

Front Page: Tabloid Version

The tabloid version of *DIE WELT* was introduced in 2004. The main motivation for its launch was to appeal to young urban audiences who prefer to consume their daily dose of information on the go. The content of *DIE WELT Kompakt* is comprised of main stories from the broadsheet version, selected based on their relevance and with the paper's and target audience in mind. The front page of the tabloid version is based on a

reduced layout that consists of the masthead, a header, a side column where the top news of the day is introduced, and the main visual. The latter takes up the largest portion of the front page and often comes in the form of a graphic that synthesizes the main story of the day in an eye-catching and witty manner. Overall, the look and feel of the tabloid version is reminiscent of a magazine rather than a traditional newspaper.



1. *DIE WELT*'s graphics team sometimes includes interactive elements in their designs. Here it is the playful

method of "painting by numbers" that invites the reader to fiddle with the possible outcome of the 2016 U.S. elections

by tracing two different sets of numbers—a blue one corresponding to Democrats and a red one to Republicans.

2. A vintage graphic portraying Lenin is used to commemorate the 100th anniversary of the October Revolution in Russia.

3. The front page of the tabloid issue mostly focuses on one key visual that often involves an ironic twist on the subject dis-

played. In this case it is Donald Trump's obsessive occupation with Twitter that is visualized in a simple yet humorous way.

Basic Design & Layout

LOGO

In the tabloid version the logo is aligned left and is amended by the word "kompakt," which is separated from the main logo through a thin stroke.

AREA ABOVE THE LOGO

While in the broadsheet format the area surrounding the logo remains free from any content, the design of the tabloid version reserves this space for teasers introducing the most important stories of the day. Often these are accompanied by a small visual.



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The area above the barcode contains social media icons and contact information for *DIE WELT*'s main digital outlets.