

J202 MASS COMMUNICATION PRACTICES

ALTERNATIVE
STORY FORMS,
PHOTOGRAPHY AND LAYOUT

THIS WEEK IN LAB

DESIGN PAGES AND INFOGRAPHICS

Work in groups to create a newsletter for TransWest Rail

Work in groups to create an ASF about train accidents

Work on your IS draft and ASFs

LOOK FOR THE
STORIES
IN NUMBERS

HISTORY

- drawings predate words
- graphical representations of events, people
- handwriting and images combined
- moveable type separated images



WHY DO WE USE ALT STORY FORMS?

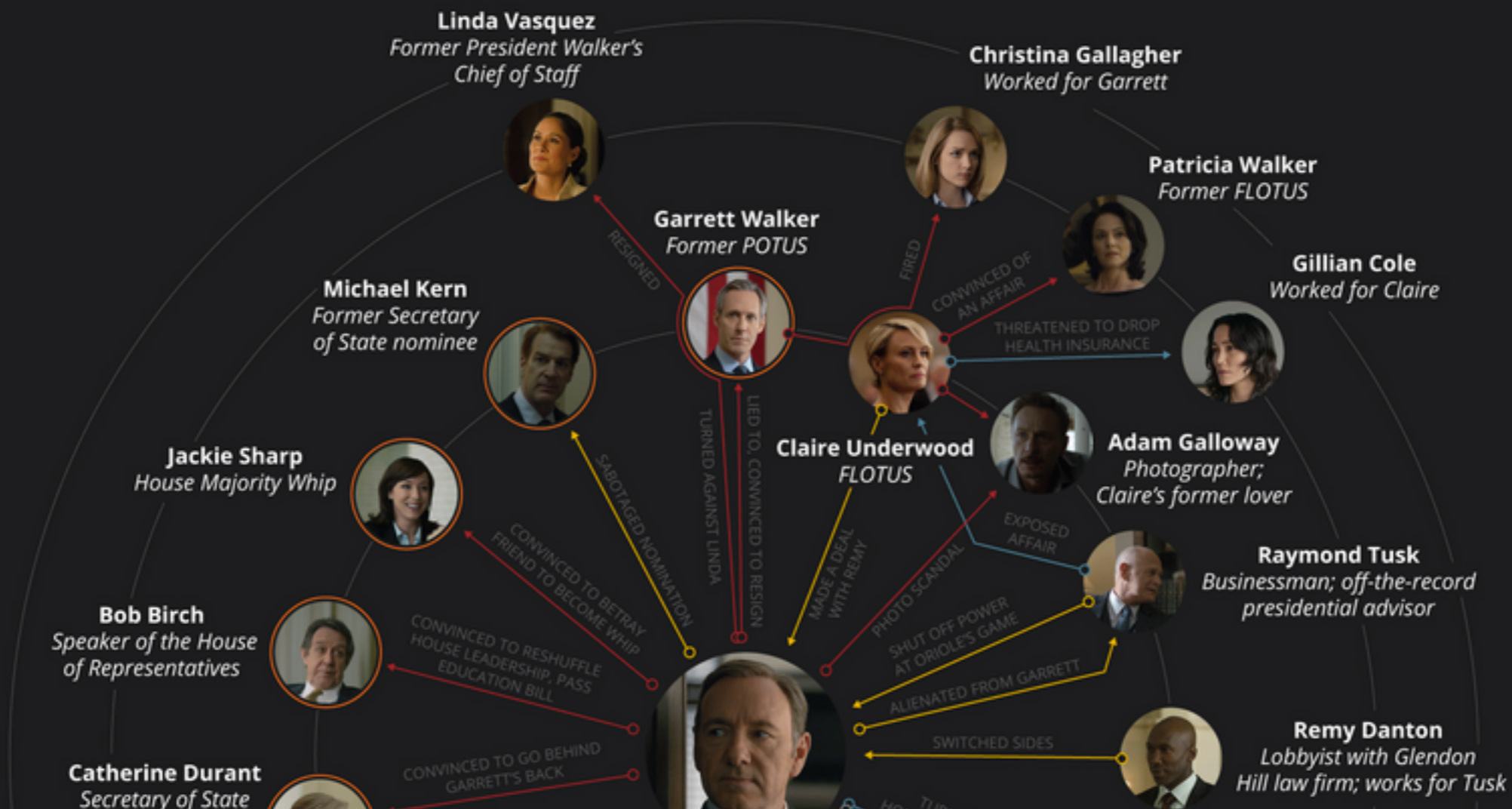
THEY make information easier
to digest
have visual appeal
free up room in your story
are flexible and versatile

MASTER MANIPULATORS

The Underwood Web Of Influence

KEY

- Backstabbed
- Manipulated
- ↪ Frank manipulated via this person
- Affiliated with the Herald
- Dead
- Politician
- Killed
- Blackmailed



ELEMENTS IN COMMON

- Data
- Information
- Interpretation
- Images

WHERE SHOULD I START?

- What's missing from this story?
- Where is the text lagging?
- What needs explanation?
- How much space is there?
- What's my goal?

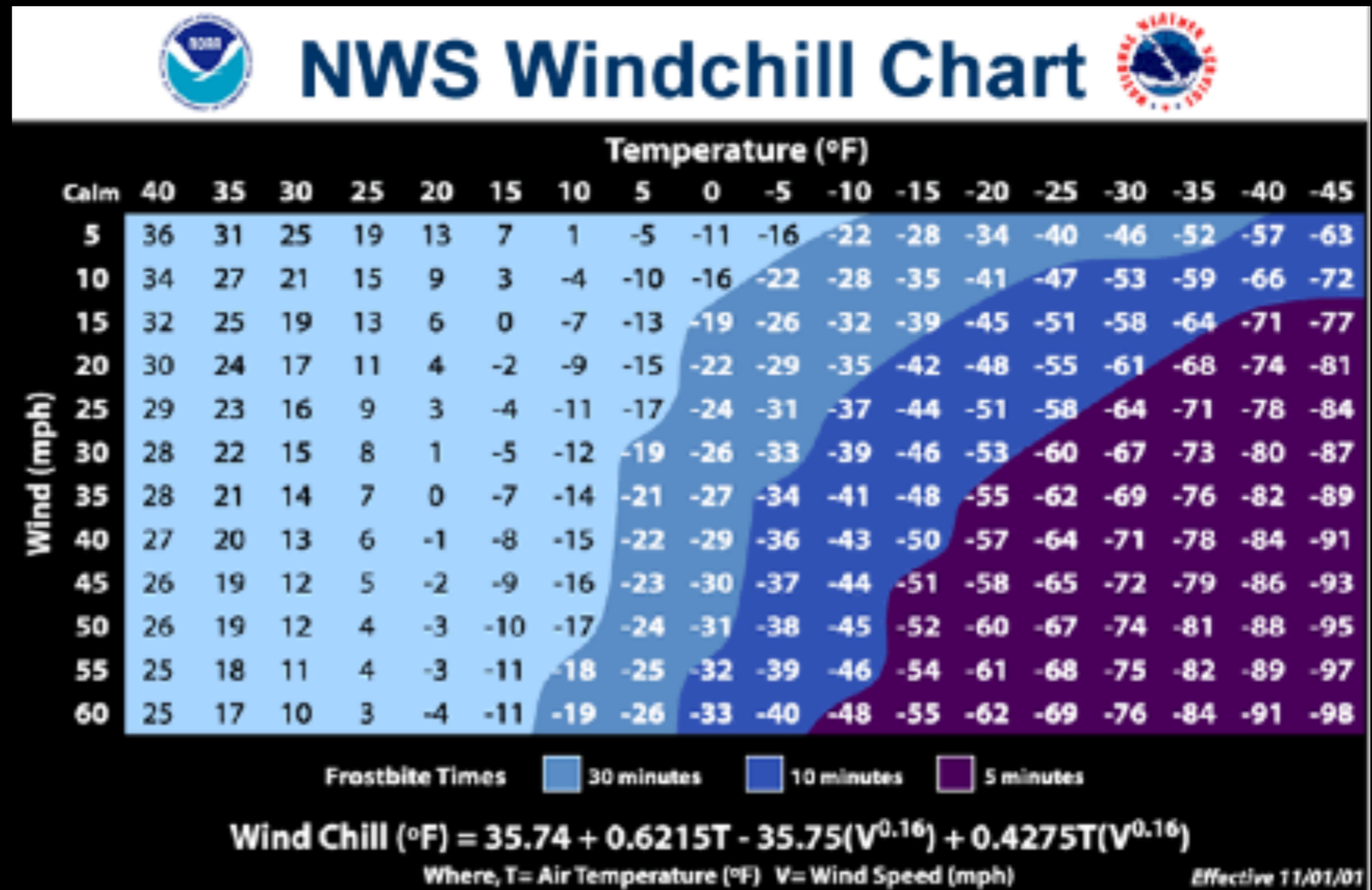
TYPES

- **Statistical**
marry quantitative
info with imagery
- **Non-statistical**
marry qualitative
info with imagery



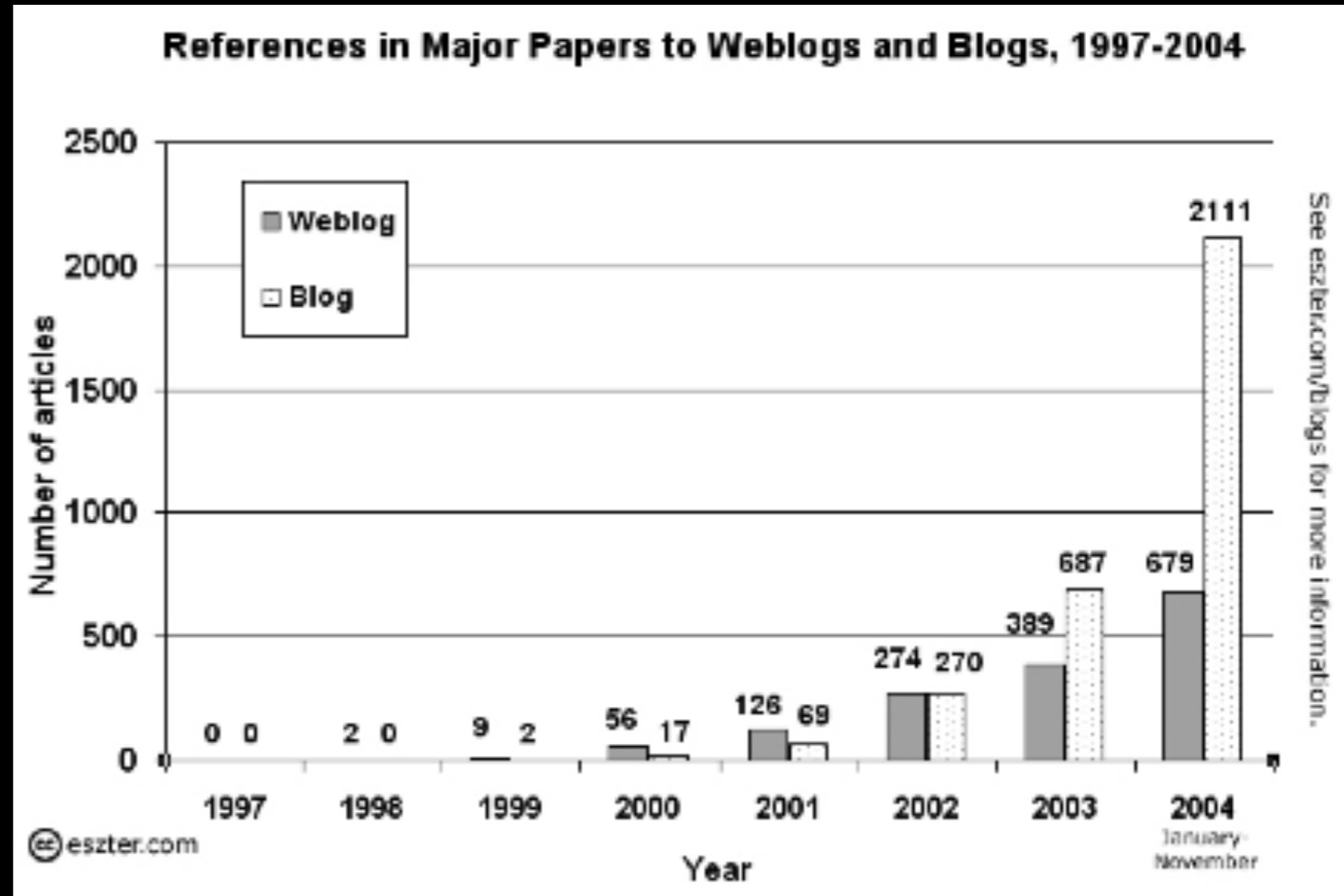
TYPES CHART

- Representation of tabular data
- Pie chart
- Bar chart



TYPES GRAPH

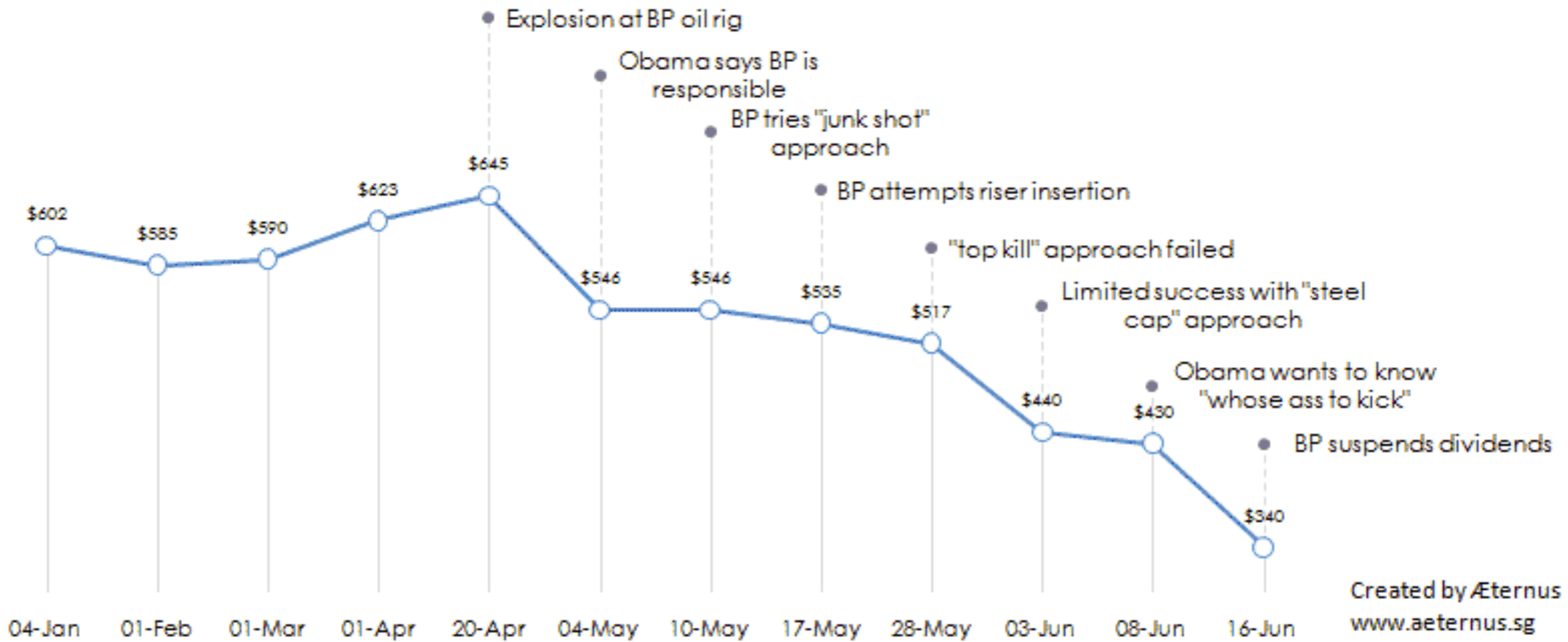
- Representation of relationships between data
- Bar graph
- Line graph



bp's BIG SPILL & its stock price



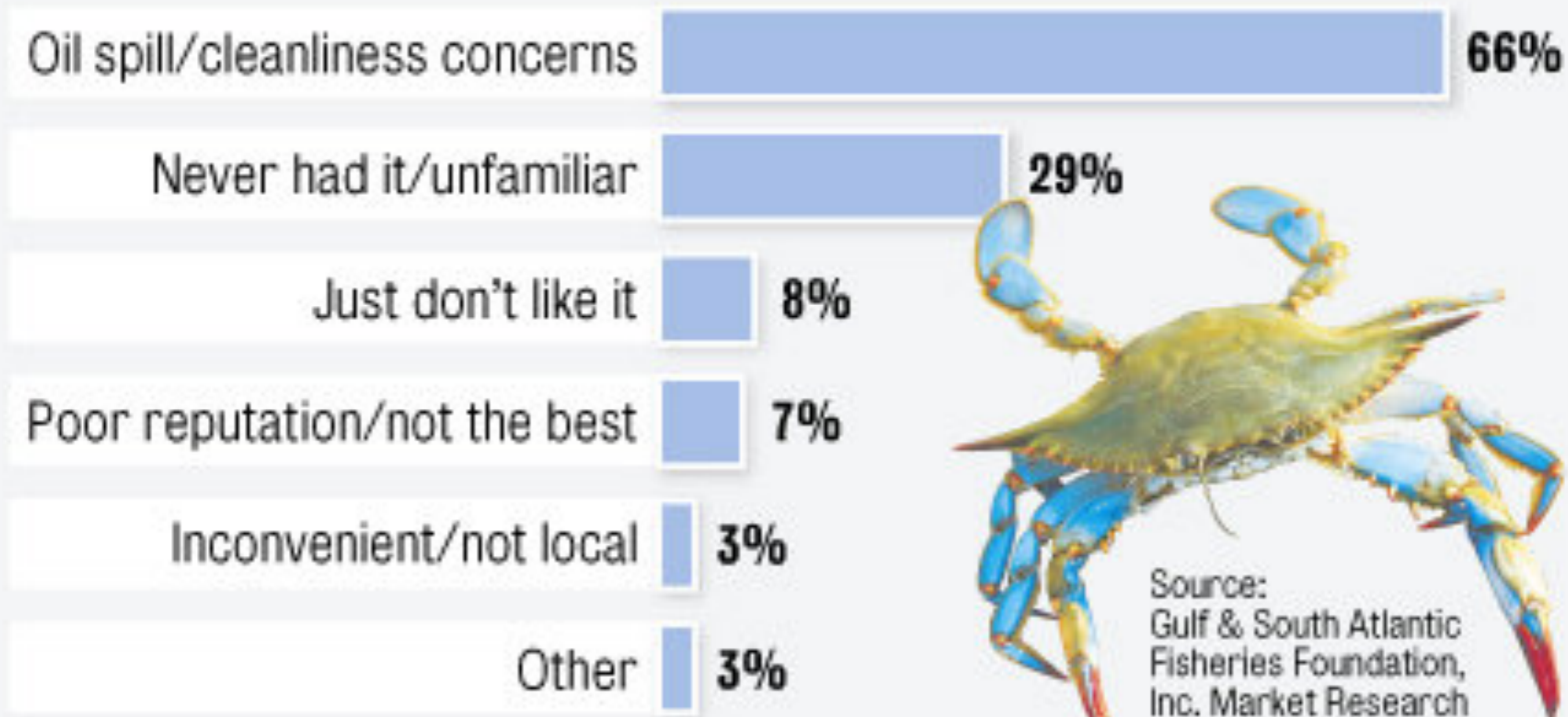
The 20 April 2010 explosion of the Deepwater Horizon, in which 11 people died, led to an oil spill that devastated a vast area of the United States marine environment and had a serious impact on the local fishing industry.



Created by Aeternus
www.aeternus.sg

GULF SEAFOOD PERCEPTION POLL

Among those who would not recommend seafood from the Gulf of Mexico, the 2010 oil spill was the leading reason.



Source:
Gulf & South Atlantic
Fisheries Foundation,
Inc. Market Research

HOW DO YOU MAKE THEM?

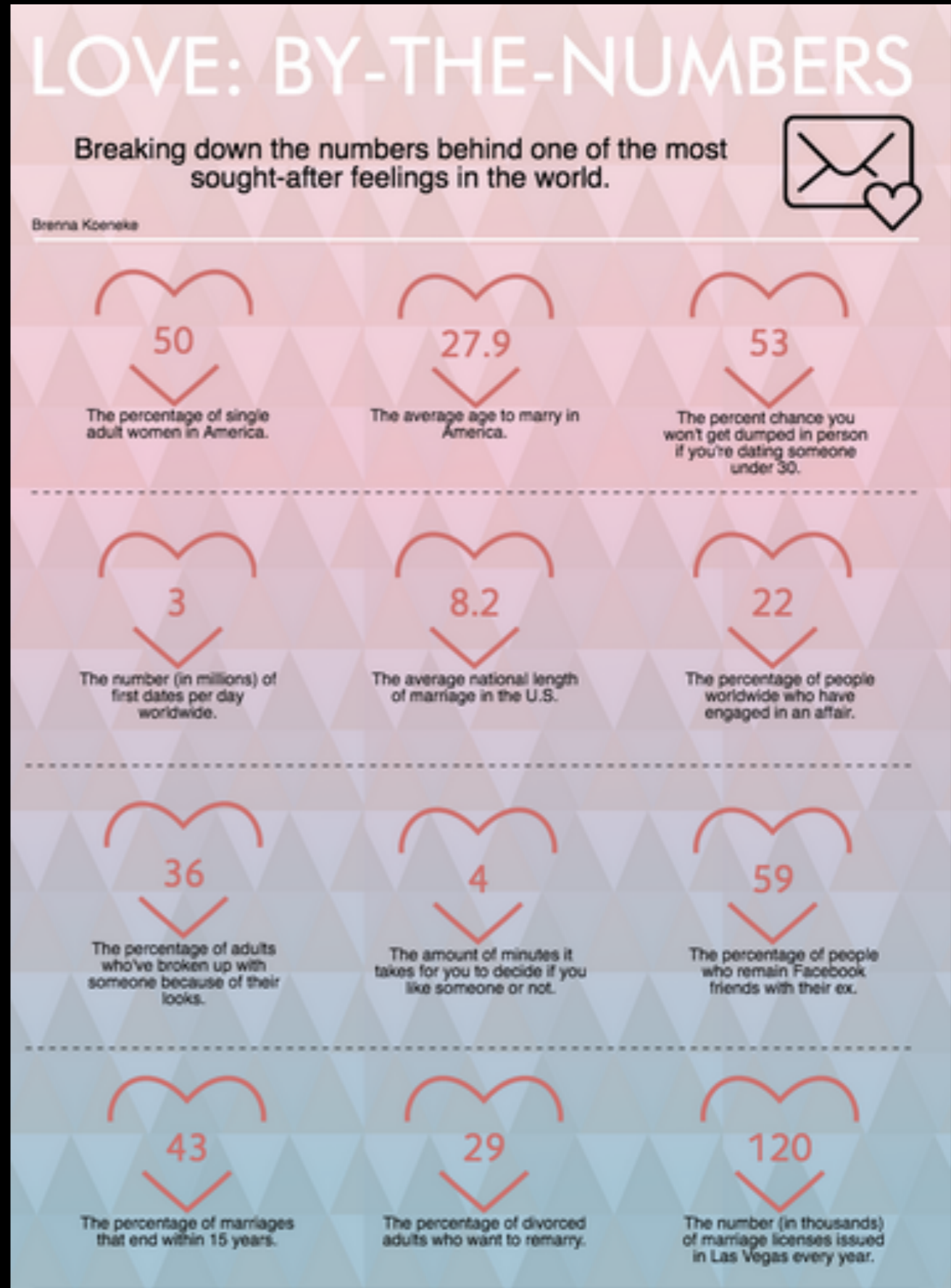
THE OPTION YOU CHOOSE WILL DETERMINE HOW IMPRESSIVE IT IS

- In Excel and display in Power Point
- Use an online program such as Infogr.am or Piktochart

TYPES

- Explain a set of numbers related to the story you're telling

BY THE NUMBERS



Infographic using Piktochart

CITY BUZZ

Help the earth by raising bees in your backyard

claire RADDATZ

"Bees connect me with the environment. I'm more aware of the weather, the temperature, the seasons, what's flowering, what trees are in bloom. It's just more fun to live, because I'm involved more with what's around me."

paul OLIPHANT, Madison beekeeper

Honeybees pollinate approximately **\$10 billion** worth of crops in the U.S. each year

Wisconsin has seen an **80 to 85%** loss in honeybees in recent years

A starter kit costs **\$150 to \$400** and a package of bees costs **\$60 to \$150**

Milwaukee was ranked **No. 9** in American cities leading the way with urban agriculture ordinances in 2014

One urban hive can produce as much as **60 pounds** of honey

Photos by Claire Raddatz





Photo courtesy of Angela N., Creative Commons

When most 12-year-old boys call themselves ninjas, the picture of a stealthy warrior from cartoons or Japanese culture comes to mind. At Whitehorse Middle School in Madison, 12-year-old Deacon Smith doesn't have to be stealthy or dress up to be called a ninja. Introducing the newest fad: the Chrome ninja. Deacon is a designated Chrome ninja at Whitehorse, which means he receives a "Chromebook" and gets to use it to instruct others on applications and do homework. Also, for the first time this year, Deacon and his fellow Chrome ninjas will take shifts at their book fair, demonstrating their knowledge and showing the community how to use the Chromebook's apps. As his mom, Jennifer Smith, likes to joke, her Chrome ninja is "never without a device."

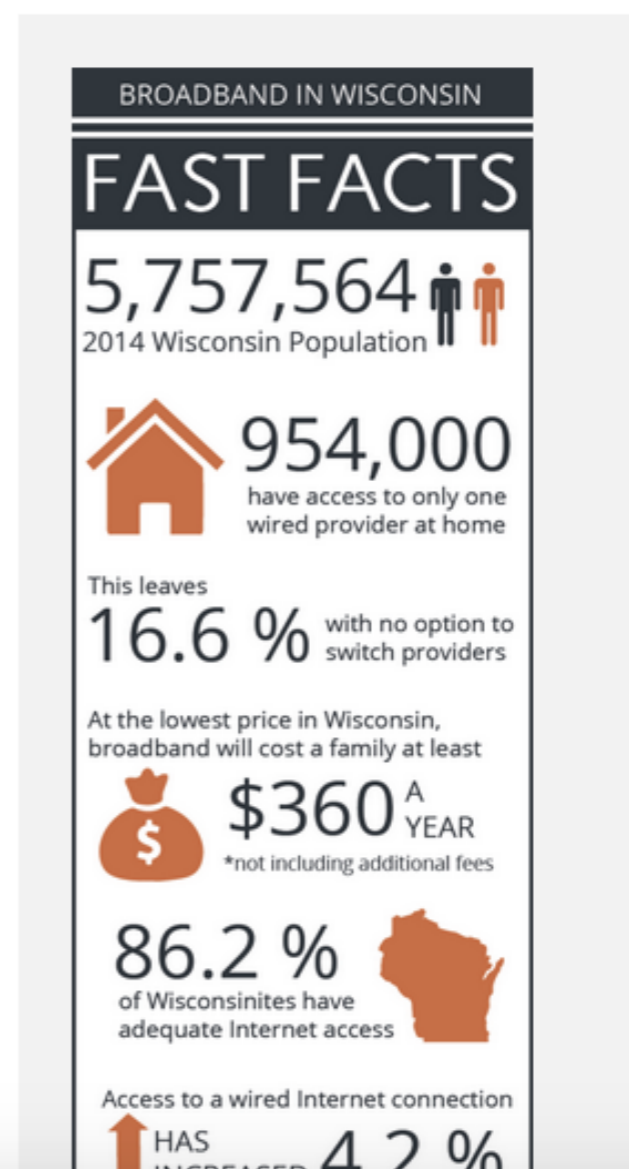
Deacon Smith is part of the new plugged-in Wisconsin, where middle schoolers rely on the Internet for their education and Wi-Fi can be found at practically any coffee shop or public library. With Wisconsin spanning more than 65,000 square miles, the state is big and the Internet allows its residents to bridge distances not only across the state, but also across the nation and the world. When people are online and understand how to use the Internet, everyone benefits.

The catch is that connectivity isn't just about having Internet access—when not everyone knows how to use it, large technology gaps emerge.

Wisconsin does pretty well when it comes to getting people online. According to [BroadbandNow](#), a website that uses government data to help people find the best Internet service in their area, Wisconsin falls in the middle of the pack in terms of connectivity in the United States, with 86 percent of Wisconsin having Internet access in some capacity. But while most Wisconsinites have the opportunity to get connected, broadband connectivity remains a concern because of issues of adoption, speed and affordability.

"I think most people tend to look at [broadband] as access is the main goal. And people, once they have access to it, will just want it, right? But that's not always the case," says Jennifer Smith, who, aside from being Deacon's mom, works for the [Broadband & E-Commerce Education Center](#) through the UW-Extension.

nalism.wisc.edu/2015/files/2015/11/Alt-story-Renee-UPDATED.png

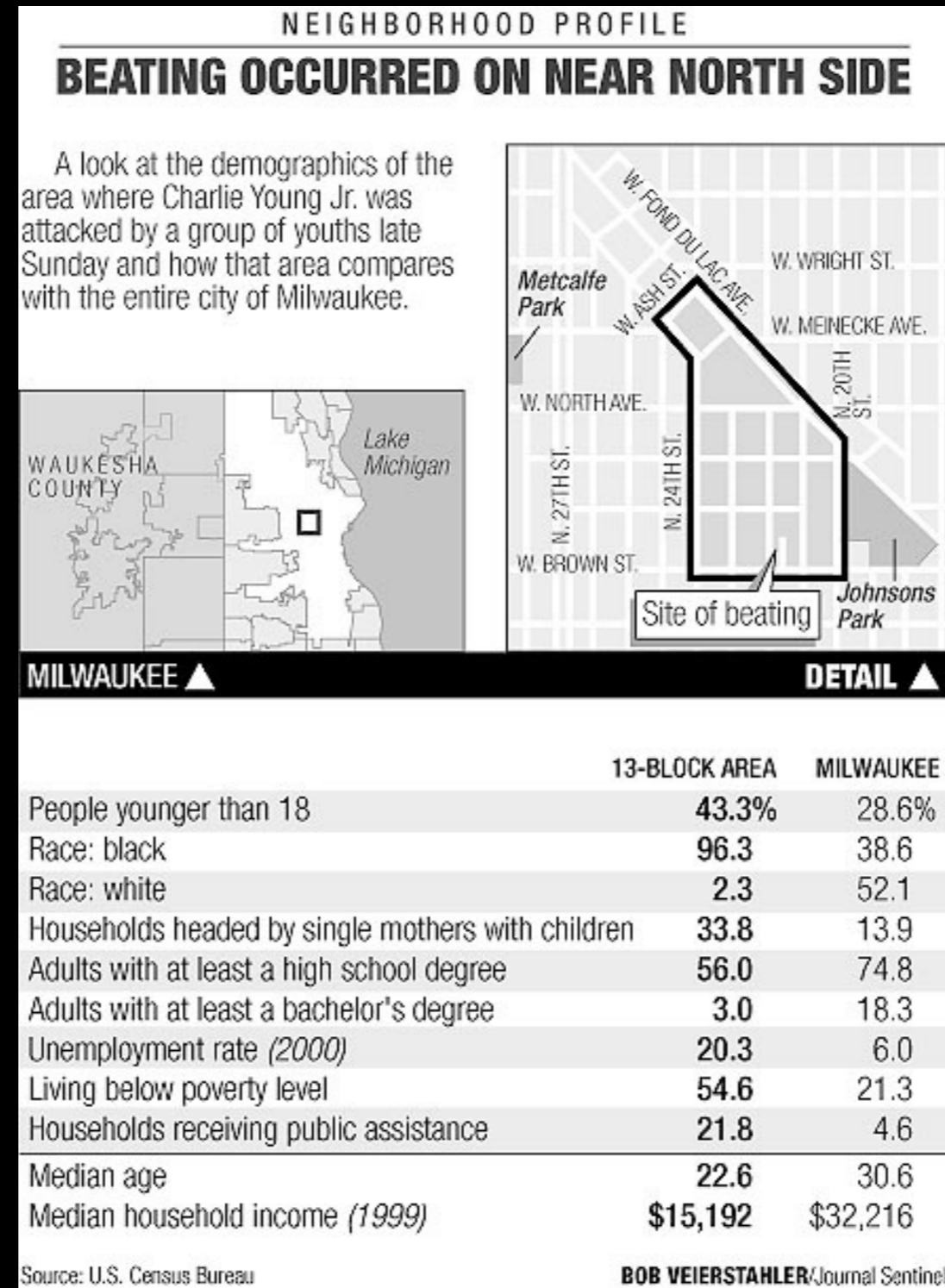


HOW DO YOU MAKE THEM?

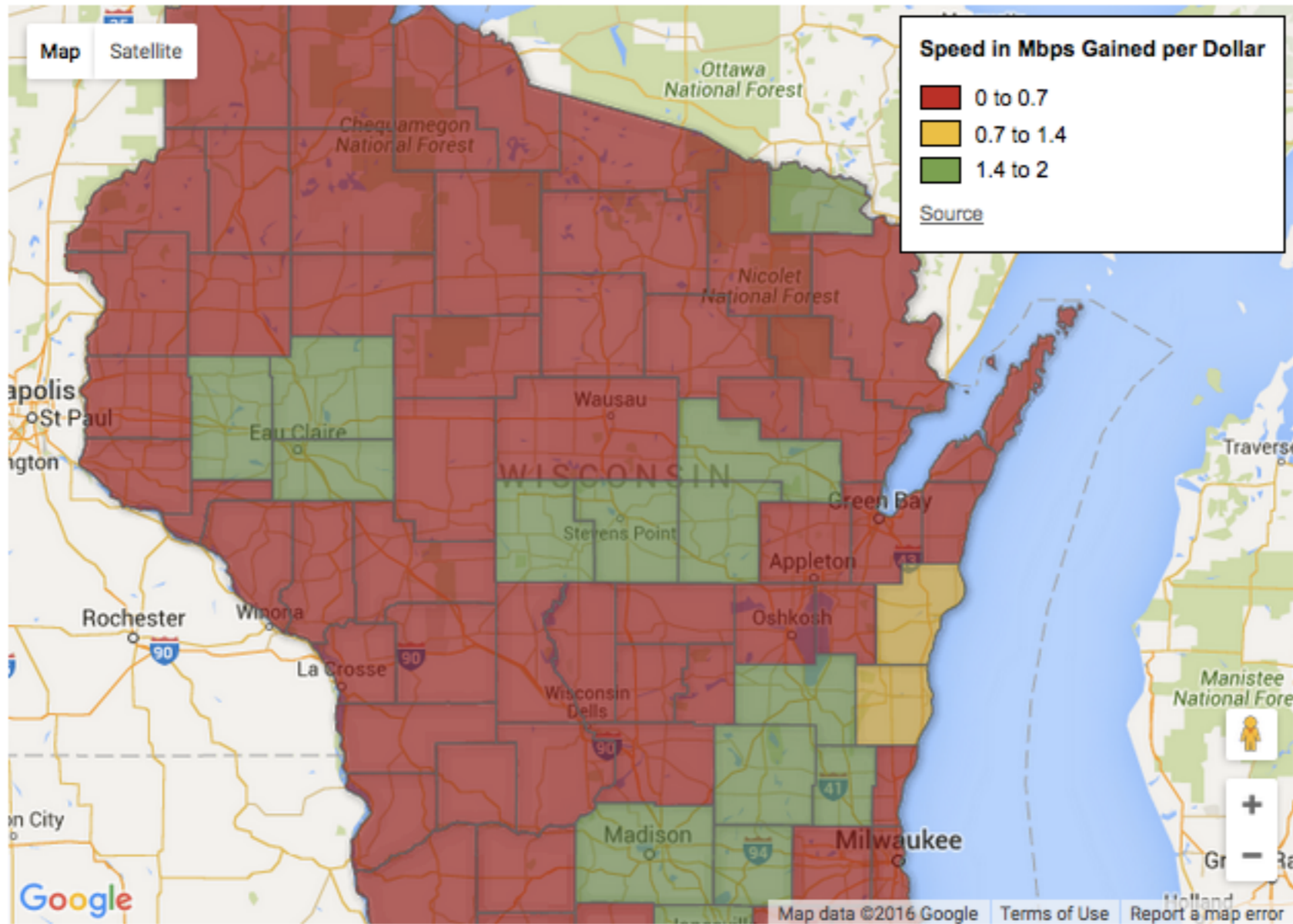
- Use an online program such as Infogr.am or Piktochart
- In InDesign

TYPES MAPS

- Data maps: relate data to a space



BROADBAND SPEED GAINED PER U.S. DOLLAR IN WISCONSIN



THESE ARE ESTIMATES BASED ON THE LOWEST POSSIBLE PRICE FOR BROADBAND IN THAT COMMUNITY. VALUES MAY CHANGE IF A CUSTOMER USES A MORE EXPENSIVE PROVIDER.

<http://curbonline.com/wisconnected/>

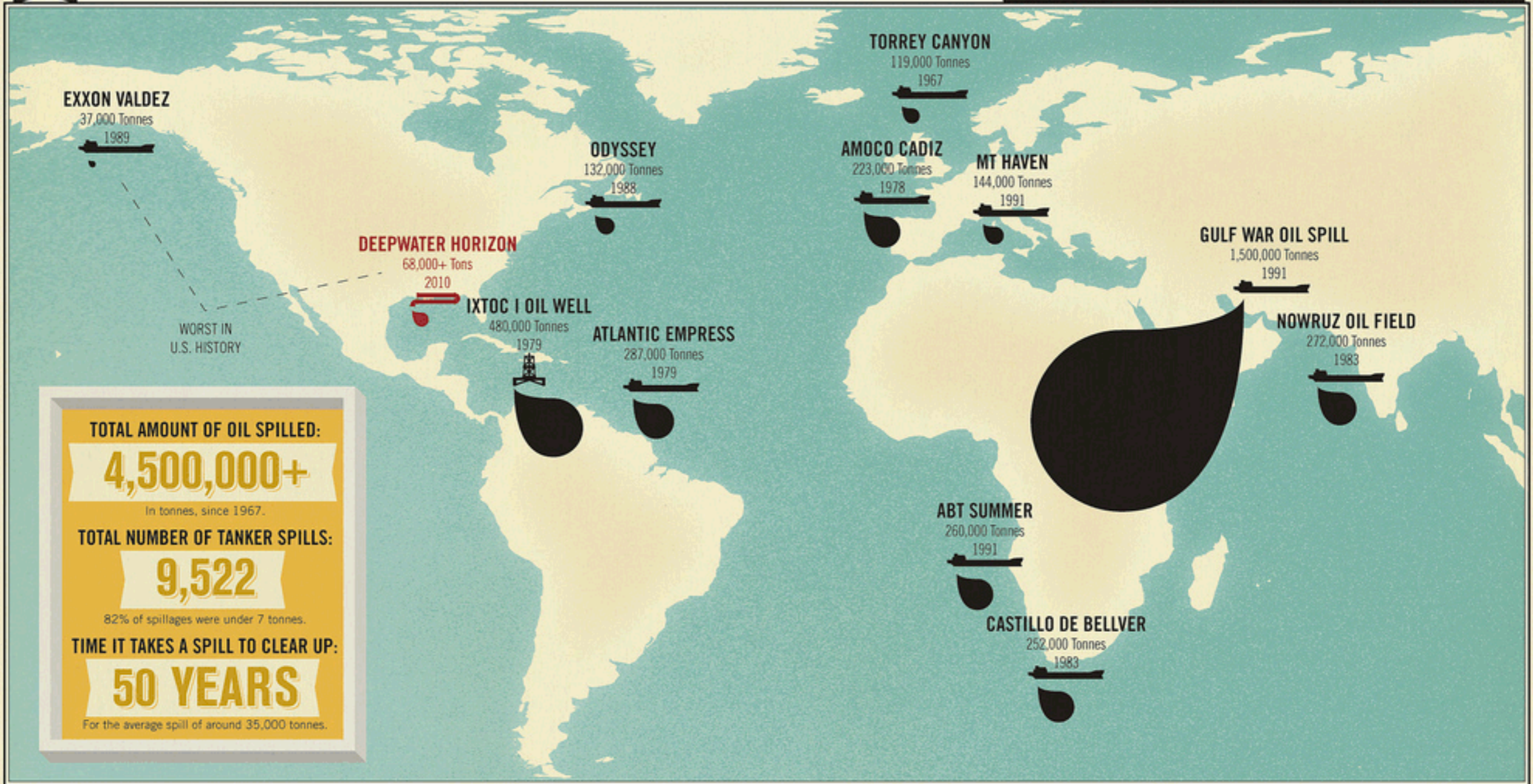
- * Google Maps are a good place to start
- * Learn fusion tables



THE WORST OIL SPILLS IN HISTORY

INFOGRAPHIC BY GAVIN POTENZA

SOURCE: ITOFF



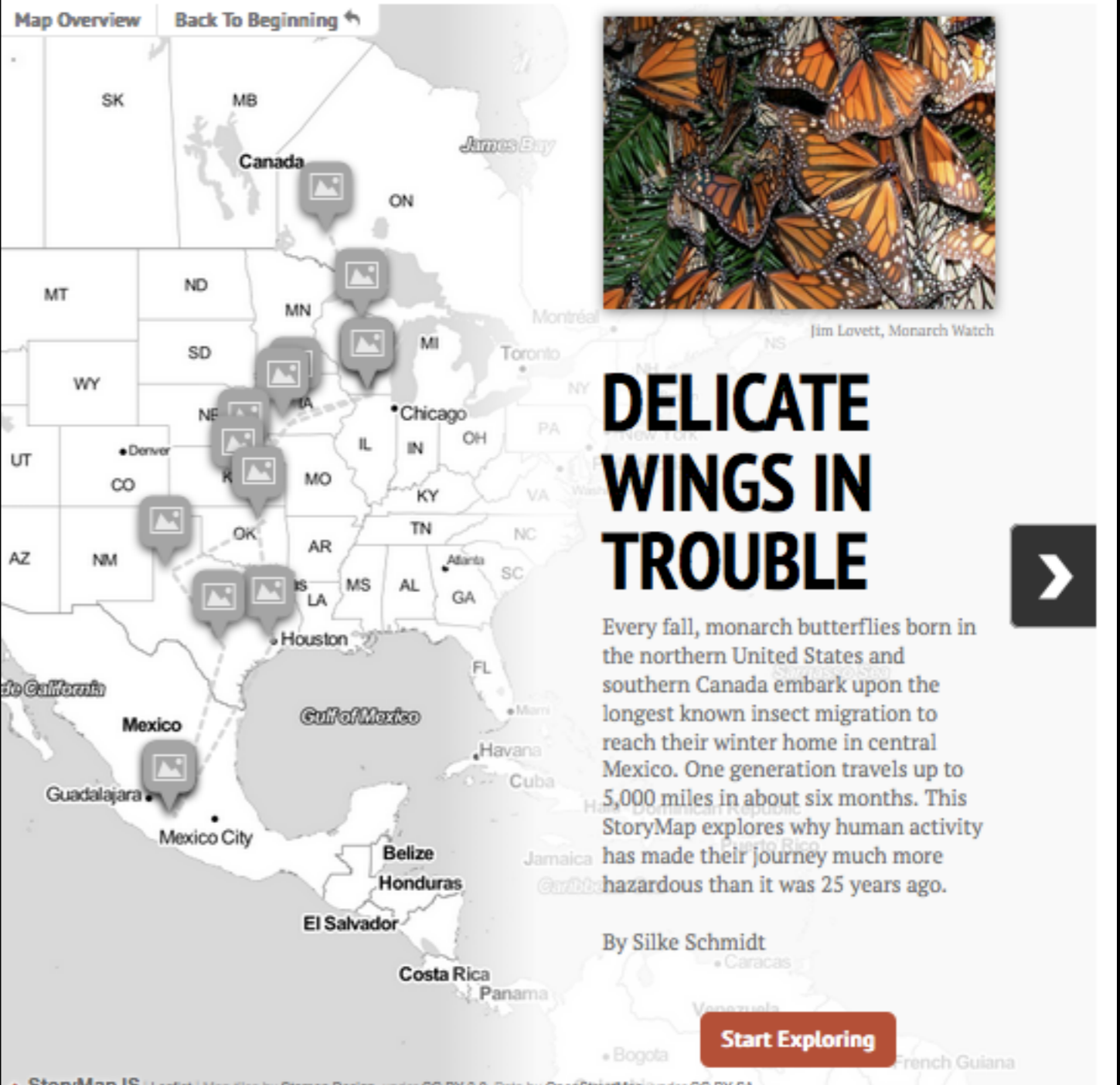
TOTAL AMOUNT OF OIL SPILLED:
4,500,000+
 In tonnes, since 1967.

TOTAL NUMBER OF TANKER SPILLS:
9,522
 82% of spillages were under 7 tonnes.

TIME IT TAKES A SPILL TO CLEAR UP:
50 YEARS
 For the average spill of around 35,000 tonnes.

TYPES TIMELINE MAPS

- Relate events, time and space



The screenshot displays a StoryMap interface. At the top left, there are navigation links: 'Map Overview' and 'Back To Beginning'. The main map shows the continental United States and Mexico, with several grey location pins placed across the northern and central regions. A dashed line indicates a migration path from the northern pins down to Mexico. An inset image in the top right corner shows a close-up of monarch butterflies on a green leaf. Below the map, the title 'DELICATE WINGS IN TROUBLE' is prominently displayed in large, bold, black letters. Underneath the title is a paragraph of text describing the monarch butterfly migration. At the bottom right, there is a red button labeled 'Start Exploring'. The footer of the map includes the text 'StoryMapJS | Leaflet | Map Tiles by Stamen Design, under CC BY 3.0. Data by OpenStreetMap, under CC BY SA.'

Map Overview Back To Beginning ↩

Canada James Bay Montréal Toronto Chicago Denver Houston Mexico City Guadalajara

DELICATE WINGS IN TROUBLE

Every fall, monarch butterflies born in the northern United States and southern Canada embark upon the longest known insect migration to reach their winter home in central Mexico. One generation travels up to 5,000 miles in about six months. This StoryMap explores why human activity has made their journey much more hazardous than it was 25 years ago.

By Silke Schmidt

Start Exploring

StoryMapJS | Leaflet | Map Tiles by Stamen Design, under CC BY 3.0. Data by OpenStreetMap, under CC BY SA.

<http://bit.ly/monarchsonthefly>

*Use StoryMap JS storymap.knightlab.com/

TYPES TIMELINES

- Show events in context over time

The screenshot displays a JS Timeline interface. The main event card is titled "NEWS OF DEPLOYMENT" and is dated "DECEMBER 25, 2015 – DECEMBER 31, 2015". The text of the event reads: "Tony found out that the previously cancelled deployment was back on, only one week after finding out that his wife was pregnant." The card features a photograph of a man and a woman crouching on a deck with a dog and a chalkboard that says "Mom & Dad Are Getting A Human!". Navigation arrows on the left and right point to "NEWS OF PREGNANCY" and "DEPLOYMENT PREPARATION JUNE 2016" respectively. Below the main card is a horizontal timeline from November 2015 to February 2017, with various event markers and labels such as "Wedding Day", "News of Pre...", "Deploymen...", "Stage One ...", "Christmas", "Joey is b...", "Back to Work", "Joey", "The Goodbye", and "Stage Two ...".

Use JS Timeline timeline.knightlab.com/

LISTICLE

1. The basic [listicle](#)
2. The definitive list, which tries to pull together all of something and is most likely to go viral: "[The 50 Cutest Things that Ever Happened](#)"
3. The framework list, a form that uses a list to create a narrative: "[54 Reasons You Should Go To a Dog Surfing Competition Before You Die](#)"

LISTICLE

- Make sure your categories and points on the list are different enough.
- At the same time, connect them with a thread.
- Use the right tone.
- Use photos, GIFs and video to illustrate your list to make it engaging.

CHECKLIST FOR CREATING AN ASF

Edit carefully for accuracy

Label anything needing explanation

Use understandable values, measures

Check for bias, objectivity

KISS

Use info off of your phone
to create an ASF of the top 5
things to know about yourself
* Create it in Piktochart or
Canva and share it with SK
today for extra credit

DESIGN DEFINES



HOW DOES YOUR MIND WORK?

MIND THE GAP

**WE SEE FAR MORE
THAN WE PROCESS
AND NEED TO DECIDE
WHAT TO TAKE IN**

PASSIVE ATTENTION:

See something by design

ACTIVE ATTENTION:

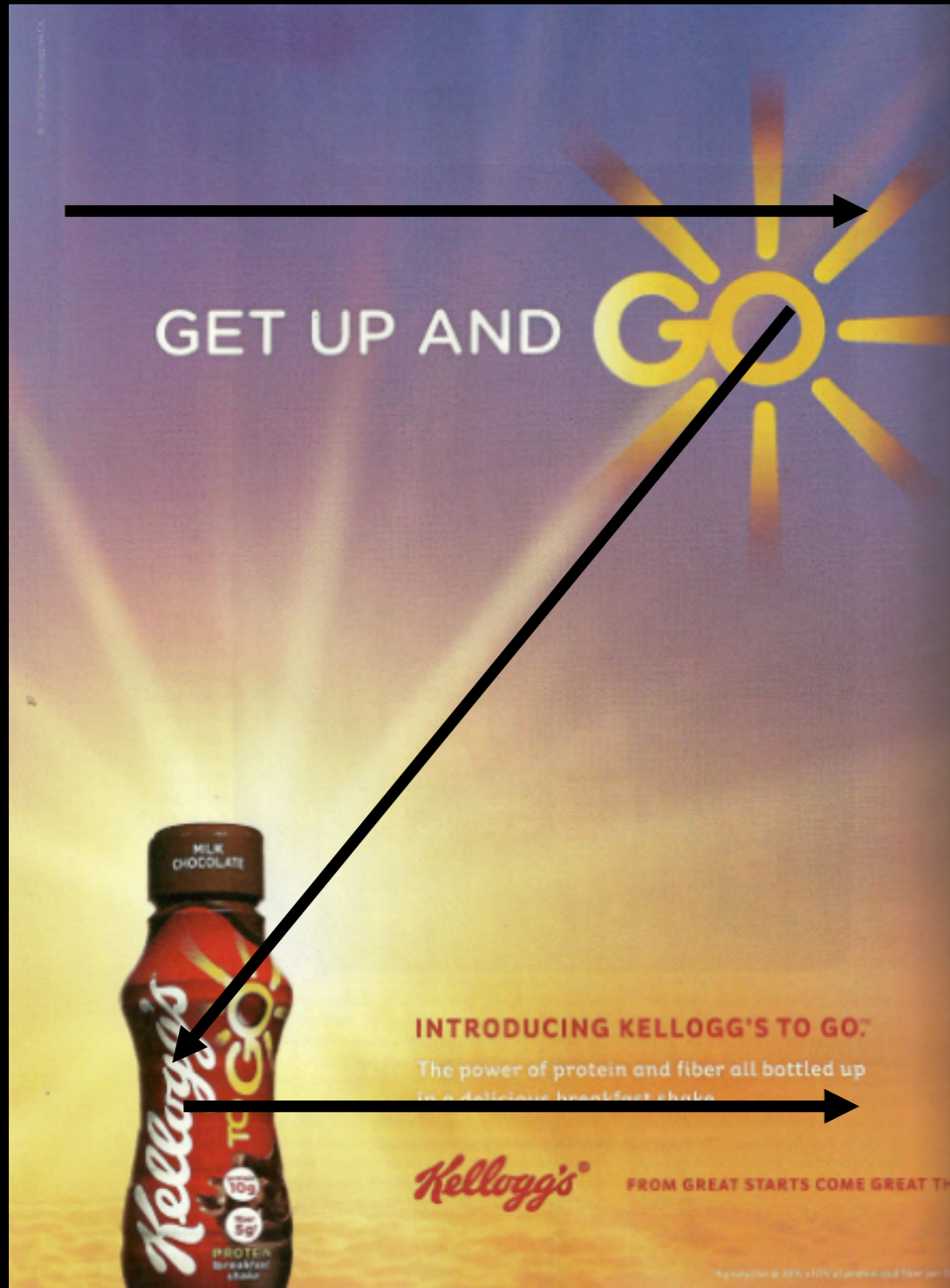
See something by searching

The eye is drawn to things that are
BIGGER, BOLDER, IRREGULAR

Then your mind goes from skimming to understanding



UNIVERSAL ELEMENTS OF DESIGN



We read from left to right
Our eyes are trained to travel in a Z from the upper left corner across the top, down to the left diagonally, and back to the right on the bottom

Started my Camry.
Rescued a dog.
Searched for the owners.
Uncovered a plot.
Escaped with the evidence.
Took a leap of faith.
Left them all behind.
Kept the dog.

THE **BOLD** NEW **CAMRY**

ONE BOLD CHOICE LEADS TO ANOTHER.



The 2015 Camry. Our boldest Camry ever.
toyota.com/camry

Prototype shown with options. Production model will vary. ©2014 Toyota Motor Sales, U.S.A., Inc.



Let's
Go
Places

Contrast Help reader see things as separate

Repetition Repeat so people see association

Alignment Show how things are connected

Proximity Put related things together

REAL SIMPLE

LIFE MADE EASIER

BEST SKIN SAVERS WE TESTED 100!

7 TRICKS TO GET A HAIRCUT YOU'LL LOVE



ELEGANT & EASY POTLUCK DINNERS

relax & recharge

Beauty buys to help you unwind, starting at \$6

MARCH 2017 realsimple.com



SOFAS, TABLES, CHAIRS...

PRO TIPS TO PULL IT ALL TOGETHER

Twins for Beyoncé!



HARRY & MEGHAN'S LIFE AT THE PALACE!

February 20, 2017



People

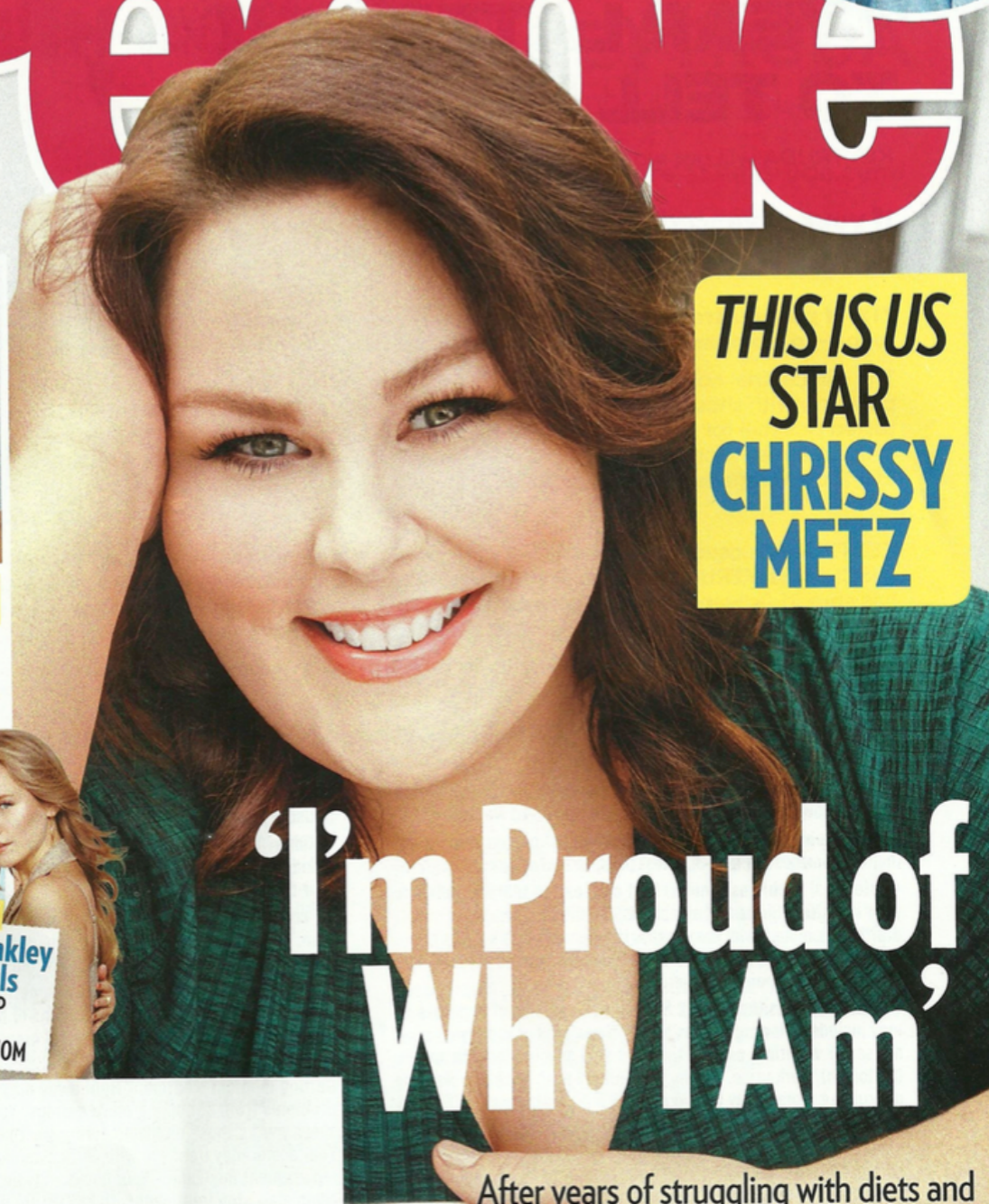


TODAY SHOW DRAMA WHY TAMRON HALL WALKED AWAY



EXCLUSIVE Christie Brinkley & Her Girls GROWING UP WITH OUR SUPERMODEL MOM

THIS IS US STAR CHRISSY METZ



'I'm Proud of Who I Am'

After years of struggling with diets and depression, TV's hottest new star opens up about how she found confidence—and happiness—at last

ALIGNMENT IS BASED ON A GRID SYSTEM

It's transparent to the eye, but it centralizes and organizes the information by breaking it into chunks



People in Seoul protest South Korean President Park Geun-hye on Thursday. Their signs call for her impeachment.

South Korean president unanimously impeached

BY ANNA FIFELED

STOUL — South Korean President Park Geun-hye has been impeached, with the Constitutional Court unanimously upholding a parliamentary vote to eject her from office for her role in a corruption and influence-peddling scandal.

Elections for a new president must now be held within 60 days, and polls suggest there will be a change in political direction for South Korea, with the progressive candidate Moon Jae-in holding a strong lead over the conservatives who were once loyal to Park.

The case has rocked South Korean society because of the sheer extent of the alleged corruption: Not only is the president

also the chiefs of leading companies such as Samsung, a high-profile prosecutor and the head of the national pension fund, the world's third-largest. There have also been accusations of favorable university admissions and extravagant bribes — including a nearly million-dollar horse — which have angered ordinary people who feel like the system is stacked against them.

The case comes at a time of high tensions in the region, with North Korea firing missiles and threats and an angry China retaliating against South Korea for deploying the American anti-

Amid objections, GOP health bill is pushed forward

ON TRACK TO HIT HOUSE FLOOR THIS MONTH

Trump seems open to changes; Ryan does not

BY MIKE DEBONIS, KELSEY SNEEL AND SEAN SULLIVAN

A Republican proposal to revise the Affordable Care Act passed its first major victory Thursday amid a backlash that both Republican leaders and President Trump spent the day trying to tamp down.

Trump met with conservative critics of the plan, signaling both a willingness to negotiate its details and that it does not yet have enough votes to emerge from the House. More acknowledgment of the proposal's problems came from Senate Republicans, who suggested Thursday that the measure is moving too quickly through the House and in a form unlikely to succeed if it gets to the upper chamber.

Yet the plan emerged from two key House committees Thursday, and House Speaker Paul D. Ryan (R-Wis.), its top booster, insisted that the pending legislation represents the "only chance we're going to get" to fulfill the GOP's long-standing promise to undo the Affordable Care Act.

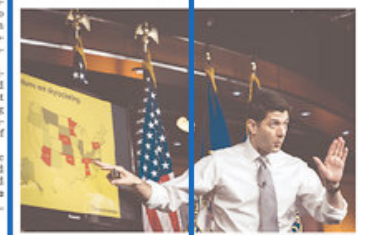
The GOP proposal cleared the Ways and Means and the Energy and Commerce committees on Thursday after marathon sessions that lasted through Wednesday night and into Thursday. It now heads to yet another panel, the Budget Committee, and it remains on track to land on the House floor by month's end.

But the proposal faces challenges with both GOP conservatives and moderates, in addition to Democrats, many of whom

ACA CONTINUED ON A6

'Major retreat' in opioid crisis?
The GOP health plan cuts drug and mental health treatment covered by Medicaid under Obamacare. **A6**

U.S. to host strategy session
Dozens of organizations and nations were invited to discuss fighting the Islamic State. **A5**



House Speaker Paul D. Ryan said that quick action is needed on the health-care plan: "The time is now. This is the moment."

"America first" • "enemy of the people" • "corporate" • "fake news" • "economic nationalism" • "globalist" • "radical Islamic terrorism"

Behind the political lexicon of the Trump White House

BY MARC FISHER

From the start of his presidential campaign, Donald Trump pledged "total change," delivering his promises with a scorched-earth political vocabulary — "Liar," "Crooked," "Hillary," "Drain the swamp," "lock her up." Some found his language appalling, but others found it refreshing enough to make him president.

Now, in the Oval Office, Trump and his chief strategist, Stephen A. Bannon, have moved beyond the campaign's embrace of political incorrectness to shake official Washington with a new vocabulary that breaks from the usual liberal-conservative terms of debate.

Bannon rails against the "corporate, globalist media," Trump

talks about "a global power structure." Bannon promises the "deconstruction of the administrative state." With evident relish, the president stands before Congress and enunciates every syllable of "radical Islamic terrorism," even after his own national security adviser protests that the phrase is unhelpful.

"The populist rhetoric is so systemic, it's hard to believe it's not a deliberate effort to change the language of politics," said Rep. Tom Cole (R-Okla.), who taught history at the University of Oklahoma before entering politics. "This is obviously very populist language — the idea that there's finally somebody here to protect you from these international and corporate forces that

TRUMP CONTINUED ON A4

House GOP quietly advances revisions to tort law

BY KIMBERLY KINDY

House Republicans are advancing a series of bills that would make changes to the civil justice system long sought by doctors and U.S. corporations, including a cap on some medical malpractice awards and new roadblocks for classes of people seeking to sue jointly to address harm.

The U.S. Chamber of Commerce and other business groups are promoting the measures, arguing

that courts have grown overly tolerant of frivolous and fraudulent claims. Civil rights and consumer groups oppose the measures, saying they would severely limit the ability of average Americans to pursue legal remedies from powerful institutions.

One proposal would limit monetary awards in medical malpractice suits to \$250,000 for noneconomic damages, which include pain and suffering. Currently, there is no federal limit on medical malpractice claims, and awards can run into the millions of dollars.

Late Thursday, the House narrowly passed two of the four measures along party lines: The Innocent Party Protection Act would

Court filings describe NFL misuse of painkillers

BY RICK MAJES

National Football League teams violated federal laws governing prescription drugs, disregarding guidance from the Drug Enforcement Administration on how to store, track, transport and distribute controlled substances, and piled their players with powerful painkillers and anti-inflammatory drugs, according to sealed court documents contained in a federal lawsuit filed by former players.

The sealed material, which was reviewed by The Washington

Post, provides a rare look into the league's relationship with drugs and how team doctors manage the pain inherent in a bruising sport to keep players on the field. Federal law lays out strict guidelines for how teams can handle and dispense prescription drugs. The sealed court filing,

which includes testimony and documents by team and league medical personnel, described multiple instances in which team and league officials were made aware of abuses, record-keeping problems and even violations of federal law and were either slow in responding or failed to comply

IN THE NEWS



Redskins fire GM After weeks of speculation, Scott McLaughlin was let go a little more than two years into a four-year contract. **D1**

Taking heat EPA chief Scott Pruitt strongly rejected established climate-change findings, according to a report. **A8**

THE NATION
Harvard Law School will accept either GRE or LSAT scores from applicants as of this fall. **A2**

THE SENATE
Senators are outlining how states must hold school accountable for student performance, setting the bill to the White House. **A15**

THE WORLD
With tensions escalating with North Korea, the United States rejected a proposal by China to "apply the brakes" through diplomatic trade-offs. **A10**

Turkey welcomes the

THE ECONOMY
Iceland, already considered to be at the forefront of gender equality, wants to make employers prove they offer equal pay for equal work. **A15**

Sterling Jewellers dismissed former female employees' sexual harassment claims as a "perpetual parallel universe." **A15**

Julian Assange said WikiLeaks would make alleged CIA hacking code available to tech

INSIDE
D.C. youth correction officers pleaded guilty to stealing more than \$40,000 in union dues over nearly three years. **A7**

A Fairfax County police officer helped restore a woman's faith by putting a new car in her car during a police stop. **E2**

Authorities charged 22 Virginia residents and one woman in a scheme to be paid for leading a new ransomware virus to replace the one stolen from her car during a police stop. **E2**

Authorities charged 22 Virginia residents and one woman in a scheme to be paid for leading a new ransomware virus to replace the one stolen from her car during a police stop. **E2**

WEEKEND Pump pickings
We offer a guide to the Washington area's dumping landscape.

STYLE
Hollywood agelism
Older actresses still have to go outside the system to find good roles. **G1**

BUSINESS NEWS...A18
COMICS...C4
OPINION...A12
LOTTERY...B3
RECREATION...B1
TELEVISION...A22
WORLD NEWS...A22

PostPoints
DAILY CODE, DETAILS, Q&A
6130
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Once the decision was made to move the Labatt Blue USA Hockey Pond Hockey National Championships from Dollar Lake, ice crews from Serving The American Rinks and the Eagle River Fire Department worked around the clock to create 24 rinks scattered around the Derby Track. While the rinks were slightly smaller, teams were happy with the ice conditions.



On Golden POND

By HARRY THOMPSON

Not Even Mother Nature Can Put A Dampener On The Fun As Pond Hockey Event Celebrates A Milestone Anniversary

Bob Kinzel remembers waking up in his hotel room in Eagle River, Wis., back in 2006 and being greeted by an ominous message. "There were frostbite and death warnings broadcast on the TV," recalls the 33-year-old adult hockey player from Centerline, Mich. Talk about a wake up call. Ninety miles to the north in the town of Hurley, Wis., Dave Lundin and his friends were having second thoughts about making the short drive to Eagle River.

"When we left Hurley it was 25 below and windy," Lundin says. "We were like, 'Why are we doing this?'" Despite the fear of frostbite and bitter temperatures, they did travel to the woods of northern Wisconsin to take part in the first Labatt Blue USA Adult Pond Hockey Championships. And they've been making the annual pilgrimage ever since. "We had no idea what to expect, but we knew because it was a USA Hockey event that it would be done right. It didn't let us down then, and it never has," says Kinzel, whose Empire team took its lumps this year

playing in the 21 & Over Bronze division. "Even though we don't have a lot of success, it's become the one thing a year that my teammates and I look forward to." As the event celebrated its 10th anniversary, only a select few can proudly lay claim to being here every year. What started as a weekend of shinny hockey has grown into a full-fledged phenomenon that has sparked a resurgence of pond hockey events around the country. Looking back, Don Mulder had no idea the event would grow to where it is today when his friend and mentor Don Kohlman

first proposed the idea more than a decade ago. While many adult hockey players could wax nostalgically about growing up playing pond hockey, those stories are as much a part of hockey lore as Eddie Shore and old-time hockey. "We had something like 40 teams that first year, and we had to beg, borrow and steal to get them," says Mulder, president of the Wisconsin Amateur Hockey Association. "From the beginning we didn't know if it was going to fly or not." But Kohlman had the perfect location to host such an event, with a beautiful lake

Contrast Help reader see things as separate

Repetition Repeat so people see association

Alignment Show how things are connected

Proximity Put related things together

Is this mysterious and sometimes devastating condition just an extreme version of normal male intelligence? That's one provocative new theory. Behind autism's gender gap.

GIRLS, BOYS AND AUTISM



THE EMPATHIZER

Nonautistic girls, like 5-year-old Octavia Burgal, often draw people, houses, animals and domestic environments. Octavia's drawing is clearly "happy."



THE SYSTEMIZER

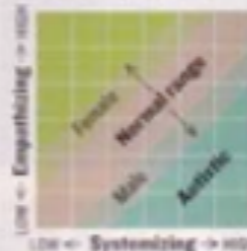
Nonautistic boys often draw machines or equipment: ships, cars, trains or weapons, for example. Here, An Gallie, 7, shows off his picture of a robot.

BY GEOFFREY COWLEY

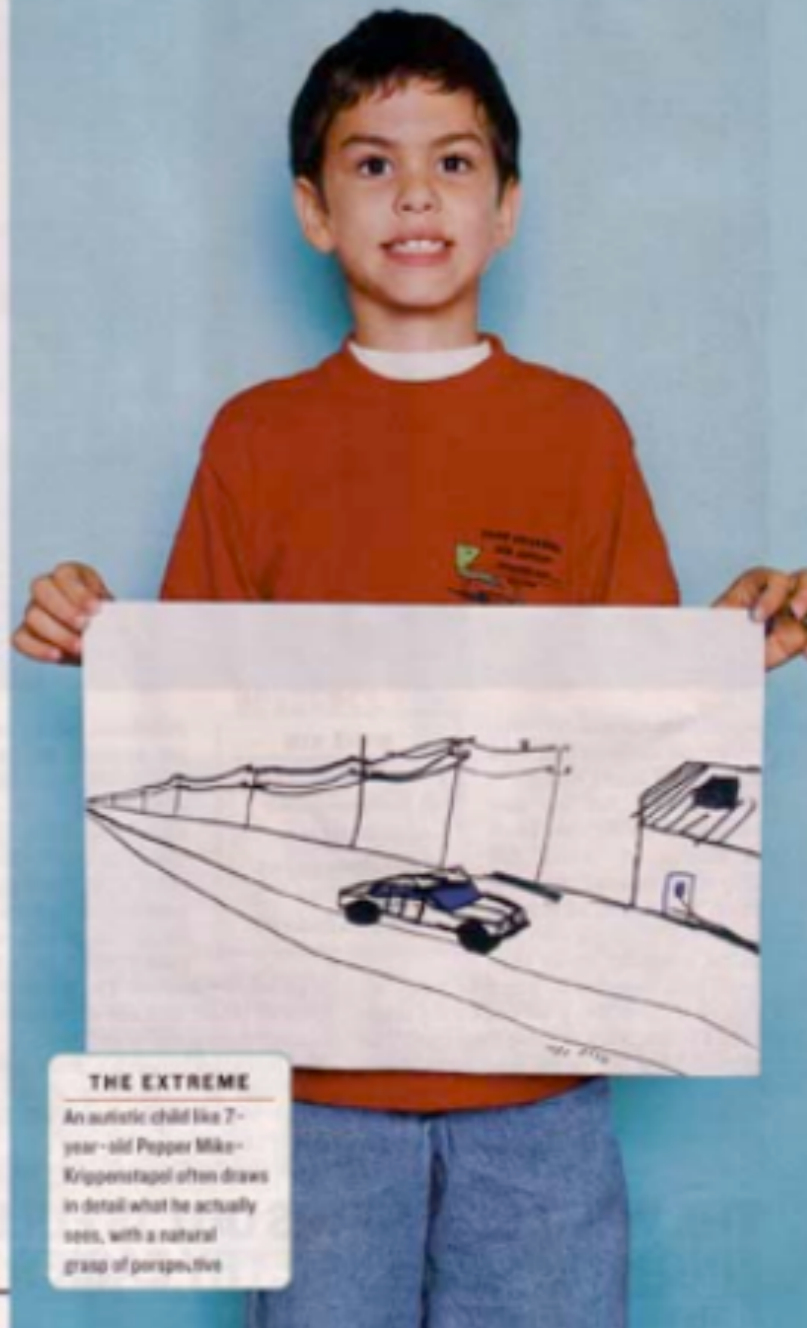
ANDREW BACALAO has a good, sharp mind. At 13, he's a decent pianist, a devotee of Frank Lloyd Wright, a master at video-games and jigsaw puzzles. He remembers phone numbers like a Pocket PC, and he can dismantle a radio or a flashlight in the time it takes some people to find the power switch. But drop in on Andrew at home in Oak Park, Ill., and you quickly sense that something is amiss. "Can you look at her?" his mom, Dr. Cindy Mears, prompts, as a **NEWSWEEK** correspondent greets him in the living room. He stays on the couch, feet up, mesmerized by a handheld game called Bop It Extreme. Soon he's making soap bubbles and running outside to bang on the windows. Andrew does eventually talk, but conversation doesn't come easily. When his mom asks him not to burp, he tells the guest, "I'm going to unbutton your outfit." He's merely offering to take her jacket—and he seems to think his choice of words is just fine.

A SPECTRUM

In general, females relate more to feelings, and males to facts. Autistic kids fit an extreme male pattern.



What do you make of such a kid? A generation ago, he might have been written off as a discipline problem or a



THE EXTREME

An autistic child like 7-year-old Pepper Mike-Krippenstapel often draws in detail what he actually sees, with a natural grasp of perspective.

TEXT-FOCUSED LAYOUT

Helps readers process and retain information

Use photos
captions/cutlines
headlines
subheads
text

HEALTH

BATTLING BACTERIA



JENNIFER CORBETT/THE NEWS JOURNAL
Jennifer and Adam Storey, of Elkton, Md., with their sons, 5-month-old Jackson, who contracted MRSA, and 2-year-old Brandon, who did not. Jennifer had a small spot on her arm but was able to heal with a course of antibiotics.

Maryland family fighting MRSA infection gets free home fogger treatment from Delaware company

JEN RINI/THE NEWS JOURNAL

When 5-month-old Jackson Storey started grunting in February and having difficulties breathing, his mom, Jennifer Storey, knew that something wasn't right.

She couldn't have conceived of the culprit: the antibiotic-resistant bacterial infection Methicillin-resistant Staphylococcus aureus, or MRSA, had spread to Jackson's lungs.

The infection led to the baby spending a month in Nemours/A.I. duPont Hospital for Children to be treated for MRSA-induced pneumonia, Storey said. He spent 12 of those days on a ventilator.

"We honestly have no idea where it came from," said Storey, back in her Elkton, Maryland, home Monday evening after Jackson was discharged from the hospital.

Tuesday, New Castle company Sanoil International fogged the Storey's home with the company's bleach-free surface disinfectant designed to help rid the home of the MRSA bacteria.

Storey had been religiously cleaning the house, especially after she became infected and doctors thought one of the other children was infected, too, but that turned out to be a false alarm.

See MRSA, Page A5



JENNIFER CORBETT/THE NEWS JOURNAL
David Lach, with Sanoil International, pours a disinfectant solution into a fogging machine.

10 Years of Healing



HELPING AN ESSENTIAL SERVICE BLOOM

The Child and Adolescent Psychiatric Hospital is always seeking new ways to help care for children with mental illnesses, and Meriter Foundation is a frequent partner in bringing the hospital's visions to fruition.

"We recently raised funds for the hospital to develop a sensory suite with tactile items that help children calm themselves, such as a big, comfortable chair, exercise balls, special lighting and weighted blankets," said Marilyn Rhodes, president of Meriter Foundation. "One of our donors helps fund the movement therapy program, and we financially support training opportunities for staff to learn new treatment options."

Next on the hospital's foundation-supported list of projects: creating a healing garden, the perfect setting for patients to enjoy the therapeutic power of nature.

Show your support for the Child and Adolescent Psychiatric Hospital or another Meriter service that's close to your heart by making a gift to Meriter Foundation. To get started, visit foundation.meriter.com.

FOR THE PAST DECADE, THE MERITER – UNITYPOINT HEALTH CHILD AND ADOLESCENT PSYCHIATRIC HOSPITAL HAS HELPED CHILDREN THROUGHOUT GREATER MADISON RECLAIM THEIR LIVES FROM MENTAL ILLNESS.

JOHN AND KATE VANDERBLOEMEN of Waunakee knew early on that something about their son, Jake, was different. None of the diagnoses Jake received during his early childhood – which ranged from anxiety to obsessive-compulsive disorder – satisfactorily explained his penchant for obsessively collecting certain objects, throwing fierce tantrums, and lashing out at others or running away and hiding when he was upset.

One afternoon, at age 7, Jake fled to a construction site, climbed a crane and injured his grandmother as she begged him to come down. That incident prompted Jake's psychiatrist to recommend admitting him to the child psychiatry unit located at Meriter's facility on the Capitol Square.

"I haven't lived through anything more gut-wrenching than placing my young son in a psychiatric hospital," Kate said. "At night, I would sit in my living room with the lights off and sob. It was a horrible time."

Out of the Darkness

Meriter's new Child and Adolescent Psychiatric Hospital opened on a hilltop off of Raymond Road in southwest Madison in 2004. It was there, in 2005, after Jake had spent a combined total of 314 days in psychiatric care, a number not uncommon for those with chronic mental illness, that his doctors came to the conclusion that he suffered from autism coupled with schizoaffective disorder – a combination of mental health conditions that can cause symptoms

such as hallucinations, depression and sudden mood swings. Jake was 13 and about to enter eighth grade.

With a diagnosis finally at hand, doctors were able to prescribe effective medications, and Jake's parents were able to work with the local school district to develop an educational plan that allowed him to succeed academically and eventually graduate with the rest of his class at Waunakee High School.

A Priceless Resource for Families

Jake's story is one of more than 6,800 tales of hope and healing that the team at the Child and Adolescent Psychiatric Hospital has helped write in the decade since the facility opened. The hospital is the only inpatient facility in south central Wisconsin, and one of only seven in the state, that exclusively treats patients struggling with anxiety, behavioral problems, depression, a history of trauma, obsessive-compulsive disorder and suicidal tendencies, among other conditions.

"These children aren't able to function in school or they've gotten in trouble with the law due to their illnesses. Often, their parents miss work or lose jobs to care for them," said Katie Schmitt, M.D., medical director of the Child and Adolescent Psychiatric Hospital. "Not only do we help children, but we help their families, as well."

When patients arrive at the hospital, they find spacious, peaceful grounds with an outdoor play area and plenty of walking trails. Inside, the facility features bright, child-friendly décor, as well as a common room for younger patients, a schoolroom and a sensory suite

where calming music plays and activities such as aromatherapy take place. The hospital is divided into two units for children ages 6 to 12 and 13 to 18.

An average stay at the hospital lasts six days, during which patients continue their schoolwork with two state-certified teachers, have one-on-one meetings with a psychiatrist and social worker, participate in occupational and recreational therapy, and take part in group therapy sessions, including at least one with their families.

Meriter pediatricians are available to address physical health needs.

"When families need help, we're here," Dr. Schmitt said. "Mental illness is nothing to be ashamed of, and children and families shouldn't have to deal with it alone."

Living His Life

The hospital was certainly there when the Vanderbloemens needed it. Now 22, Jake has a girlfriend, a full-time job that he loves and his own apartment. His co-workers marvel at his unflinching enthusiasm and joy in the present – characteristics of a man who, having experienced the stormy side of life, knows not to take the happy, tranquil times for granted.

"The care Jake received at the Child and Adolescent Psychiatric Hospital was nothing short of exceptional," Kate, Jake's mother, said. "Reflecting on how far he's come just brings a huge smile to my face."

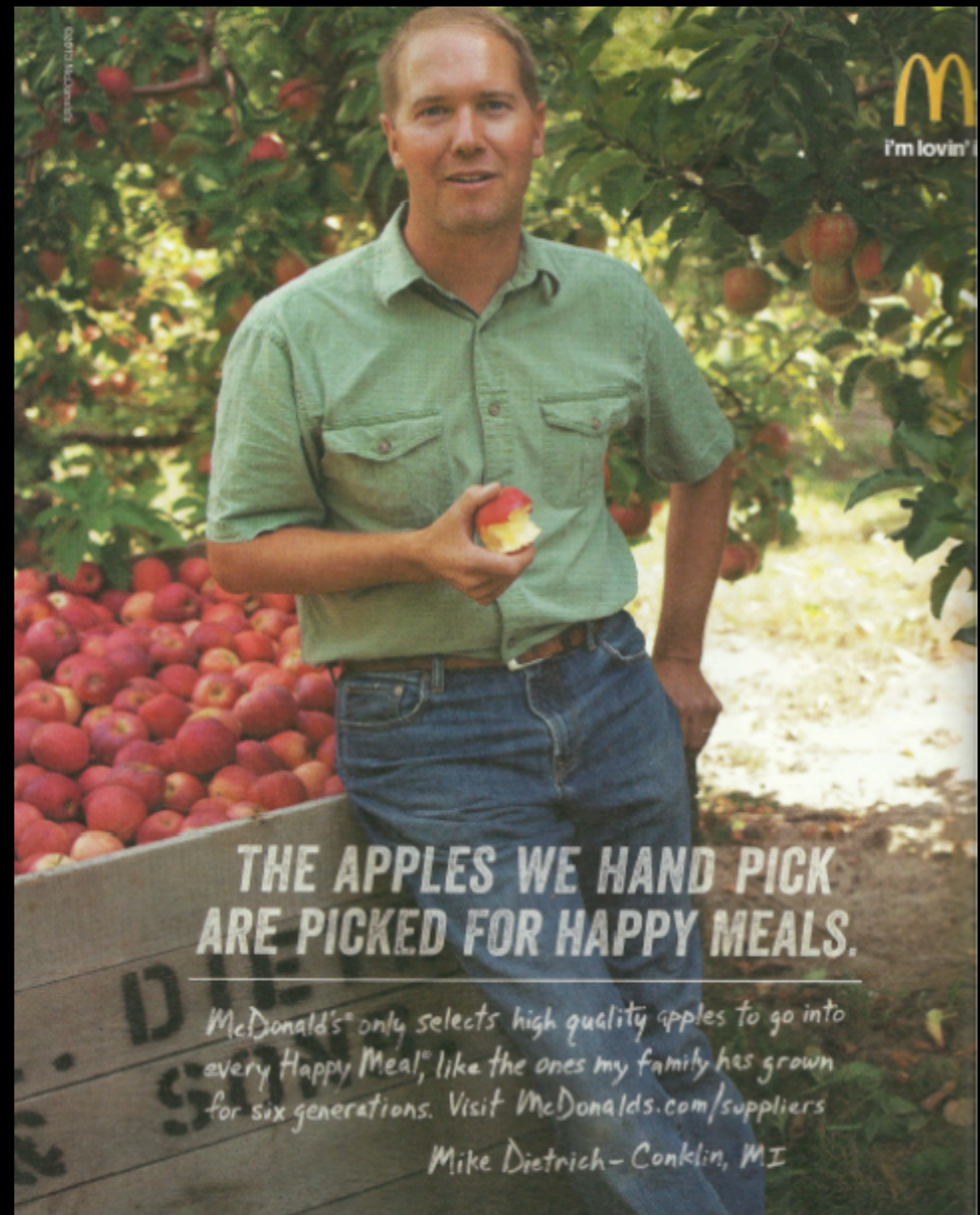
Learn more about Child and Adolescent Psychiatry at meriter.com/CAP.



Jake and his mom, Kate, at a Meriter Foundation event in 2014

CONCEPT- FOCUSED LAYOUT

Trying to help the target audience process and retain a concept through a single message
Uses a key visual supported by a headline and copy





**THE APPLES WE HAND PICK
ARE PICKED FOR HAPPY MEALS.**

McDonald's® only selects high quality apples to go into every Happy Meal®, like the ones my family has grown for six generations. Visit McDonalds.com/suppliers

Mike Dietrich-Conklin, M.I

DULL
SKIN

BLOTCHINESS

SUN
DAMAGE

LINES

ROUGHNESS

UNEVEN
SKIN TONE

DRY
SKIN

WRINKLES

Josie Bissett

THE SIGNS OF
AGING ARE
WRITTEN ALL OVER
YOUR FACE.

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When organizing a page, elements should go in order

BATTLING BACTERIA

Photo



Cutline

JENNIFER CORBETT/THE NEWS JOURNAL
Jennifer and Adam Storey, of Elkton, Md., with their sons, 5-month-old Jackson, who contracted MRSA, and 2 year-old Brandon, who did not. Jennifer had a small spot on her arm but was able to heal with a course of antibiotics.

Headline

Maryland family fighting MRSA infection gets free home fogger treatment from Delaware company

Body copy

JEN RINI THE NEWS JOURNAL

When 5-month-old Jackson Storey started grunting in February and having difficulties breathing, his mom, Jennifer Storey, knew that something wasn't right. She couldn't have conceived of the culprit: the antibiotic-resistant bacterial infection Methicillin-resistant Staphylococcus aureus, or MRSA, had spread to Jackson's lungs.

The infection led to the baby spending a month in Nemours/A.I duPont Hospital for Children to be treated for MRSA-induced pneumonia, Storey said. He spent 12



COLUMNS

Should run between 2-10"
deep and 1.75-3.25" wide

If it's too wide, the eye
can't follow it

FONT SIZES

Measured in points

72 points in an inch

10-point type

72-point type

Body type in media work
is set in 10-point type

LEADING

Space between lines of text
(not to be confused with the lede)

This is type that has standard leading. You can see that it's still easy to read, with some white space between each line of text. But you might want to consider changing the leading to make it easier for someone to read it.

This is type with wider leading. It's really hard to read because there is more white space between each line of text. Still, it might be good for an older audience.

* Default is type size plus 20 percent

TRACKING

Space between letters

This is regular tracking.

This is looser tracking. It's harder to read.

So is tight tracking.

HEADLINES

- Every item should have one
- They should get smaller as you go down the page (size signals prominence)
- Don't have them butt against each other

Chicago Tribune

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FAREWELL, JAY. HELLO, MIKE.

Cutler gone, but is Glennon an upgrade?

Before properly greeting new free-agent quarterback Mike Glennon, Chicago needs to cathartically say goodbye to Jay Cutler, the friend a football city never really knew who took his share of hits in eight seasons as a Bear.

Oh, and Cutler got sacked a lot too.

To nobody's surprise, the Bears released Cutler, arguably the most accomplished quarterback in team history, and as much as every-

naturally gifted player whose powerful right arm teased us into expecting so much more than a 52-52 record, including one playoff victory, since his arrival in 2009.

The man acquired to lead the Bears back to the Super Bowl instead leaves with the team stuck in football oblivion and No. 6 one of Chicago's most enduring sports symbols of

Turn to **Haugh, Page 9**



DAVID HAUGH
In the Wake of the News

one at Halas Hall believes they won't miss him, the city's two sports-talk radio stations will. Cutler was as polarizing to fans as he was perplexing for coaches, a

BRAD BIGGS Free-agency failures show Bears aren't a destination stop **Chicago Sports**
THE NEW GUY Deal with QB Glennon a curious vote of confidence **Chicago Sports**

NUCCIO DINI/CHICAGO TRIBUNE
MIKE GLENNON PHOTOFEST/GETTY



Chicago police Superintendent Eddie Johnson addresses a state Senate committee Thursday in Springfield about a bill on gun crimes.

Springfield gridlock thwarts anti-violence push by top cop

Gun crimes bill clears panel after Johnson's support, but then stalls

By **MONIQUE GARCIA**
Chicago Tribune

SPRINGFIELD — The latest attempt to crack down on gun crimes amid a persistent surge of Chicago street violence stalled at the Capitol on Thursday, caught in the vortex of the

historic gridlock that's sowed deep distrust between Democrats who control the General Assembly and Republicans loyal to Gov. Bruce Rauner.

Passing a gun bill is often difficult due to differing regional attitudes toward firearms, but the complex

one under consideration also drew complaints that it was too soft on drug criminals or too hard on minorities.

Chicago police Superintendent Eddie Johnson told lawmakers the measure would give officers an extra tool in the fight against gun crimes. The city's top cop was able to dodge political embarrassment when the bill cleared

a committee by a single vote, but any hope backers had for quick passage out of the Illinois Senate was dashed amid an overall lack of support.

Democrats quickly pointed the finger at Republicans, accusing them of acting at the behest of Rauner, whom they continue to blame for last week's squelching of a so-called grand bargain designed to

end the budget impasse.

"They are usually pretty lockstep following the directions of the governor's office," said Sen. Kwame Raoul, a South Side Democrat co-sponsoring the legislation. "That's why we don't have a grand bargain, for example."

Republicans countered that Democrats were

Turn to **Guns, Page 8**

Health bill gets a push forward

GOP plan clears panels in House despite backlash

By **MIKE DEBONIS, KELSEY SNELL AND SEAN SULLIVAN**
The Washington Post

WASHINGTON — A Republican proposal to revise the Affordable Care Act claimed its first major victory Thursday amid a backlash that both Republican leaders and President Donald Trump spent the day trying to tamp down.

Trump met with several conservative critics of the plan, signaling both a willingness to negotiate its details and that it does not have enough votes to emerge from the House.

More acknowledgment of the proposal's problems came from Senate Republicans, who suggested Thursday that the measure, the American Health Care Act, is moving too quickly through the House and in a form unlikely to succeed once it moves to the upper chamber.

Yet the plan emerged from two key House committees Thursday, and House Speaker Paul Ryan, R-Wis., its top booster, insisted that the pending legislation represents the "only chance we're going to get" to fulfill the GOP's long-standing promise to undo the Affordable Care Act, also known as Obamacare.

The GOP proposal cleared the Ways and Means and the Energy and Commerce committees on party-line votes after marathon sessions that lasted through Wednesday night and into Thursday.

Turn to **Health, Page 13**

Nine years for brazen Irving Park shooting

Thaddeus Jimenez, who blew a multimillion-dollar legal settlement on rejuvenating his gang, was sentenced for a gang-related shooting

Bookstore activism speaks volumes

Trump era moves many Chicago-area owners to expand community events



spotlight a different social justice organization each month, only 30 people showed.

Hollenbeck looked toward the street.

It was ugly out. Rain

EPA CHIEF QUESTIONS CLIMATE SCIENCE
Scott Pruitt said he does

HEADLINES

- Write in present tense
- Make them short
descriptive
clear
accurate

Federal Agents
Raid Gun Shop,
Find Weapons

Red Tape Holds Up New Bridge

MENTORING DAY
Students get first hand job experience

Mississippi's literacy
program shows
improvement

The Associated Press

and his late wife, Sally, put
\$100 million of their own

They can easily go wrong

PHOTOS, ART AND ILLUSTRATIONS

ONE-THIRD OF YOUR PAGE
SHOULD BE ART

IN PHOTOS, SHOW PEOPLE
DOING SOMETHING

PHOTOS

Always use a cutline telling the reader what's happening and identifying something interesting

Dedication ceremony inaugurates Black Cultural Center on campus

March 1, 2017 | By Doug Erickson



Hazel Symonette, left, program development and assessment specialist in the Division of Student Life, and Marquise Mays, right, chair of the Wisconsin Black Student Union, perform a libation pouring ritual in memory of those who have passed on during a dedication for the new Black Cultural Center at the Red Gym. PHOTO: BRYCE RICHTER

Evening of celebration

The University kicked off *The Campaign for DePauw* on Oct. 3, 2014.

1. Richard D. Wood '48 and Timothy H. Ubben '58 raise a toast to Old DePauw.
2. Parent Carson Evans and Janet Crawford Schwartz '75
3. Hiram L. Jome Professor of Economics and Management Michale T. Vilinski, Robert L. Krouse '77 and Sally Strauss Krouse '74
4. Bill Beuck and Bayard "Bud" H. Walters '63
5. John W. Hare '62 talks with Courtney Cosby '15 and other DePauw students.
6. Carrie Melind Coquillette '82 and Ken W. Coquillette '82



1



2



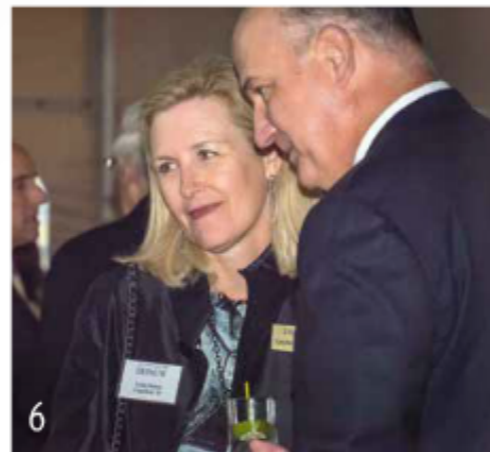
3



4



5



6



3



4



2



5



6



7



8



9

Washington C. DePauw Society

1. Robert L. Krouse '77, Sally Strauss Krouse '74, two guests for Aura May Durham, Mark E. English '64, Janet Crawford Schwartz '75, Joseph H. Rohs '84, Casey Cornelien St. John '90, Michael B. McCracken '79 and Kristina Cornelien Boctor
2. Dr. John H. Wallace, Anna E. Paumier '17 and Sarah Reese Wallace '76
3. Rhiley J. McIntire '17, Joyce Tagliauer Green '75 and Judson C. Green '74
4. Melody S. Key '82 and Benjamin J.D. Kusber '18
5. Bayard "Bud" H. Walters '63, Shelley A. Simon '17 and Rosemary Lab Walters
6. Marcus J. Lobo '18, James A. Fisher '68, Elizabeth Y. Fisher and Lauren K. Towne '17
7. Susan M. Ansel '82 and Shirley Tandy '18
8. Kyle E. Lanham '79, Melinda R. Ervin '17 and Sally E. Lanham, parent
9. George Velazquez '15, Sandra L. Bertin '15, Alex A. Melendier '18, Suzanne A. Hoover '67 and R. David Hoover '67

about. "When the Celtics job came up, they realized it would be easier for the children to adjust to a new city sooner rather than later. Their son would be going into second grade, and their daughter would be five and not yet in school.

"They made a fantastic offer," says Tracy, whose experience as a lawyer came

"ONE OF THE BIGGEST KEYS TO LEADERSHIP IS AUTHENTICITY. YOU HAVE TO BE YOU."

- BRAD STEVENS

into play as she reviewed the contract, as she did for Brad's previous agreements at Butler. The six-year commitment made it attractive, she says, as did one other clause they negotiated. Some NBA organizations do not allow family members to travel with the team. The Celtics agreed to allow Tracy and the children on the team plane for occasional family trips during the long NBA season. "That was a huge selling point for us," Tracy says.

AUTHENTICITY

In my initial conversation with Stevens in that drab conference room, I told him I was a fan of the Chicago Bulls when they had their championship run in the 1990s. I was especially fascinated with the way Bulls coach Phil Jackson brought a range of ideas to his locker room, and even went so far as to supply books on philosophy and spirituality to his players.

Stevens doesn't take that approach with his players. "One of the biggest keys to leadership is authenticity," he says. "You have to be you. You're hired to do the job, and so however you best operate is the way that you've got to go about your day-to-

day business." He speaks of core principles for his players – being as team-oriented as possible and having "an accountable locker room," where things are openly discussed.

Stevens himself looks to books on leadership and psychology and says Carol Dweck's *Mindset* is his current favorite.

Dweck writes about the misguided idea that talent level or intelligence can't be improved beyond its natural level. People with such a "fixed mindset" take failure too hard – they are quick to assume it means they aren't good enough. The book, Stevens says, is "about the process not of pursuing a trophy, but the process of growth. And not being afraid of failure. When failure hits, you get even more curious about how to solve the puzzle."

That's the moment Stevens is in now. As he moves into his second season, and then his third, he will increasingly be judged by two simple numbers: wins against losses. No amount of hard work and coaching savvy on his part can guarantee an 18th championship banner for the Celtics, when so much in the NBA depends on the right combination of superstar talent and more than a few good breaks.

If the Celtics struggle through this season and next, and that "whole new level of scrutiny" predicted by sportswriter Ryan comes along, what then? Brad "absolutely hates losing, but he doesn't attach his self worth to it," Tracy says. Brad says it's a matter of perspective. "This is what I do," he says. "It's not necessarily who you are. It's part of who you are, but it's not the only thing you're about."

At the same time, nothing about him gives you the feeling he expects to fail.



PHOTOS

Use a variety of shots to build visual interest

Follow rule of thirds



WIDE SHOT





MEDIUM SHOT

CLOSE UP



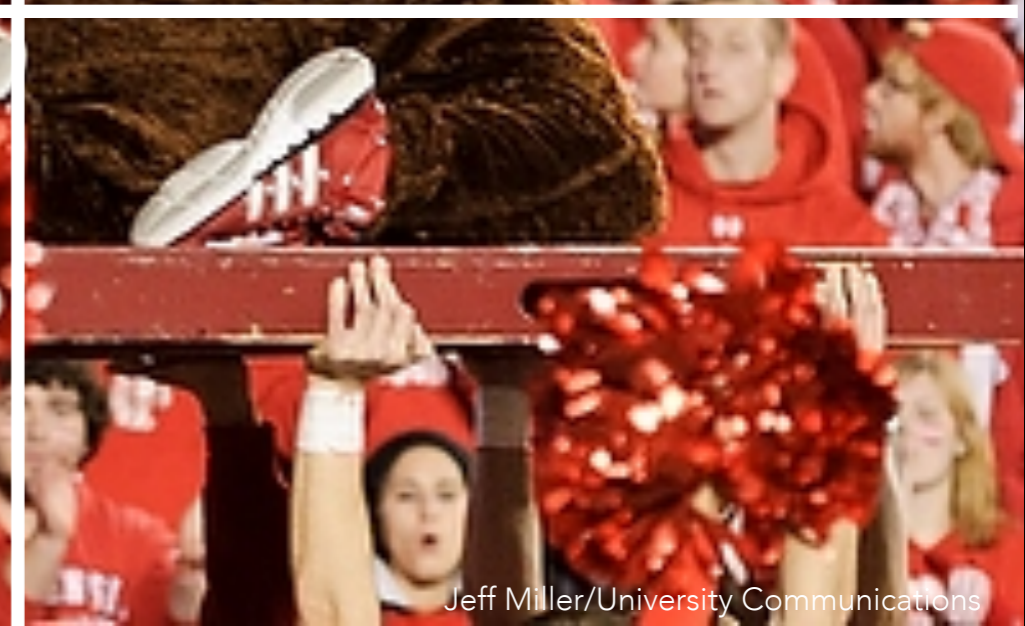
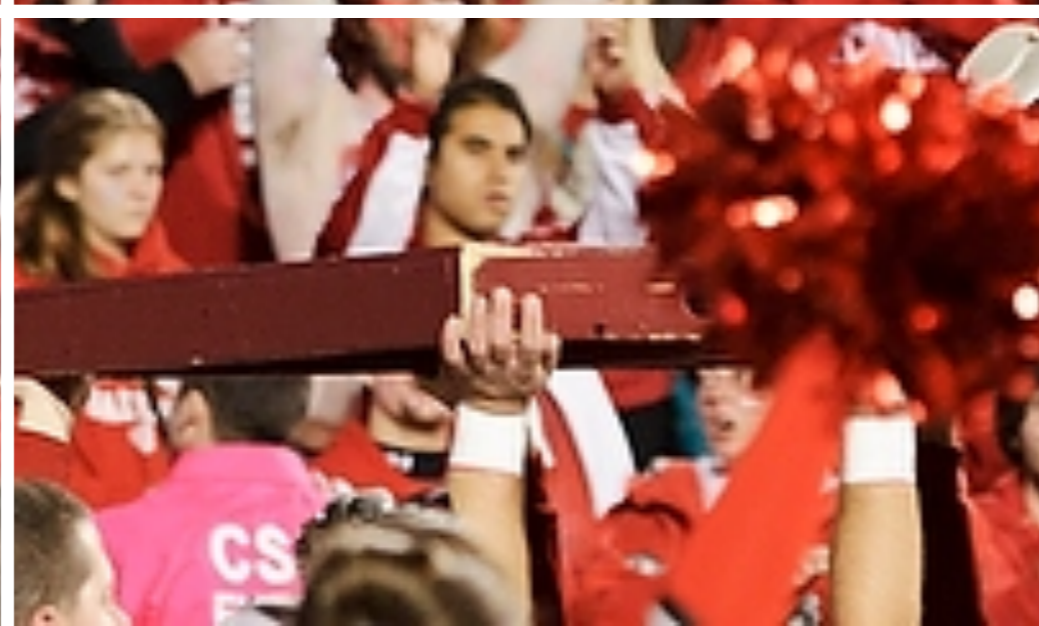
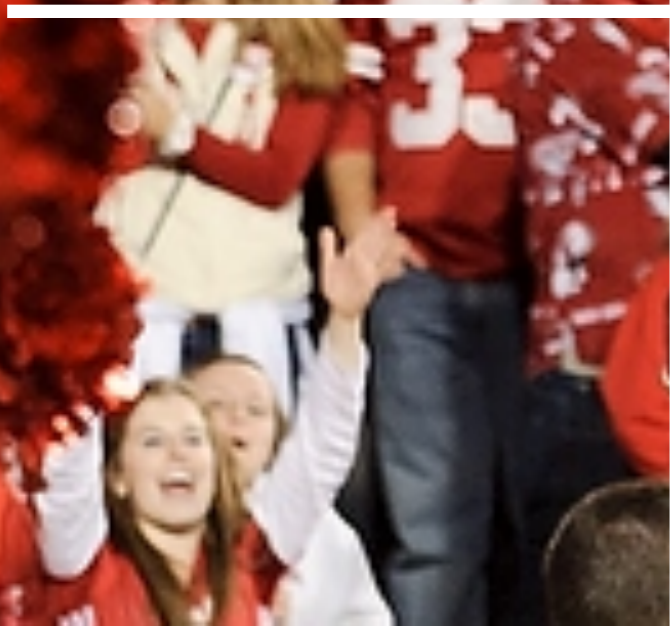
CLOSE UP



THE DR. SEUSS

- A FACE
- A PLACE
- A PLACE
WITH FACES
- FACES IN A
PLACE







OTHER DESIGN ELEMENTS

Reverse

Bold

Drop cap

BEYONCÉ & JAY Z

Expecting Twins!

A YEAR AFTER REPORTS THAT THEIR MARRIAGE WAS ON THE ROCKS, THE DUO MAKE A FRESH START WITH A NEW HOME—AND TWO NEW ADDITIONS *By* JEFF NELSON

Less than a year ago it looked like Beyoncé was ready to say “boy, bye” to her eight-year marriage to Jay Z. Her hit visual album *Lemonade* may have explained why, reportedly hinting at Jay’s indiscretions and sending the world into a tail-spin wondering who “Becky with the good hair” was from the song “Sorry.” But the couple, who allegedly worked hard on their marriage after the album’s release, have come out in a much better place, and on Feb. 1 Beyoncé, 35, announced on Instagram that they’re expecting twins. “We have been blessed two times over,” she wrote, beneath a photo of her cradling the new bump. As with any couple going through a rough patch, a change of scenery may have helped with their fresh start: In 2015 the longtime New Yorkers temporarily moved to Los Angeles; now they are putting down roots there, where, a source says, “privacy is their No. 1 priority. They live a very quiet life.

THE BIG REVEAL
“We are incredibly grateful that our family will be growing by two,” Beyoncé (above) captioned her Instagram photo. Below: “I have three hearts,” she wrote of her growing baby belly, which receives a smooch from daughter Blue Ivy.

A NEW LIFE IN L.A.
“They entertain so they can stay at home,” an insider says of the couple, who previously rented a \$150,000-a-month L.A. estate (above).

They don’t like attention.” They also want to maintain a semblance of privacy for daughter Blue Ivy, 5. “They try to keep Blue out of the spotlight as much as possible,” the source adds. “They make a big effort to make sure she has a normal childhood.” While the pair do occasionally step out for date nights (a favorite is L.A. hot spot Gjelina), the insider says they now prefer private gatherings to public outings, like the 47th-birthday party Beyoncé threw for Jay Z on Dec. 3, where “they were very affectionate and happy.” “Jay was in a great mood,” says an eyewitness, adding that he doted on his expectant wife. “Beyoncé’s very happy,” adds another source of their new life together. “They wanted another child, and after a few years of trying, it’s a great feeling. They’re a power couple and make a great team. And they know they are more interesting together than apart.” ●

CLOCKWISE FROM TOP LEFT: JASON MERRITT; IMAGES: COURTESY BEYONCÉ/CONIQ; SPASH; FRANK MICCLOTTA/PICTUREGROUP

DISPLAY TYPE

Use a font and text to create a visual element



Sweet, creamy, and lusciously cool, ice cream makes the dog days of summer a little more delightful. For new ways to chill, try these creative variations—from homemade soft-serve to cocktail granitas.

By KATE ROCKWOOD

Photographs by TRAVIS RATHBONE

Here's
the

Scoop!



Do the
TWIST

You don't have to leave the house to satisfy your craving for soft-serve. Just try this easy technique adapted from *The Truck Food Cookbook*, by John T. Edge. The trick is mixing store-bought ice cream with whipped cream; then go for a dip in our homemade chocolate-shell sauce and add toppings like chopped pistachios and toasted coconut flakes. (For recipes, see page 170.)

FONTS

What's the difference between a **serif font** and a **sans serif font**?

When designing, pick **one serif font** for the body copy and **one sans serif font** for headlines and cutlines



STAGE

When performance art meets the outdoors, Peninsula Players Theatre offers a new sensory experience.

Leaves rustle across the ground, the scent of a bonfire fills the air, a slice of the orange horizon breaks through the trees to show the waters of Green Bay. Wisconsin's natural beauty creates its own stage, but sometimes even she gets to take a seat and enjoy a show.

Since its opening in 1935, Peninsula Players Theatre has been a landmark for residents and visitors of Fish Creek, Wisconsin. From its barn-under-the-stars origins to its current state-of-the-art stage, the theater has transformed

when the distracting
Inside
footprint
by a sturdy
up to face
and the
chilly or
the theater
rotation

OTHER DESIGN ELEMENTS

Reverse

Serif

Bold

Drop cap

BEYONCÉ & JAY Z

Expecting Twins!

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*Here is another
typographic
brain-teaser.*

What are the key characteristics of this type?

**HERE IS ANOTHER
TYPOGRAPHIC
BRAIN-TEASER.**

What's different about the type in this box?

COLOR

It can give meaning — it tells a story when it's used right

RED

BLUE

ORANGE

GREEN

YELLOW

PURPLE



Find the right credit card >

Welcome

Username

Password

Remember me [Use token >](#)

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SEE HOW WE'RE DIFFERENT

SHOW ME

FOOD

PEOPLE

PLANET

ALL

I WANT TO

LEARN

DO

BOTH

VIEW

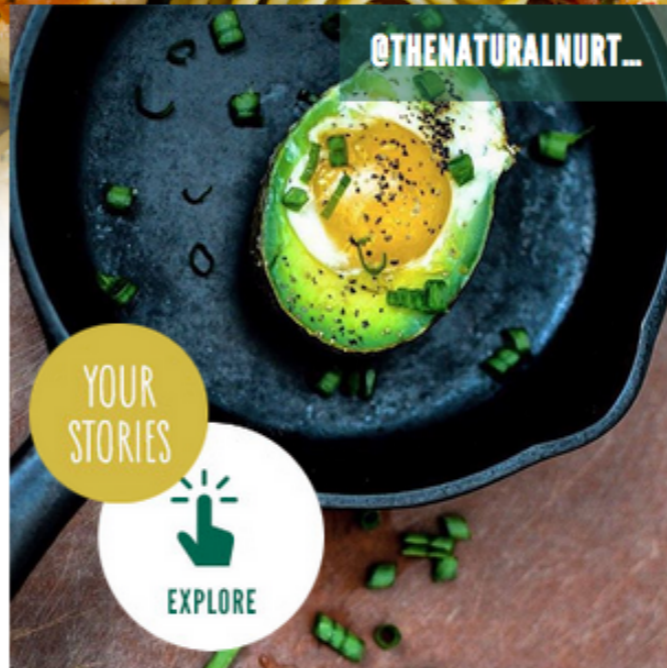
OUR STORIES

YOUR STORIES



WE BELIEVE IN REAL FOOD™

Eat the most delicious things on Earth



YOUR STORIES



EXPLORE



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A hand holding a blue marker is drawing chemical structures on a whiteboard. The structures include a complex ring system with various substituents and a long chain with a double bond. The background is a blurred whiteboard with other faint drawings.

TURN THE IMPOSSIBLE INTO THE ACHIEVABLE

BE A BADGER

VISIT

APPLY

JOBS

GIVE



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Keywords or Stocks

User ID

Password

Log In

Need Login Help?

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Learn more



Investment guidance to align with your goals.

Your goals are unique, the guidance you get on investing should be too.

Learn more



Breaking down stereotypes

Working offshore as the only woman among 179 men, Dena Hegab explains why changing perceptions in a male-dominated industry is so important

[Read more >](#)



> Clear priorities in a changing world

As BP updates its strategy, deputy chief CEO Lamar McKay discusses future growth and investing in lower carbon technologies



> BP strategy update 2017

Bob Dudley and members of the executive team hosted a live webcast providing a strategic update for the group on Tuesday 28 February



> Juniper's journey

With a structure weighing nearly 10,000 tons in the Caribbean Sea, BP's Juniper platform is no small feat. See how it was constructed, transported and installed in pictures

WHERE DO YOU ST

Triad

Complementary



Red, yellow, blue



Red-orange, lime-green, bluish-purple



Blue & orange
Red & green
Yellow & purple



Lime green & violet
Bluish-purple & yellow-orange
Aqua & red-orange

Analogous



Aqua, green, lime-green



yellow-orange, orange, red-orange



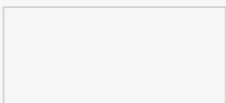
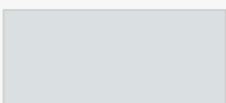





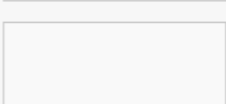
LOOK FOR COLOR

CMYK Cyan Magenta Yellow Black

RGB Red Green Blue

IF YOU
WANT TO
USE UW-
MADISON
RED...

OFFICIAL COLORS

COLOR	SASS VARIABLE	HEX CODE	PURPOSE/USAGE
	<code>\$uw-red</code>	<code>#c5050c</code>	UW-Madison's primary color. Used for design elements, navigation bars, nonlinked headers, and backgrounds. Not used for links.
	<code>\$uw-red-dark</code>	<code>#9b0000</code>	Accent color. Used in alternating boxes component.
	<code>\$uw-page-bg</code>	<code>#f7f7f7</code>	Background color.
	<code>\$uw-gray-blue</code>	<code>#dadfe1</code>	Background and accent color.
	<code>\$uw-gray-darker</code>	<code>#646569</code>	Design element background color and accent color.
	<code>\$uw-gray-darkest</code>	<code>#282728</code>	Design element background color, accent color, and footer background color. Often used in place of black.
	<code>\$uw-body-font</code>	<code>#494949</code>	Used for standard text on a white background.
	<code>\$uw-anchor-color</code>	<code>#0479a8</code>	Used for links in standard text on a white background.
	<code>\$uw-gray-footer-text</code>	<code>#adadad</code>	Used for footer text.
	<code>\$uw-gray-footer-text-hover</code>	<code>#f9f9f9</code>	Used for links in footer text.

brand.wisc.edu/web/colors/

COLOR.ADOBE.COM

All Themes ▾

🔍 rail

<p>Bay Colony Rail ... 3 views 0 likes 0 comments</p>	<p>Bay Colony Rail ... 3 views 0 likes 0 comments</p>	<p>Network Rail 2 views 2 likes 0 comments</p>	<p>Rail 0 views 0 likes 0 comments</p>
<p>Racing Train 37 views 14 likes 0 comments</p>	<p>Racing Train (2) 13 views 4 likes 0 comments</p>	<p>Dining Room 2 views 0 likes 0 comments</p>	<p>Light Rail Lights 0 views 0 likes 0 comments</p>
<p>towell rail 0 views 0 likes 0 comments</p>	<p>Kitchen1 2 views 1 like 0 comments</p>	<p>Dining Room2 2 views 0 likes 0 comments</p>	<p>Rail 2 1 view 0 likes 0 comments</p>
<p>Copy of Souther... 9 views 9 likes 0 comments</p>	<p>Copy of Rusty Rail 3 views 1 like 0 comments</p>	<p>Rail Road 4 views 0 likes 0 comments</p>	<p>Rail Bowns 2 0 views 0 likes 0 comments</p>
<p>Commuter Rail 3 0 views 0 likes 0 comments</p>	<p>Dining Room1 2 views 0 likes 0 comments</p>	<p>Rails2) 1 view 0 likes 0 comments</p>	<p>Rails Mob Greys... 0 views 1 like 0 comments</p>

WHAT WORKS IN COLOR?

Display headlines	Decorative rules/bars
Boxed stories	Photos
Pull quotes	Illustrations
Drop caps	Headings
Logos	