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# Key design elements of daily newspapers: Impact on the reader's perception and visual impression

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**Abstract:** Existing studies of newspaper design point to an interaction of form and content through the impact of visual format on the impression, perception, and understanding of the content. This paper aims to further explore the topic, i.e., the impact of design elements (layout, color, photographs, and front page) of the daily newspapers on the perception and visual impression of readers. The purpose of the paper is twofold. The first part briefly presents summarized theoretical considerations of newspaper design from a perspective of the marketing approach to the newspaper as a specific type of product. The second part is devoted to the primary research undertaken in order to explore and understand readers' perceptions of design elements of the daily newspaper on the Croatian market. The research findings confirmed the assumptions about the link between layout style and photographs on the one hand and the perception of the content, the interaction and the effect of color on the perception of the product (newspapers) character on the other hand, and the assumption of the role of front page design as a sales argument. Findings add to the existing knowledge with insights from the new research context—Croatia, and as such might help in increasing the understanding about the visual perception and behavior of readers from the emerging European market. Also, findings might serve as the basis for future improvements in the visual ergonomics of newspapers.

**Keywords:** design, daily newspapers, perception, visual impression, Gestalt