

What's new in design?

Lessons taken from our best work in 2011

SND33 BEST IN SHOW



2011 Best in Show
Svenska Dagbladet
16 pages of breaking news coverage

Anders Behring Breivik bombed buildings in Oslo, killing eight. He then carried out a shooting on the island of Utøya, killing 69.



THE TRENDS

“This is one of the best pieces of breaking news coverage we’ve ever seen. It could be held up as a template for how to handle a breaking news story.”

“You can’t turn out journalism like this on a 24-hour news cycle without coordination, communication and teamwork across the newsroom.”

“They gave the story structure and used several different devices from straight news, to explanatory journalism to pure emotion.”

Merging styles: Five years ago, news, sports and business pages generally were each their own genres. In an era of universal desks and smaller staffs, today, you see the same techniques used on 1A as in sports.

Every square inch informs: Outside of features (and more and more in features), poster pages are out, no matter how good they are, and the torch-bearers are the ones that edit, organize and present multiple layers of information across a page.

Words matter: In 2012, award-winning designs do not happen without strong headlines and well-crafted stories.

SND33 WHAT WE TAKE FROM COMPETITIONS

“I wish the people who say designers are beret-wearing page decorators could see judging. It’s an editor’s fantasy.”

The best-designed papers in the world are centered around strong editing and impactful headlines.

In news, dazzling is out, replaced with smart use of space, reader-friendliness and heavy attention given to editing.

Illustrations are a dime a dozen. High end illustrations are rare, the result of care given to the finest details.



Gold medal
Washington Post
Tablet buyers chart



World's Best
Excelsior



Award of Excellence
Los Angeles Times
Phil's ring of honor



World's Best
National Post

BEST OF DIGITAL DESIGN



Silver medal
NPR
Visualizing how a population grows to seven billion
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