

# The Use of Graphic Design Elements for Design of Newspaper for Women

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## I. INTRODUCTION

**Abstract**—This paper has its objectives to reveal contents and personality suitable to women's newspapers. The research methodology employed in this study is the questionnaire which is derived from a literature review related to newspapers, graphic elements method for print media design and 12 sample sizes of different daily newspapers. In order to acquire an in-depth understanding and comprehensible view of desirable for a women's newspaper design, graphic elements that related to that personality as well as other preferable elements for a women's newspaper, including seven editorial Many Thai newspapers were offer a women's documentary and column space. With its feminine looks, most of them appeared with warm tones and friendly mood through their headlines, contents, illustrations and graphics. The study found that most desirable personalities for a women's newspaper design in Thailand are: Modern, Chic and Natural. Each personality has significant graphic elements as follows: 1. Modern: significant elements of modern personality comprises of the composition with graduation pattern which creates attractiveness by using an anomalous alignment layout grid and outstanding structure to create focal points and dynamic movement. Dark to black color that has narrowed, limited hue coupled with bright color tones. The round shape of the Thai font style was suitable for this concept. Such Thai fonts have harmonious proportion and consistent stroke with the urban-polite look. 2. Chic: significant elements of chic personality comprises of the proper composition with distinctive scale, using rhythmic repetition and a contrast of scale to draw in reader attention. Vivid and bright color tones with extensive hues coupled with similar color tones and round shape of the Thai font style with a light stroke and consistent line. 3. Natural: significant elements of natural personality comprises of the proper composition using rhythmic repetition that creates a focal point through striking images and harmonious perspective. Warm color tones with restricted hues that appear to look natural. Duo tone color was suitable through the gradually increasing gradient. The Thai style with hand writing font was suitable through the inconsistent stroke. There are 10 types of daily content that were revealed to be the most desirable for Thai women readers, these are: Daily News, Economics News, Education News, Entertainment News, International news, Political News, Public Health News, Scientific News, Social News and Sports News. As well, there are 16 topics identified as very desirable for Thai women readers, such as: Art and Culture, Automobile, Classified, Special Scoop, Editorial, Advertisement, Entertainment, Health and Quality of Life, History, Horoscope, Lifestyle and Fashion, Literature, Nature - Environment and Tourism, Night Life, Stars and Jet Set Gossip, Women's Issue.

**Keywords**—Graphic design elements, women newspaper, newspaper design.

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NEWSPAPERS are the original mass media that play a very important role in daily lives of society. It communicates events that occur every day and it is a main communication channel used between the government and the people. The core functions of all general newspapers are: publicize information, sharing social opinion, for education purpose and special events, or as a leisure activity.

In the early era of print media, the objective of the newspaper was for business and commercial purposes; however, there are other purposes that have emerged such as political benefit. Nowadays, most Thai newspapers provide extra space for extraordinary contents and also more revenue earning advertisements.

Chantarangsi, [1] gives the classification for the type of newspaper according to their content, as follows:

1. Popular Newspaper; that focuses on daily news or Erotic news. It is a high-volume newspaper.
2. Quality Newspaper; that focuses on Content, Knowledge, Opinion, Academic News, Economic News, Politics and Society.

Present day Thai newspapers are an old fashioned media that cannot maintain their business, and as such most of them turned to the digital media format. In the past, there were many Thai newspapers launching every year that were suited to a variety of target groups. Considering the name-plates of Thai newspapers, it would be difficult to identify their category and character; therefore, an obvious identity and personality is an important and necessary process for producing newspapers. Generally, the newspaper draws the attention of the reader through the front page design and column layout.

Suwannapuem [2] gives the classification for the functions of newspaper design as follows:

1. Drawn attention to the headline,
2. Readable typography,
3. Recognizes to the image,
4. Unique personality, and
5. Grading the priority of content.

Newspaper design is the fundamental process to manage content and style that represents their uniqueness. The components of newspaper design consists of; picture, typography, graphic and color. Newspaper designer will use those components through the page layout process for representing the desired character. In considering Thai newspapers available today, most have a similar personality instead of different personalities and styles.

Pipitkul, [3] said: "In the present day, all newspapers act

within their role in the similar way and present their content with a masculine attitude”

It is possible to launch a woman’s newspaper with feminine approaches and look to appeal to the large number of female readers; such a newspaper could respond to consumer behavior and the psychological needs of its female readers, much like the role of women magazines.

Beauvoir, [4] the feminist existentialist, shared her idea that women are like men but they are different, too. And as Kaewthep [5] said: “A woman does not become a female with her born gender status, but is influenced by factors of society and culture”.

Dejadiwong [6] refers to the same idea as that of Kaewthep. In terms of human life, both women and men have similar biological and psychological needs that include the need for sex and love. However, the cultural rules and norms of society place women at a disadvantage to men.

The character that many consumer products reveal depends on the gender of target group, such that some brands have a masculine look and others have a feminine look. Design elements that differ from the masculine look that are used to create a feminine look such as; mood and tone, color scheme and style of typography. According to this idea, the images in Figs. 1-3 show examples of the differences between feminine and masculine looks within the same category of product.



Fig. 1 The differences between magazines for women and men



Fig. 2 The differences between perfume bottles for women and men



Fig. 3 The differences between watches for women and men

Figs. 1-3 represent the different lifestyles and personalities of female and male consumers expressed in the same product.

Kaewthep [7] shared the results of research on journalism related to a female target audience; the main findings of the study include:

1. Most content in newspapers focus on women as a victim, damage, deception, rape, and the violence that causes suffering to women.
2. Content narration always approaches to dramatic style. It seems to exceed reality and it is written with an ironically attitude. It is personal comment rather than news.
3. In the case of women as the victim, there are obvious attempts to reveal her face and identify through providing personal background details.

The intention of this research is to study the design elements that can convey the personality of women. This article has been rewritten from research conducted in 2004 with the intention to publish in this journal.

## II. THE OBJECTIVES

1. Study news content and how to present appropriate news to female readers.
2. Study the style and personality appropriate for women's newspapers.

## III. THE METHODOLOGY

This research is a qualitative research approach through questionnaire which is derived from multiple parts and the content of daily newspapers. Sample sizes are: 12 Thai newspaper design editors or editor-in-chiefs. The purpose is to acquire an in-depth interview of desirable for women newspaper content and design direction.

Seven newspaper editors and seven graphic designers were the respondents through the questionnaire and interview, in order to verify the graphic design elements that related to feminine personality.

Data analysis applied using a five-point Likert scale [8] as 1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree and 5 = Strongly agree. The standard values of this examination considering to the score of 3.41 or above. Statistical analysis was conducted using the software package SPSS (Statistical Package for the Social Sciences) [9].

## IV. THE RESULTS

According to the analysis, the findings of this research reveal the most desirable personalities for women’s newspaper design, which consists of: the concept of Modern, the concept of Chic and the concept of Natural. Each personality has significant graphic elements, described as follows:

### A. Design with the Modern Personality

The proper elements of Modern personality consist of:

- The use of composition: graduation format composition which creates attractiveness by using an anomalous alignment layout grid and outstanding structure layout, in

order to create focal points and dynamic movement to draw the reader's attention.

- The use of color: always using dark or black tone color that has a narrowed - limited hue coupled with bright color tone.
- The use of typography: light stroke and round shape of Thai font style that has harmonious proportion and consistent stroke with an urban look (see Figs. 4 and 5).



Fig. 4 Newspaper design with a Modern Personality



Fig. 5 Newspaper design with a Modern Personality

**B. Design with the Chic Personality**

The proper elements of Chic personality consist of:

- The use of composition: proper composition with distinctive scale and size, and use of rhythm repetitions and concentration to create attentiveness.
- The use of color: vivid and bright color tones with a wide spectrum coupled with a similar color tone.
- The use of typography: round shape of Thai font style with light stroke and consistent line (see Figs. 6 and 7).

**C. Design with the Natural Personality**

The proper elements of Chic personality consist of:

- The use of composition: composition combined with rhythmic repetition that creates focal points by generating a stand out and harmonious perspective.
- The use of color: warm color with restricted hue that appears natural. Earth tone colors coupled with gradual

fade-out style.

- The use of typography: hand written Thai font style with inconsistent stroke and line (Figs. 8 and 9).



Fig. 6 Newspaper design with a Chic Personality



Fig. 7 Newspaper design with a Chic Personality



Fig. 8 Newspaper design with a Natural Personality

In addition, the crucial factors of desirable elements of a women's newspaper are:

- Size: Tabloid size (12 × 15 Inches)
- Number of Pages: 16-24 pages
- Number of Topics: 1-4 topics/page

- Type of Printed Paper: White bond paper
- Type of Content: 10 topics (in alphabetical order) include Daily News, Economics News, Education News, Entertainment News, Global and Domestic news, Political News, Public Health News, Scientific News, Social News and Sports News.
- Type of content and documentaries: 16 themes were identified as (in alphabetical order): Advertisements, Art and Culture, Automobile, Celebrity and Jet Set Gossip, Classifieds, Editorial, Entertainment, Health and Quality of Life, History, Horoscope, Lifestyle and Fashion, Literature, Nature-Environment and Tourism, Night Life, Special Scoop, Women's Issues.



Fig. 9 Newspaper design with a Natural Personality

## V. DISCUSSIONS AND CONCLUSIONS

The findings of the research as are;

1. Main idea of women's newspaper is to always use authentic content, and avoid adding any dramatic moods and tones as the exaggeration. Do not aggravate the female reader.
2. Use warm and friendly looks. Avoid aggressive looks that course to their unpleasant.
3. Use a feminine look and feel of lovely, chic, natural, wise and beloved for everyone.

The design of the front page layout uses a dynamic look, with eye catchy image and colorful graphic, using harmony scheme rather than contrast color and using a clear focal point. These points are consistent with the two-dimensional graphic design principles of Wong [10].

Women's newspaper for Thai readers should be warm look, bright colors scheme avoiding dark tone color, which conforms to the color scheme of Kobayashi [11].

Thai style typography proper to represent local look. Straight lines are equally uniform to give a warm and friendly feel to women.

Suitable content for female readers should focus on social, health, sports and entertainment, daily news, global and domestic news, education, science, economy and political news. It should be supplemented by regular columns and documentaries such as lifestyle, fashion, culture, lifestyle, nightlife, celebrities, horoscopes, travel and weather forecast.

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