2</td>
<td>50</td>
<td>0</td>
<td>0</td>
<td>35</td>
</tr>
<tr>
<td>3</td>
<td>0</td>
<td>20</td>
<td>70</td>
<td>20</td>
</tr>
<tr>
<td>4</td>
<td>25</td>
<td>0</td>
<td>40</td>
<td>55</td>
</tr>
<tr>
<td>5</td>
<td>0</td>
<td>0</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

SINGLE HOMEBUYERS ON THE RISE

While they’re still in the minority, single homebuyers have become a larger percentage of the Dallas-Fort Worth housing market.

Note: Numbers indicating single homebuyers represent approved conventional home loans with only one applicant identified.

SOURCE: Dallas Morning News research
If you use a scale (axis) on the graphic, don't put numbers on the bars (except the callout). If you put the numbers on the bars, delete the scale.

**SCALE**

- If you use a scale (axis) on the graphic, don't put numbers on the bars (except the callout). If you put the numbers on the bars, delete the scale.

**USE COLORS IN THIS ORDER**

<table>
<thead>
<tr>
<th></th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>100</td>
<td>100</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>50</td>
<td>0</td>
<td>0</td>
<td>35</td>
</tr>
<tr>
<td>3</td>
<td>0</td>
<td>0</td>
<td>30</td>
<td>20</td>
</tr>
<tr>
<td>4</td>
<td>0</td>
<td>20</td>
<td>70</td>
<td>20</td>
</tr>
<tr>
<td>5</td>
<td>25</td>
<td>0</td>
<td>40</td>
<td>55</td>
</tr>
</tbody>
</table>

**MORE MEN BUYING**

Gender breakdowns for single homebuyers in the area.

- **Single applicants**
- **Single male**
- **Single female**

Note: Numbers indicating single homebuyers represent approved conventional home loans with only one applicant identified.

**Source:** U.S. Department of Labor

---

**UNEMPLOYMENT**

Here is a look at the change in nonfarm payroll employment.

**(In thousands)**

169,000

**Source:** U.S. Department of Labor

---

**Bar charts**

- Gotham Book Italic 7/10pt
- Bar 100 M, 100 Y, 25 K
- Gotham Book 7/8pt
OIL RESERVES

Saudi Arabia 22%
Japan 22%
Brazil 22%
U.S. 22%
Jamaica 22%

SOURCE: Army National Guard

TROY OXFORD/Staff Artist

7 PICAS CIRCLE
- For one-column charts, make the pie 7 picas circle.
- All callouts should be outside the pie. Use 0.5pt black stroke to point to the slices.
- Pies with more than five slices should be treated as bar chart or table.

USE COLORS IN THIS ORDER

<table>
<thead>
<tr>
<th></th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0</td>
<td>0</td>
<td>15</td>
<td>30</td>
</tr>
<tr>
<td>2</td>
<td>0</td>
<td>0</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>0</td>
<td>10</td>
<td>0</td>
<td>20</td>
</tr>
<tr>
<td>4</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>15</td>
</tr>
<tr>
<td>5</td>
<td>0</td>
<td>0</td>
<td>10</td>
<td>25</td>
</tr>
</tbody>
</table>

Note: You can make pies with shades of one color if you have too many colors going on. But prefer to use pastel colors and use a color from the color palette as a starting point.
MAP ELEMENTS

MAP COLORS

- If you use the colors on the right, locator maps should easily convert to grayscale.

- Despite that, when you convert to black and white, always check to see if the graphic elements are still clearly different.

<table>
<thead>
<tr>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>10</td>
<td>25</td>
<td>(neighbor states)</td>
</tr>
<tr>
<td>0</td>
<td>0</td>
<td>15</td>
<td>35</td>
<td>(neighbor country)</td>
</tr>
<tr>
<td>10</td>
<td>0</td>
<td>10</td>
<td>20</td>
<td>(parks: .25pt 50K outline)</td>
</tr>
<tr>
<td>0</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td>(site of construction)</td>
</tr>
</tbody>
</table>

Patterns and strokes can also be used to highlight areas:

- Dotted line (100M, 100Y, 25K, 2pt dash)

- Capital (8 pt circle; Gotham Book 7/8)

- City (4pt circle, 0.25pt 100K stroke; Gotham Book 7/8)

- County line: 0.35pt, 50K, dash 3pt, gap 4pt

- Label: Gotham Book Ital 5.5/6.5

- Water 15C, .25pt 50K outline

- Label: Gotham Book Ital 7/8

- Land 10Y, 15K

- 2pt rule, RED

Gotham Bold 8/9
ROAD STROKES

- If the map only shows one level of roads (example: only interstate highways), use 1.5pt stroke. Other than that, use the hierarchy on the right.

- If the map has so many small roads that white areas are covering most of the land, consider making the small roads using at 0.5pt, 40% black. Leave major roads white.

State Highways
Interstates
Rural or farm roads

Railroad tracks
One rule on top of another:

1.5pt, 50K, dash 0.35pt, gap 6pt

.5pt, 50K

Note: We only indicate north if it’s essential for the information. Otherwise, we don’t.
LOCATOR MAPS

DALWORTH

- Place Dalworth always on the bottom of the locator.
- Always double-check the automatic conversion to black and white.
- Use map colors as a starting point for bigger maps, but you can change it according to the needs of each case.

COLORS OF EASY CONVERSION TO GRAYSCALE

<table>
<thead>
<tr>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td>15</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>0</td>
<td>0</td>
<td>10</td>
<td>25</td>
</tr>
<tr>
<td>10</td>
<td>0</td>
<td>10</td>
<td>20</td>
</tr>
<tr>
<td>0</td>
<td>0</td>
<td>15</td>
<td>35</td>
</tr>
</tbody>
</table>

On locators, always show a major road. Major road: 2.5pt Secondary: 1.5pt Tertiary: 1pt

Lakes, parks, colleges and other references, Gotham Book Italic 7/8

8pt space
No more pointer balloons, just the space

0.25pt black stroke

Dalworth always on the bottom

The Dallas Morning News
LOCATOR MAPS

STATE MAPS
- Follow the example on the left for reference on colors. Use 50% black line for state and country limits.
**EAR & WORLD MAPS**

- Ear maps are state maps with capital and callout with name of the city being located. This is all the information that fits on that space.
- For world locators, use the maps on the right. Don’t use rounded globes or continent shapes.
**ICON FAMILY**

**Small icons 27.5pt square**

- 27.5pt square
- 100% black
- White stroke: 1pt (always)

3 lines deep

- **Sewage treatment:** Gotham Bold 7.5/10
  - Also shut down.
  - Floodwaters probably contaminated with sewage.

1 line space

- **Oil refineries:** Gotham Book 7.5/10
  - Inundated industrial facilities could expose people to chemicals.

- **Toxic waste sites:**
  - Contaminants could be washed offsite.

**Large icons 4P square**

- 27.5pt
- 4 picas square
- 173%

Make the icon on the small size and blow it up 173% with strokes scaled also

**TWO SIZES**

- Icons are always black, drawn with 1pt white stroke.
- 27.5pt and 4 picas square.
- No other variations on size. Don’t squeeze it, nor make it bigger. If there’s no space, either cut the text or remove the icon.
<table>
<thead>
<tr>
<th>Provider</th>
<th>Address</th>
<th>Username</th>
<th>Password</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associated Press</td>
<td><a href="http://apwebgraphics.ap.org">http://apwebgraphics.ap.org</a></td>
<td>-----</td>
<td>-----</td>
</tr>
<tr>
<td>AP Archive</td>
<td><a href="http://photoarchive.ap.org">http://photoarchive.ap.org</a></td>
<td>-----</td>
<td>-----</td>
</tr>
<tr>
<td>Knight Ridder Tribune</td>
<td><a href="http://www.krtdirect.com">http://www.krtdirect.com</a></td>
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<td>NewsCom</td>
<td><a href="http://www.newscom.com">http://www.newscom.com</a></td>
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<td>LA Times/Wash. Post</td>
<td><a href="http://www.latwp.com">http://www.latwp.com</a></td>
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**AGENCIES**
- Download KRT material only from krtdirect.com, not from Newscom.com.
GETTING GRAPHICS IN AND OUT OF THE DEPARTMENT

CREATING THE GRAPHIC

1. Assigning editor places request online via SCC. That request prints out of the editor’s printer and a duplicate prints back in News Art.

2. The editor walks his or her assignment (along with pertinent reference or resource material clipped to it) back to News Art.

3. We assign it to the artist. Artist and assigning desk should communicate. When work is completed, it is given to a News Art manager.

4. Artist, editor and reporter should talk.

CORRECTING AND SHIPPING IT

4. After the assigning editor checks the graphic, he is responsible for getting the proof to the layout desk.

5. After the copy desk proofs the graphic, it is returned to News Art. We make the fixes and put the graphic in CCI.

Fixes between editions: are brought to News Art by a News Clerk or a Copy Editor and can be placed in the Fixes basket at the Graphics Desk.

Suburban workflow: the artist makes an Acrobat file and emails it back to the assigning editor. After the assigning editor has made corrections, a new printout is made, placed in the plexiglas bins in front of the Graphics Desk.
WELCOME TO NEWS ART

Here you'll find answers to a few questions you might have. While this might offer some basic help, don't hesitate to ask these questions to anyone in the staff if you feel like you need to verbalize it.

How do I get in the system?
Call extension 2911 for IT Help Desk. They will help you to set up a password and an email account. They also can get you a password for phone calls outside our area code.

What's the log-in information for the News Art server?
Username: -------
Password: -------

Where should I store my files?
Look for the News Art Server. Chris Morris or Layne Smith will assign a folder in the the Daily Dump, the place on the network where all files are saved.

Where can I retrieve base maps?
There's a folder in the News Art server called New Graphics Resources. Go there for base maps and other resources. Talk to Tom Setzer if you have questions.

How do I put a file into CCI?
The graphics editor should do it most of the time. But if you need to do it, just drop the EPS file onto the icon NewsArtInOSX on your desktop. The file will appear in CCI in a few minutes.

How can I get text from CCI?
There's a folder in the News Art Server called Text_from_CCI.

How do I set up the News Art printers (printer names, settings, etc.)?
Call the Help Desk: 2911.

How do I look for archived files?
We have CDs and DVDs with files that go back to 1996. To find recent files, connect to server afp://dmnmacshare.tdmn.belo.com Click on the server Current Year. For older files, ask James Black.

How can I get staff and wire photos?
On your browser, go to http://scc/ (just type SCC and hit enter)
Username: -------
Password: -------

How can I find out extensions and e-mail addresses of DMN's employees?
On your browser, go to http://tdmn.com
Click on Telephone Directory.

To who should I talk if I have questions about graphic style?
Sergio Pecanha and Chris Morris.

How can I see production pages and get PDFs of my work?
On your browser, go to:
http://pagetracker
Click on Archives and find the page you want by date of publication.
Click on the page thumbnail. To download the PDF, click on Web PDF, on the top right.

How can I get CCI on my machine?
Ask the Chris Morris. He can get the right people in the Help Desk to do that for you.

How can I get information about human resources?
For timecards, go to http://tdmn.com and click on Kronos Workforce Timecards. For other questions, start by talking with Lisa Patton. She knows everything about everything and she'll tell you who you should look for.

How can I check my e-mail from home?
Log in to www.belo.com. On the bottom of the page you'll find the link Employee Login. You'll need your employee number (on your paycheck) and intranet password (set it up with the Help Desk). To call Help Desk from outside the building: 214-977-2911.
AROUND THE BUILDING

FIRST FLOOR
- Advertising
- Training rooms
- Security

The Dallas Morning News
REFERENCE LIBRARY: Magazine and newspaper collections. DMNs on microfilm to 1800s

SECOND FLOOR
- SportsDay
- DallasNews.com
- Al Dia
- Reference
- Cafeteria

DALLASNEWS.COM
AL DIA

Front
Elevators
Second Floor

Dining

Around the Building

The Dallas Morning News Graphics Stylebook 29