Headline Exercise

- **Write a three column, 30 point hed.**
- **Write a two column, double deck, 18 point hed.**
- **Write a 4 column, 36 point hed.**
- **Write a 5 column, 24 point hed.**
- **Write a 6 column, 72 point hed.**

Use this standard unit count headline method for determining length and depth of "heds."

Standard

- Lowercase letters — 1 unit
- Uppercase letters — 1½ units

Exceptions

- Lowercase f, l, i, t and j — ½ unit
- Uppercase M and W — 2 units
- Spaces between words — ½ unit
- Punctuation — ½ unit
- Uppercase I or L and No. 1 — ½ unit

The point size of the headline type and the number of columns over which the headline will run will determine how many units you will have in the space available. Depending on the font your newspaper Selects for its headline, your chart could look something like this:

		Number of columns in width					
		1	**2**	**3**	**4**	**5**	**6**
Type size	**14 point**	22	45				
	18 point	18	35	52			
	24 point	13	27	40	23		
	30 point	11	21	33	47	55	
	36 point	9	18	27	35	44	53
	48 point	7	14	20	27	34	41
	60 point	5	11	17	22	27	33
	72 point	4	9	13	18	22	26