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SKETCHING ‘DIFFERENT’
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J. Ford’s first 1A sketch, 1980
SKETCHING ‘DIFFERENT’
The cover piece can be artsy.

Promotion displays:
- NewtonExtraBoldCondensed all-caps keyword, 18point.
- Page-number numerals in 36-point
- All indexes in Times New Roman with hairline underscores.

Text:
- Times Roman ragged right or justified
- 8-point Blue rule at bottom of each section front (in Black if color not available).
THE FIRST PROTOTYPE
MORE PROTOTYPES
THE LAUNCH
HOW IT CHANGED
DIGITAL GRAPHICS

Plus or minus? The over or under? What's a moneyline bet? Breaking down sports betting terms.

SUBSCRIBER EXCLUSIVE
How the pandemic and war reshuffled the prices Americans are paying
NFL's path to top jobs still narrow, lengthy for coaches of color
Sheer girth

**Lambeau Field**
Green Bay Packers
1958

Oldest stadium constructed for an NFL team. Chicago’s Soldier Field is older.

**Mercedes-Benz Superdome**
New Orleans Saints
1975

The Superdome and Houston’s Astrodome were the first to bring NFL football indoors.

**AT&T Stadium**
Dallas Cowboys
2009

Along with seating for more than 100,000, it broke new ground with its massive high-definition scoreboard.

** Allegiant Stadium**
Las Vegas Raiders
2020

Like State Farm Stadium in Phoenix, Allegiant’s field can be rolled outside.

**SoFi Stadium**
Los Angeles Rams
Los Angeles Chargers
2020

SoFi Stadium is a giant: 3.1-million square feet, the largest stadium in the NFL.

And that’s gotta gnaw at Dallas Cowboys owner Jerry Jones considering his team’s AT&T Stadium (aka Jerry’s House) comes up just short at 3 million square feet.
A scientist is implanting human brain cells into lab rat brains.

Dr. Sergiu Pașca says the study is helping him "discover defects you would not be able to see in a dish."

Simone Biles on the hard, scary, confusing world of foster care

Florida leads the nation with 837 recorded shark attacks since 1882
Orionid meteor shower: Peak view will be early Friday morning

Putin proclaims he's annexing four regions of Ukraine

The persistent 2022 drought
Since January, excessive heat has lingered in the West and Southwest states, with the Northeast also experiencing severe to exceptional drought conditions in late August.
A beer shortage could be brewing in the U.S.
Carbon dioxide scarcity, shipping costs are hampering some brewers

The monkeypox outbreak has been declared both a national and global emergency

Biden’s administration has been criticized for not moving more quickly — See more

Ukraine has announced the start of a southern counteroffensive after targeting Russian supply lines, ammunition depots, logistical hubs and command and control posts for weeks. Some strikes, including those in Crimea, were miles behind enemy lines.

Ukraine has used Western-supplied long-range missile systems to damage key bridges across the Dnieper River in recent weeks, making it more difficult for Russia to supply forces on the western bank. Particularly vital is the Antonivskyi Bridge, the largest and closest bridge to Kherson.

The Kherson region, which borders on the Black Sea, is a major port with significant strategic importance. Its capture would give Moscow control over the Sea of Azov, a strategic body of water that is crucial for Russian access to the Black Sea.
When role-playing is OK:

Two consenting adults who decide to make fantasy a reality? There's nothing wrong with that.
NOTABLE DESIGNS
Strip becomes crime scene twice

Brazen burglary, fatal shooting occur within hours

A pair of unrelated Saturday morning incidents on the Strip.

movies hit a high-speed collision, yards away and hours later, a deadly shooting and standoff at a closed Las Vegas Boulevard hotel.

The shooting on the dou-le-deck Regional Transportation Commission bus began violently — one person died and another was wounded — but ended peacefully.

Redesign: Before

IN THIS ISSUE, SAVING YOU UP TO $324
SUNRISE SUMMER SAVINGS
AND 50 FREE REFRIGERATORS

Redesign: After

IN THE SUN TIRIED OF 'NEGATIVE NEWS? BLAME PRESIDENT TRUMP
LAS VEGAS SUN

NEW SECTIONS ENT, and ETC. debut, bring more entertainment and style
RAIDERS SECTION Everything you need to know about Las Vegas' new team

Cost of business
The biggest name in news in Southeast Texas" wanted to refine its brand image and refresh its navigational ease–starting at the top. From old to new, here is the change in logotype and nameplate (and my thumbnail sketch of the concept) that promotes the Hearst newspaper's being the chief news source, print or digital, in Beaumont and beyond.

Content strategy and design strategy work together in this enterprise effort done with an enterprising newsroom staff.

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The numbers look good in this report. Content and design add up to clarity and distinction in the latest Export-Import Bank OIG report to Congress, edited and designed by J. Ford Huffman & Associates. Want to check the figures? Contact 202 965 1202 or jfordh@earthlink.net.