



# Seeing the Complete Picture: Thinking Like the Reader

[The American Press Institute](#)

1. Readers make connections. Design and packaging should anticipate this. Readers relate events to their own experience, and to that of others.
2. Readers want context. Why is the event important? Why? So what? Who cares?
3. Readers are intelligent. There is no need to dumb-down the newspaper.
4. Readers appreciate a variety of packaging forms. It might be a story, or a graphic or a photo or a nugget or a caption. Whatever works best. The editor must anticipate and understand the power of each form.
5. Readers read!. Too much is has been made that readers don't read anymore, and that everything must be briefed or digested. Wrong. A newspaper subscriber will read a compelling take from beginning to end. The designer must get him there first with a good headline, an attractive package, a story-telling photo.