

Press Illustrations and Achieving Integration between Literary and Visual Content in Printed Newspaper

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Abstract:

Literary newspaper illustrations are considered among the earliest graphic forms that have had a distinctive presence in printed newspapers. The illustrator has produced them to perform a journalistic function, namely criticism, illustration, and expression. They have various artistic forms which are loaded with visual effects, such as caricatures, comics, cartoons, illustrations, and expressive drawings. Their richness stems from the articles, stories, and anecdotes which are attached to them as visual complements to the text. They supplement numerous meanings and interact with the words creating a realistic atmosphere that supports the reader's understanding of the presented literary material. Undoubtedly, the visual effect provided by these illustrations is a motivating factor for the reader to continue his association with an important means of mass communication such as printed newspapers. The journalistic text may literarily tell a deep story; however, it will not attract attention as strong newspaper illustrations do as they break the deadlock and monotony of a page. In addition, they embody the momentary feelings in the story and capture the reader's attention, showing him/her the human self-interpretation involved in the creation of these illustrations and the process of creation and creativity which a photograph lacks. In fact, it is an important factor in our present time due to the barrage of visual information which we encounter via the media and the internet. The culture and habits of reading newspapers have changed or transformed due to the digital procedures. The role of illustrations, the broader umbrella of newspaper illustrations, has changed from before. Then, how about the newspaper illustrations, which may be gradually replaced by interactive and animated illustrations, due to the new data presented by the digital revolution and electronic journalism that keep pace with the times.

Although the information contained in the newspaper changes every day, in terms of literary and artistic content, including the articles, headlines, illustrations, and photographs, they seem unchanged. What differentiates a newspaper from another is the harmonious design and the effective design strategy that allows for change in the text and image throughout its pages, and the artistic value that the illustrations project on the newspaper. If they are used with an article, they must be in solidarity with the other typographical elements to serve the structural function of the page to achieve its best visual effect. At the same time, they give importance as a focal point in balance with the text and articles' titles. If there are many illustrations, they must be in balance with the main picture to become a lesser focal point of interest. The position of newspaper illustrations in the design draws the reader's eye in and around the page. To achieve this effect, there should be no visual conflict between them, and the material displayed on the page or the opposite page. Furthermore, their relationship to the texts varies without limits to ensure capturing the eye of the reader. Issues of design clarity play a significant role in constructing the grid that will display the layout of columns, margins, main text areas, captions, images, and illustrations, as well as the positions of repeated headlines or top page titles and numbers. This is due to the fact that the arrangement of separate material on the page is what makes the design content and serves the element of appearance and distinction of the attached illustrations.

Hence, the research problem was identified in response to the following questions: Can the integration between the visual and literary content play an important role in granting the printed newspaper its uniqueness and preserving its survival? Is there an objective of the newspaper illustrations and a message required to be conveyed to the reader in order to capture his attention? Can the printed newspaper be given digital display methods that sustain its continuity? Finally, can newspaper illustrations be placed within an effective design strategy and system which would give the newspaper a unique visual character and a positive response of the reader? The aim of the experiment lies in reviving the role of the printed newspaper and restoring the relationship between the artist and the writer in weaving an integrated artistic work. This is in addition to achieving the integration between the visual content of the illustrations and the literary content to be conveyed to the reader through the writer's words and phrases. Furthermore, the objective lies also in capitalizing on the potentials of a variety of media, whether individually or in combination, to enrich the visual scene and achieve a link between the subject and the visual state to be conveyed. Actually, the layout of the pages in a variety of ways ensures the aesthetic coherence among the pages as a whole and the success of each single-page composition. As for the importance of the research, it has revealed a variety of methods so as to give the printed newspaper a new dress that would help it to continue under the digital newspaper. The research has also

identified the points of weaknesses and stagnation that have befallen the field of newspaper illustrations related to the aesthetic and design aspects of producing pages, the dominance of the photographic image, and the media and digital invasion that led to a reconsideration of the formulation of the illustrations' role in general, and newspaper illustrations in particular.

The research was devoted to discussing several topics related to the history of newspapers, the birth of newspaper illustrations, and the revolutionary changes that occurred in this field in the nineteenth century. Moreover, newspaper illustrations in the era of media and technological changes, as well as their relationship with the digital revolution, and Internet journalism. The research also dealt with an explanation of the general composition of the pages' illustrations and design of sixteen artistic experiments, eight for the "Story of A Toy" newspaper and another eight for the "From Heritage" newspaper. The researcher uses the historical and descriptive-analytical method and explains the general steps followed in their implementations, such as the design preparation, the stages of digital and traditional media implementation, and separately analyzing each experiment. This is in addition to discussing the experience of Al-Ahram newspaper (A Book In A Newspaper) compared to those experiments in which the typeface has demonstrated the fluency of movement and the ability to perform in its various roles, through the concept of the letter family and the mixed use of serif types; to give the newspaper a formal feel, and the sans serif types; To give it a more comfortable and modern appearance, with reference to the nature of the topics presented in both newspapers. The researcher has relied in graphic processing on a variety of media, such as printmaking, painting media, drawing tools, and digital media, as combining them has achieved rich visual effects. The researcher has used the Broad Sheet, whose page size amounts to 42×59 cm to allow more space for illustrations, and a five-column grid division. The experiments also included two experiments on digital display methods for newspapers, one is a flipbook that can be browsed digitally, and the other is a Teaser about both newspapers, which is displayed through the website of the press institution responsible for the printed versions. The research concluded with an important result that attempts to develop illustrations in general and change the role of newspaper illustrations in particular has become an important matter as the values, aesthetics, skills, and market of this field have radically transformed. This is due to the dominance of television, photography, and digital imaging, and magazines assuming the leadership role, and the castle of publishing illustrations turning to formulate their role in other media and communication forms, such as interactive and animated illustrations.

Keywords :

Press Illustrations; Printed Newspaper; Literary and Visual Content.

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