

## Headlines are Front-Lines for Readers Headlines must grap Attention

Creating headlines is no simple task

Use the following tips when creating headlines: (1) Use positive and specific verbs, (2) present and future tense, (3) flush left the text, (4) size headline to story length, (5) capitalize first and last word, (6) create short and frequent newsletters, (7) avoid articles in sentences (the, a, an) and punctuation, (8) avoid centering headlines, (9) avoid long and infrequent newsletters.

For further information check out the below links

### Excercise

Creating headlines is no simple task in InDesign, so you will need to practice. In this exercise, you will open a prototype document with three columns and insert a text box above these columns to create a headline. Once you enter text for the headline, you will then position the headline and modify its type face.

#### Step 1

Access the G drive

Follow this path: *English > Student > Willerton > 516 > Dave and Andrew > Headline Exercise*

#### Step 2

Open the Info palette by clicking on *Window > Info* and clicking **Info** icon at far right.

**Note:** The palette allows for precise text box measurements. See Figure 1.

#### Step 3

Open the Tools palette by clicking on *Window > Tools*. Select the TYPE tool from the tools palette. The icon for this tool is the letter "T". See Figure 2.

#### Step 4

Click and drag the type tool on the blank document to create a text box for a headline. See Figure 3.

**Note:** Use the info palette and baseline grid for precise measurements.

#### Step 5

With the cursor blinking in the newly created text frame, type in a headline.

**Note:** For this exercise, you can type *Headline Grabs Attention*

#### Step 6

With the cursor, select all the text in the text frame.

#### Step 7

From the control palette select Type style and size for the headline. See Figure 3a.

#### Step 8

Select paragraph style by *Window > Types and Tables > Paragraph*. See Figure 4.

#### Step 9

With the text still selected, align the headline by selecting the paragraph palette on the far right, and selecting align left, center, or align right. See Figure 4.

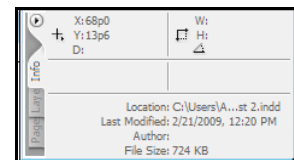


Figure 1. Info Palette

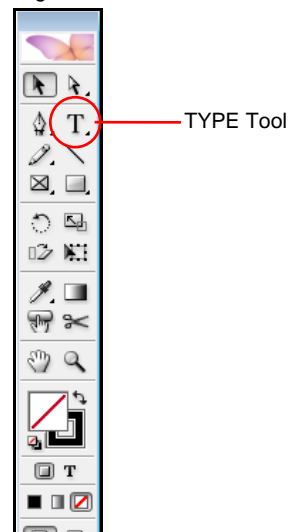


Figure 2. Tools Menu

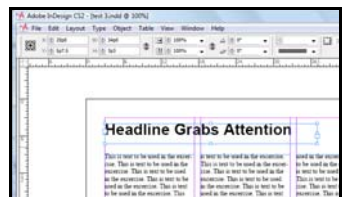


Figure 3 Controls Menu and text box



Figure 3a. Type style and size

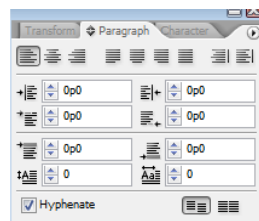


Figure 4. Paragraph Menu