

## Abstract

Title: Editorial design. The Portuguese general daily press, print and online.

The starting point of this dissertation is the importance of editorial design and how news' content is graphically given to the reader through the daily newspaper of general information. It is based on a theoretical and conceptual basis for understanding the fundamentals of editorial design, applied to the printed and digital supports and then raises a case study of the main general-interest newspapers in Portugal (Diário de Notícias, Jornal I, Público). The analyzed media goes from printed newspapers to their digital editions in web and mobile devices.

The analysis criteria are drawn from the universe of graphic design applied to the publishing world, describing at first and then being applied to the specific cases of each examined newspapers. The data are crossed and it's done a comparison between the different supports (basically printed vs online) and between the three newspapers under study.

The result of the research is to describe the graphic communication used in the Portuguese daily newspapers and show whether there is a pattern in the design decisions taken in the layout of each day and applied to each bracket. Finally, new strategies to improve the relationship user-information are proposed.

Keywords: Editorial design. Daily press. Portugal. Print. Digital.