Design studios’ effects on the quality of design and communication at Gannett daily newspapers

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Abstract

Editors at Gannett daily newspapers have seen improvements in the visual quality of their publications since the company began producing pages in regional studios. One thing holding those newspapers back, however, is that many editors think designers at Gannett’s regional studios lack an understanding of their local communities. These conclusions were drawn from the results of an online survey distributed to nightly news editors across all of Gannett’s dailies. While a disparity of local knowledge might always be present when news designers are far removed from the newsrooms, participants still seem to think design studios have helped improve their publication’s visual appeal.