of the page. In a paginated system, these items usually are already on the day's blank master page or template. Depending on the publication, these standard items already will have been updated for the edition or the layout editor (sometimes called a designer) will have to update them. Shown here is the template for a Friday issue of the USA Today Life section.

I Choose and position the dominant element. Next the layout editor selects and dummies the dominant visual element for the page. Often the dominant element is a piece of art—a photograph, illustration or graphic, such as a map. Sometimes the dominant element is a combination of several related elements, such as a story, a sidebar and a photograph all packaged in one modular unit. The page's dominant element is not necessarily the most significant or important story of the day; it simply is visually strong and compelling, and represents a point of entry for the reader's eye.

Placement of the dominant visual element automatically creates positions for the other elements on the page. The lead story, if it is not the dominant element, can be dummied above or adjacent to the dominant element. Secondary stories and packages can be placed below the dominant element. Special care should be taken, however, to make certain that the bottom of the page also contains interesting visual elements.

I Assign headline sizes. One difficult problem facing layout beginners is choosing headline sizes. Traditionally, headlines at the top of the page are larger than those at the bottom. Horizontal formats have changed that tradition, however, and today the length of the headline often is more of a determinant of size than is placement on the page. Another factor is the design philosophy of the publication. Some newspapers are designed to use smaller headlines than other newspapers.

Here are some general rules for choosing headline sizes:

- **One-column headlines.** Usually one-column heads range between 18- and 36-point type. The larger type size is generally used at the top of the page. A larger headline requires greater writing skill than a smaller one because of its short count (see Chapter 9). Most one-column headlines run two or three lines, although some contemporary newspapers allow five or six lines.

- **Two-column headlines.** Generally two-column heads range between 24- and 42-point type; larger sizes appear near the top of the page. Most two-column headlines run two lines, although some newspapers allow three lines on larger-size headlines, such as those used on lead stories.

- **Three-column headlines.** Generally three-column heads range between 36- and 48-point type. Most three-column headlines run two lines, although some newspapers allow one line with a kicker.

- **Four-column headlines.** Generally four-column heads range between 36- and 60-point type, depending on placement on the page. Most four-column headlines are one line.

- **Five- and six-column headlines.** These large heads range between 48- and 72-point type, depending on placement on the page. Some newspapers allow 36-point headlines on five- and six-column stories at the bottom of the page. Most five- and six-column headlines run one line.