

the Gateway...
University of Alberta Thursday October 26, 1981 Vol. 4 No. 7

Vis Com Boasting Continuation of Space Project
Bonnie Koenig

the Gateway
University of Alberta
Tuesday October 27, 1981

But What Is The True Justification
Cathy Schmidt

What are the Issues
Laurel Halkier

gat e way
University of Alberta, Student's Union

GATEWAY

arbitrary conventions in newspaper design and lay out made sense when compared to alternatives; that it takes literally more than meets the eye to shove around blocks of type to make an interesting yet logical page to look at, which is half the battle to getting the elusive reader to read. If text looks massive or too disorganized, the reader is put off and vanishes into a non-reader.

And here, dear readers, if you have made it this far, you can judge for yourself the efforts of approximately 11X36 man and woman hours of design. We would all be very intrigued to hear your verdict.

Walter Jungkind
3,98 FAB
or c/o Gateway

Gateway

class 494, nearly a dozen students in their second year of Visual Communication Design. It turned out that very few ever picked up a copy of the *Gateway* even though it was free. It looked boring, they said and old fashioned. So evidently, would bend being visually oriented, not bend can pick up a free copy to find out if in fact they were missing something. I asked them to redesign, as a class project, the flag and front page of "their" student newspaper, in a visual appearance that they would find interesting and arresting. Things were not going too well at first, my students soon perceiving that it was easier to criticize than to come up with better ideas. But after producing a list of desirable "ideal" qualities (interesting, youthful, modern or contemporary rather than traditional or old fashioned, yet reliable-looking. Intellectual but not stuffy, with a touch of humour but, heaven forbid, no levity or frivolity; on the contrary, for future leaders of society a note of respectability would be O.K.) So the class got down to work and found that a number of seemingly

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