





ASF STYLES

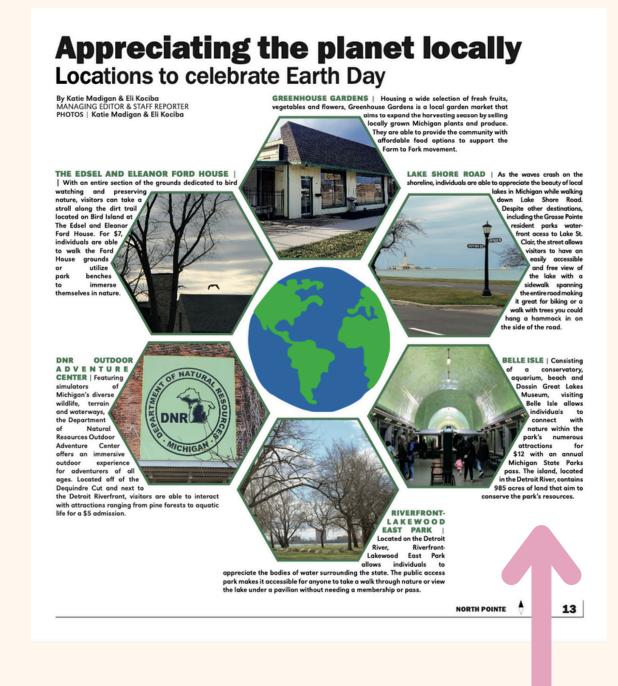
THE BASICS

What is an ASF?

An ASF stands for <u>Alternative Story Form</u> and is a way to tell a story <u>untraditionally</u> or without much <u>text</u>.

When do we use ASFs?

We use ASFs when we want to display information uniquely or without a traditional story. This allows the story to be more appealing to readers because they tell the story in a more approachable way.



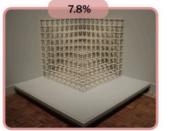


- In the past, Page 13 Life always had an ASF, and it was rare that we would feature one in another section.
- Through promising to pursue a more <u>elevated</u> version of our publication this year in our vision statement, we hope to bring one ASF to each section.
- To encourage more <u>individuals</u> to read our paper, more ASFs would be a perfect way to appeal to those who might not want to read a full story.
- ASFs can also look more visually appealing on a page and can allow for more <u>creativity</u> and <u>experimentation</u> with our editors and writers.

Art in the heart of downtown

DIA named best art museum in the country

Detroit Institute of Arts was named the best art museum in the country by the Readers' Choice Awards ed by USA Today. After its construction in 1927, the DIA became home to over 65,000 pieces of art, including otures, paintings and murals. We asked students what their favorite piece was out of five creations at the DIA









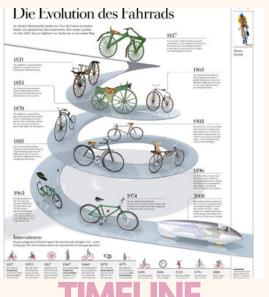


Mario Moore in 2020. In Moore's artwork, he depicts his subjects it a courtly and confident manner, while also maintaining influence from Spanish artists, such as Diego Velázquez.

PAGE 13

DIFFERENT TYPES OF

There are many different ways to tell a story other than traditional story writing. This could include, but is not limited to timelines, maps, Q & A, poll, annotated photo, by the numbers, key players, how to and instant expert. ASFs are typically art heavy pages and can require illustrations, graphs and photos.



















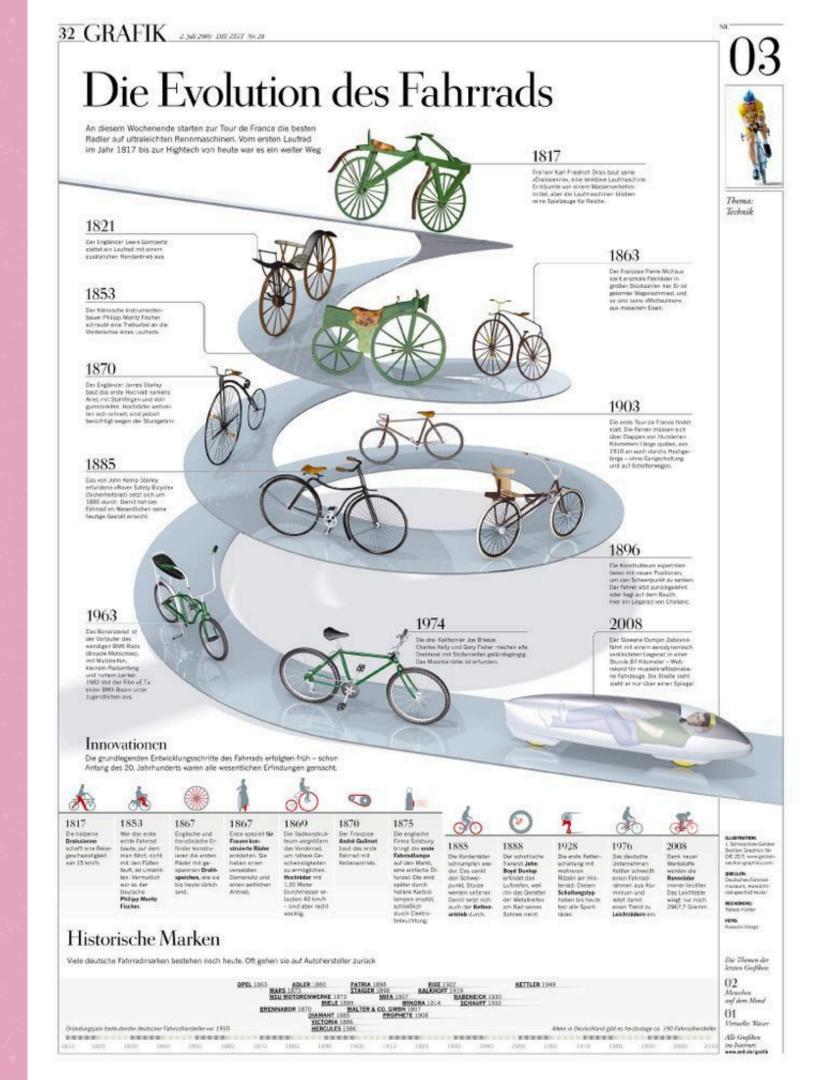




TIMELINES

Timelines highlight specific dates and their significance. Allows the reader to understand what leads up to a certain event or informs them about related events.

- photos
- descriptions
- graphics
- dates
- headline



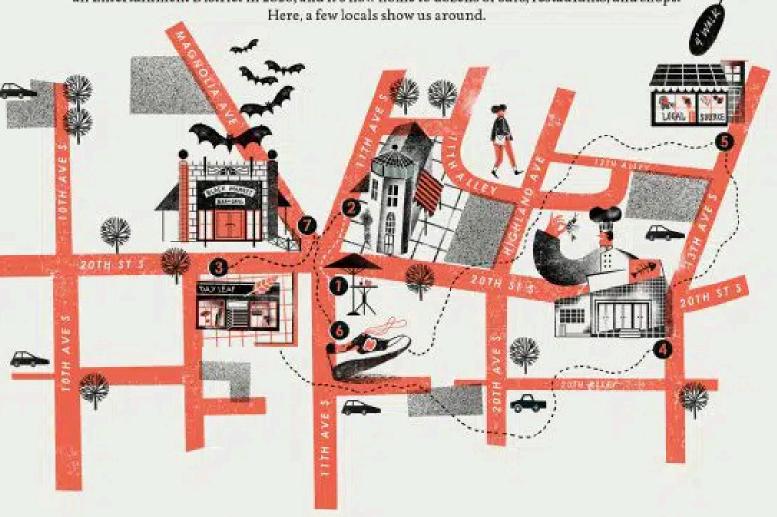
Maps help display significant areas related to a certain topic. They help showcase where places or events are located in proximity to each other.

Includes

- photos
- description
- graphics
- map
- headline

Five Points South, Birmingham, Alabama

The first part of Birmingham to be developed outside of downtown, Five Points South is listed on the National Register of Historic Places. While it remains notable for its early 20th-century architecture and the cast-iron Vulcan statue atop Red Mountain, the city designated the neighborhood an Entertainment District in 2020, and it's now home to dozens of bars, restaurants, and shops.





Filter Coffee Parlor co-owner Jill Marlar recommends:

"Highlands Bar & Grill is where you go for a special occasion. but Frank [Stitt] and his wife, Pardis, also have Chez Fon Fon. in the same historic building. It's loud and bustling, and everybody's drinking wine. I love the crab cakes."



Highlands Bar & Grill and Chez Fon Fon chef/ co-owner Frank Stitt recommends:

"One of the real bright stories is this excellent Indian restaurant Bay Leaf that opened last year. They have a chef from India that has really high standards. The lamb curries I've gotten have been so rich and complex."



Bay Leaf co-owner Vivek Lal recommends:

"Ocean sources fresh Gulf catches, and the fish is to die for. The catch of the day is usually pretty special, and they have a good wine collection, too."



Ocean chef/ owner George Reis recommends:

"There's this new fresh convenience store called Local Source Market & Grocery. The owner is sourcing local products, and we buy from some of the same famers."

Local Source Market &

Petruff recommends:

Grocery co-owner Justin



Alchemy 213 owner Ace Graham recommends...

"Alchemy 213, is a

higher-end clothing

store, and they have

an amazing sneaker

selection. It's Black-

a restaurant-heavy

it's good to see some

a bit of modern flair

to the area."

retail come in and bring

neighborhood, so

owned, and this is such

"Black Market Bar & Grill has a great selection of bourbon and whiskey-I had my first George T. Stagg there. I'm vegetarian,

and I can always get a good veggie burger there, too."



Black Market Bar & Grill's co-owner Elise Yarbrough recommends:

"Me and my business partner, George [Cowgill], are in Filter Coffee Parlor probably three times a week. We like that they're local and not a Starbucks-it actually used to be a Starbucks, which one of the owners used to manage."

A Q & A helps display information from notable source quickly and candidly. They can provide readers with a better understanding of specific topics and can help answer some of the questions they may have about a topic or person.

Includes

- photos
- portrait/ mug
- questions
- answers
- graphics
- name
- headline

What's next for

AccountancyManager?



James Byrne Chair & co-founder Kevin McCallum

James Reilly Product Lead

XU: We were excited to hear the news of Accountancy Manager's leadership team expanding! The appointment of Kevin McCallum as the new CEO is especially exciting and we're sure our readers would love to learn more about him.

B: It is an exciting time as this appointment emonstrates our commitment to developing the business and our ambition to continue growing.

XU: Tell us a little about your background where were you before AM?

KM: I spent the last FreeAgent, in the role of Chief Commercial Officer. In that time I was responsible for a number of different aspects of the business including setting up and managing | drive towards digitisation have all the team Supporting accountants using the FreeAgent platform, as well as the relationship with NatWest both sides of their acquisition of FreeAgent in 2018. I first moved into the technology space in 2001 when I joined Pegasus Software having worked in business banking with Bank of Scotland for a few years.

XU: What experiences do you think will help in your new position as

KM: I've spent the last 20 years working within the accounting software industry, and over that time. I've seen the industry developat such a pace that it's almost unrecognisable to 2001. The

advert of cloud, mobile and overall had a tremendous impact on the way accountants work and the services they deliver to their clients. and it's clear there's more change yet to come. . Technology is the future, and with my experience to date, I think I can help AccountancyManager continue to do what they have been doing but with just a few tweaks, do it in a more effective way.

XU: Why did you choose to join AccountancyManager? What drew you to them as a

KM: The passion from the team and the enthusiasm from our users. From the outside, you look at AM and you think it sounds like a good idea. It sounds like software that

people might benefit from using. But when you're in the business and you talk to the team, their passion for the product comes shrough so strongly. The team are inspired by the users and hear the moact the system has on their practices and their own daily lives. For the users, AM is more than an online tool they log into every day. it's a tool that is integral to their nusiness, a tool that enables them so work more efficiently and to be more productive but possibly most, it was one of my many roles and importantly, it's a tool that gives responsibilities. mem back time.

XU: Is there anything you're particularly excited for in the new position?

KM: Fulfilling the potential that AM has. The company has done a fantastic job in developing the software and building a large loyal user base in the last 4 years, but there's still so much more we could

XU: Are there any changes or new things you would like to bring

KM: Wherever there's news of this nature, the first thought is often to what changes are coming. The first thing to say is that I'm not looking to make any big changes to the company. My objective is and will always be to improve the company and to continue the great work that's been done up until Me coming on board also demonstrates that we're continuing to invest in our team and the future

XU: You've also recently welcomed Katherine Tenner to the team as Chief Financial Officer. What will Katherine bring to the

KM: I'd say that Kath's appointment also demonstrates the commitment to the future development of the business. As we continue to grow and make further investment back.

into the company Kath's experience means that we can continue to What will the new position entail? grow the business in a structured and managed manner.

XU: Before Katherine, AM didn't have a CFO. In what way will this new position affect AM?

B: I was an accountant before running a software business so CFO

entrepreneurs to take responsibility for multiple different aspects of the business when starting up, but over time and as the business has grown, James has - 8. Returns - the accountancy been able to relinquish some areas - practice that I ran before setting of responsibility by bringing in experienced people in these areas. | Company and Revive Cafe and Bar This started with the first member a new business I set up in Warwick of staff, was something that was done at the management level and now has progressed to bringing on new a new CEO and CFO.

XU: Co-founder James Byrne will now be the Chair of AM. Why did you decide to make this change?

B: As I've built the team, I've always looked to hire the best, most qualified people ; requirements. in their specialism. Sales, Marketing, Support, Developers, We don't aim for the ones asking for the least money, live the closest or are jacksof-all-trades. This approach should be taken across the business at every level - including CEO.

Having launched AccountancyManager in 2017 and grown the business to the stage it's at now, I recognise that there are more experienced people than myself out there. It's an approach that a number of companies a lot. of people have heard of have taken opportunity and given the recent with great success (for example, Ben Frances with GymShark) and 1 responsibilities I now have, I feel owe it to the business, our staff and I the decision to join was a positive our users to always do what's right - one for myself and the business. for the business.

B: fil be stepping away from the day-today running of the business but I'm not stepping away from AccountancyManager, My focus will be on business strategy and driving the business forward in the direction I believe is right for our

XU: Will you be taking on any new projects alongside AM?

B • AccountancyManager Is my priority and will continue to be so however I am involved in several other businesses, such as Accounts up AM. Nexok - a direct marketing

XU: Another change to the AM team is James Reilly, who will become the Product Lead. What were you doing before this role at

R: I was previously a business analyst for AM overseeing the delivery of projects and responsible for scoping the

XU: Before you joined AM, what were you

R: Business Analyst at Warwick University.

XU: What led you to join the team originally?

R: I was looking for a new challenge in a company where I felt I could make an impact. I was delighted to have the change in role and additional

XU: The new role will inevitably lead to

36 / Issue 29

XU Magazine - the independent magazine for Xero users, by Xero users.

Polls help display information in a graph form. They allow readers to see how the school population feels about a certain topic.

- photos
- description
- key
- graphics
- graph
- percentage
- headline



ANNOTATED PHOTO

An Annotated Photo helps describe the significance of the photo or explains certain features of the image. They allow readers to understand each detail of the photo by directly highlighting them.

- photo(s)
- annotation
- headline



BYATHENUMBERS

By the numbers helps emphasize the numbers included in facts about a related topic.

in loal son because

Innehåll

Redaktionen
Vi son abera pi M.A.P. villnense dig till ster
slice From manner.

Snapshot

Herr Judit

Vi har basilet Harr Judit 1 Stockholm som it en secondhandsfür med en künda sw lyx och ir ilitiliselser.

Curtis Kulig

I New York has vi yests hessess has Costis Kulig. En konstnär med nyskspande idées.

Mode

Modet in für vissen fötografene av Peter Gehake och stylet av Cla Japanon.

Matresa

Eric Weiner och Mys Henryn nytoppnade restauring leaking Mexico. Vi fick mo-Eigheen en fi dens implicementoner som servens degliges på dens tallifast.

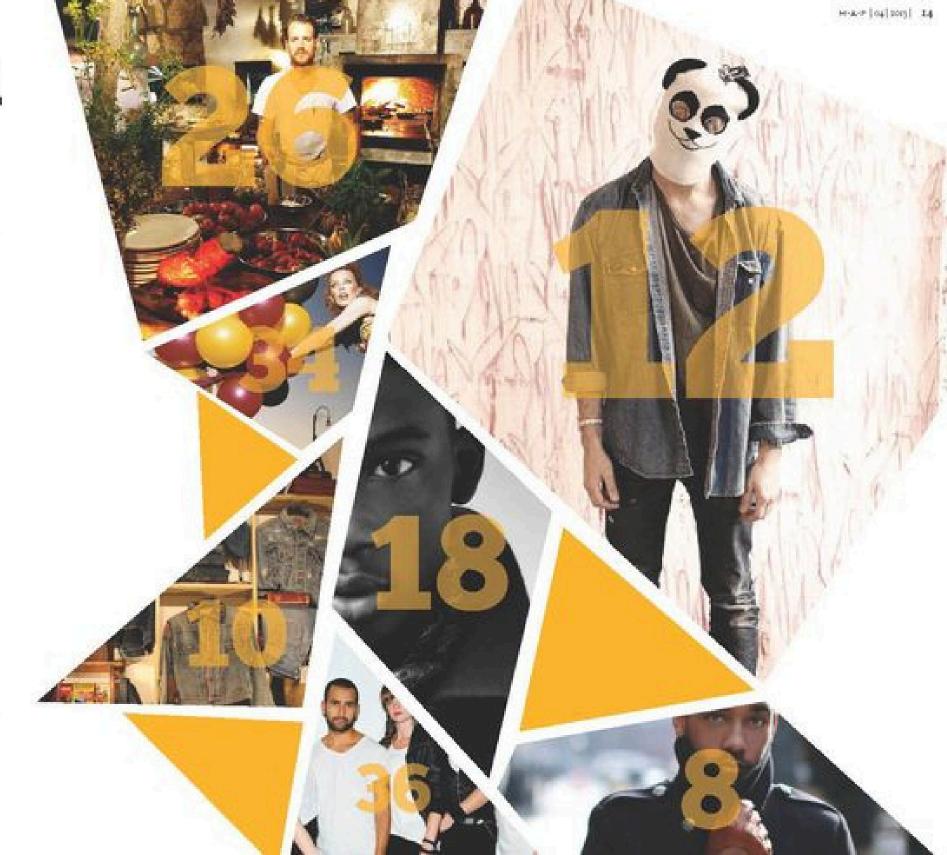
Close Up

Vid du har i visken siger exrollet mycket om dig själv som pesson. Dette hat vi tagit vara på då vi har stoppet fyra mån på getan i Naw York, Stockholm och Göteborg

Potografides stiller ut David Luchsquille och w har warte disc Danish Grafic Dusign Award bar dahmur.

Indipop bunder Humana Love is his fits MEDICAL SERVICE





- photos
- descriptions or facts
- numbers
- headline

KEY PLAYERS

Key Players is a collection of short profiles or a Q & A with different individuals all connected to a related topic. This allows readers to gain insight into the different individuals that might appeal to them.

Includes

- portrait or mug
- descriptions, mini profile or question responses
- names
- headline

FRONT END LOADED

WHEN IT COMES TO INDY, IT'S NOT ONLY WHERE YOU FINISH, BUT WHERE YOU START

flay Herroun started his engine in 20th place for the first Indianapolis 500 in 1911, but nearly seven hours later, he Victory Lane has been the near-exclusive domain of cars from the first three rows, with 62 winders starting ninth tave Danica Patrick (10th), returning logend Michael Andretti (13th) or 20th Indy winner Buddy Rice (14th). But cos

POSITION



SAM HORNISH JR., NO. 6
MARLBORD TEAM PENSKE
DALLARA/HONDA
BEST START: 1ST E20061
BEST FINISH: 14TH (2001)
WHY HE'LL WIN: Because
nething else matters. The
Defiance, Ohio, native has
ignored giant sites of NASCAR

cash for a chance to have his likeness aculated onto the Borg-Warner Trophy. His team is pretty good here too. Pensito has won at indy 13 times, more than any other team ever.

WHY HE WORT. He tries too hard. With former team. Panther Racing and with Penske, Horrish has routinely overcooked his ride on rare day. That explains three crashes and a stown engine in six lody 500s.





have the excuses

TONY KANAAN, NO. 11 ANDRETTI GREEN DALLARA/HONDA BEST START: 1ST (2006) BEST FINISH: 2ND (2004)

HELIO CASTRONEVES, NO. 3

MARLBORD TEAM PENSKE

BEST FINISH: 15T (2001, '02)

there-done-that factor is off the

charts, with wine in his first two

tries and top-10s in his other

WHY HE'LL WIN: His been-

DEST START: 15T (2000)

DALLARA/HONDA

three. In recent years, an underpowered Toyota engine

Honda, so that disadvantage has disappeared ... and so

Wary MF W/MFY- I ast three-time winner? Rick Means in

1988, we route to joining A.J. Foyt and Al Unger Sr. as:

four-timers. Since then, Al. Jr., Arie Luyendyk, Izmerso

Fittipaldi and Castronerus are 0-13 chasing a third.

kept the No. 3 from win No. 3, but everyone new uses

WHY HE'LL WIN: After a oneyear backseat ride behind Whetdon, the 2004 IRL champ is back in the No. 1 seat at

Andretti Green. A wreck in the season opener has been offset by back-to-back third-place runs in April, and a jump to lifth in points. In four Indy starts, Kanaan has led an average of 27 typs.

Wirt HE WOR'T: Distractions abound at Androtti fireen from Michael Andretti's return as a driver to boun Marc Andretti's debut. Penske and Ganassi joining Honda's ranks has cut deeply into AO's favored—son status.



WHY HE'LL WIN: The offseason switch from Toyeta to Honda has paid ammediate dividends for Dixon, who

SCOTT DIXON, NO. 9

DALLARA/HONDA

TARGET CHIP GANASSI

BEST START: 4TH (2003)

followed his 2003 IRL title with underpowered points finishes of 10th and 13th. After only five top-10s in 17 races last season, the New Zealander has already posted three top-10s in three races this year.

WHY HE WON'T: Since 2000, Dison has flirted with F1, undergone cornea implant surgery and been criticized for a tack of intensity. Whelston's acrival means that Dison is no longer banase's No. 1 driver.



KOSUKE MATSUURA, NO. 55 SUPER AGURI FERNANDEZ DALLARA/HONDA BEST START: 7TH (2004) BEST FINISH: 11TH (2004)

WHY HE'LL WIN: Can you say underding? Since practice begun May 9, Matsuure has been up front in every session.

But American race fans still have no idea who he is, even though he was named indy 500 and IRL Rookie of the Year in 2004. He hasn't finished lower than seventh all season.

WHY HE WON'T: Hemispherical bias. Seventeen foreign-born drivers have won at Indy, representing nine countries. But no one originating east of Italy has sipped the milk.

POSITION I



SCOTT SHARP, NO. 8 DELPHI FERNANDEZ DALLARA/HONDA BEST START: 1ST (2001) BEST FINISH: 7TH (2005)

WHY HE'LL WIN: A win here is the only item missing from his indyCar resume. The 1996 teague co-champ with Buzz

Cardikins) is the all-time IRL leader in starts [118], and sits among the career leaders in wins (ninc) and tap-10s (66). Sharp is also the only remaining full-time racer from the league's inaugural season.

WMY HE WON'T: His trademark consistency has gone MIA after a seventh at Homestead-Miami, a 10th in St. Petersburg and a 15th at Moteyi, where a bizarre restart spin ted to Sharp's first DNF in 13 races.

HOWTO

A How To should explain how to do something using quick steps and descriptions that are easy for the reader to understand.

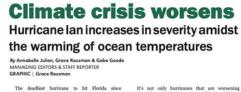
- photos or graphics
- steps
- numbers
- headline



Instant Expert allows the reader to gain a stronger understanding of a challenging or complex topic using fewer words than a full length story. It can be separated into sections or present the information together.

- photos
- descriptions or facts
- headline
- context



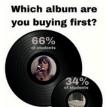


2 NEWS NOVEMBER 2, 2022



Battle of pop and indie rockTaylor Swift's "Midnights" versus Arctic Monkeys' "The Car"

GRAPHIC | Katie Madigan PHOTO COURTESY | Spotify









ON CAMPUS



Fall flavors: Local cafes for all season long





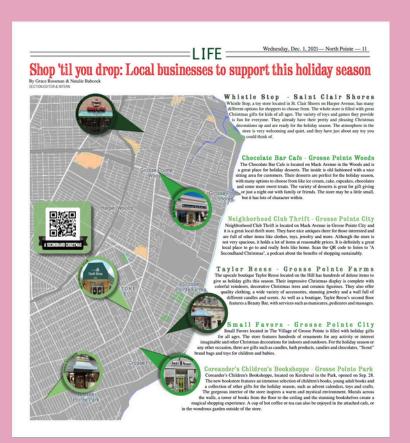
Morning Glory Coffee

The Red Hook

REVIEWS ANNOTATED PHOTO



ASFS IN EACH SECTION





ON POINTE TIMELINE

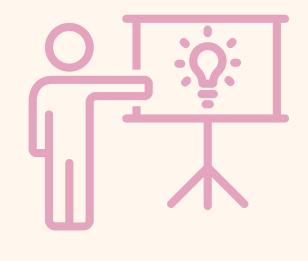


LIFE HOW TO



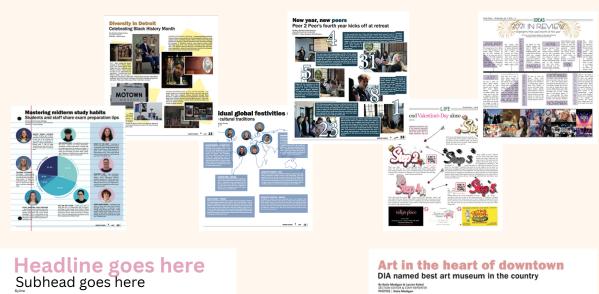
FEATURE KEY PLAYERS

LIFE MAP



With your group, read the story pitch for your section.

MINI LESSON





As a group decide what type of ASF(s) would best tell the story.

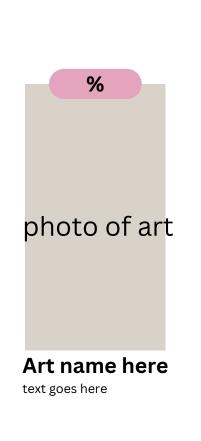
Then, on Canva, design what the page will look like.

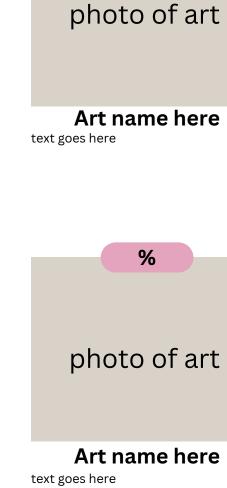
Headline goes here Subhead goes here

text goes here









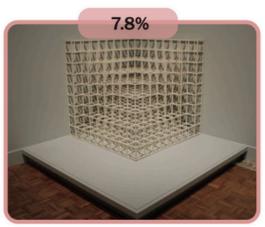
Life **13**

Art in the heart of downtown

DIA named best art museum in the country

By Katie Madigan & Lauren Kaled SECTION EDITOR & STAFF REPORTER PHOTOS | Katie Madigan

The Detroit Institute of Arts was named the best art museum in the country by the Readers' Choice Awards hosted by USA Today. After its construction in 1927, the DIA became home to over 65,000 pieces of art, including sculptures, paintings and murals. We asked students what their favorite piece was out of five creations at the DIA.



"Modular Open Cube Pieces," Sol LeWitt

This geometric piece created by Sol LeWitt in 1976 consists of three right angles, constructed to form a corner. It was created to suggest that a single form can produce endless opportunities.



"Detroit Industry Murals," Diego Rivera

The ornate murals stretched across the walls of the Rivera Court, painted by Diego Rivera, is one of the most renowned displays at the DIA. In the 27 different panels of the mural, Rivera depicts Detroit industries such as the Ford Motor Company.



"Armor for the Tilt," Anton Peffenhauser

The steel and leather armor set was crafted by Anton Peffenhauser, well known armorer from Augsburg, Germany. The set was created in the year 1580 and was inspired by the Duke of Bavaria's court members' attire.





"Penelope," Franklin Simmons

In the marble statue created by Franklin Simmons in 1903, the sculptor portrays Penelope, Greek Mythology's Queen of Ithaca, who is known for her loyalty to her husband, Odysseus.



"The Council," Mario Moore

This detailed and colorful oil painting was created by Detroit artist Mario Moore in 2020. In Moore's artwork, he depicts his subjects in a courtly and confident manner, while also maintaining influences from Spanish artists, such as Diego Velázquez.



LIFE 13