

Study of the impact of newspaper layout on readability of Egyptian newspapers

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Abstract:

The newspaper is essentially a visual product that depends in its design on the sense of sight, and therefore the formal construction of the newspaper its main role in the process of attracting the attention of the reader to the newspaper and its content, and the way the design of the newspaper gives a unique character makes it characterized by a certain personality different from any other newspaper, and has the foundations Journalistic design with a communication character leaves a psychological and aesthetic impact on the reader, which makes it related to them. Research problem: There are many media that fight with the newspaper, which falls on the director of the newspaper to show the importance of news and achieve mass communication. Objectives : Fixing the design methods that effect on newspaper directing (bases and rules of readability) that achieving impact on the readability of Egyptian newspapers and Push the reader not to give up his newspaper. Results: It was found that to achieve the readability and increase the marketing process, it is necessary to follow the philosophy of contrast with the balance in the newspaper directing and its achieves by following point : • 57.1% increasing newspaper subjects. attraction for attention: - 52.9% for the headline and 25.5% for images and 21.6 for design with a total of 51 repetitions. This confirms the success of the contrast and balance in the design to achieve the readability. Attraction methods : - 24.1% provide drawings and statistics and 50% the use of images and colors and 25.9% for titles of the appropriate size, with a total frequency of 54. this confirms the success of the contrast and balance in the design to achieve readability

Keywords

**Newspaper Layout,
Readability,
Traditional Format,
Ultra Modern
Format,
Modern Format**

Paper History:

Paper received 9th October 2019, Accepted 27th October 2019, Published 1st of January 2020