

# Typography

## INSTRUCTOR NOTES

### GUIDELINES FOR DIGITAL TYPOGRAPHY

Pay attention to detail.

#### Rules to follow at all times

##### 1. Use a smaller point size for all-uppercase text

When entering all-uppercase letters such as titles, acronyms, initials, and other capitalized text passages use a smaller point size for the capital letters. A 1 or 2 point reduction should work well.

Perfect typography depends on perfect harmony between all of its elements. We must learn, and teach, what this means. Harmony is determined by relationships or proportions. Proportions are hidden everywhere: in the capaciousness of the margins, in the reciprocal relationships to each other of all four margins on the page of a book, in the relationship between the leading of of the type area and dimensions of the margins, in the placement of the page number relative to the type area, in the extent to which CAPITAL LETTERS are spaced differently from the text, and not least, in the spacing of the words themselves. In short, affinities are hidden in any and all parts. Only through constant practice and strictest self-criticism may we develop a sense for a perfect piece of work.

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Also be aware that many programs allow you to use SMALL CAPS. Quark's default is to set these to be 75% of the original point size. That's probably too small! You can also change this setting through the Preference settings.

Many fonts have SMALL CAPS designed into the font.

##### 2. Add letterspacing (Tracking) to capitalized text and small caps.

Use tracking to add additional space to capitalized letters and small caps.

HONORABLE JUSTICE WARREN A. BERGER      no tracking

HONORABLE JUSTICE WARREN A. BERGER      +25 tracking

HONORABLE JUSTICE WARREN A. BERGER      no tracking

HONORABLE JUSTICE WARREN A. BERGER      +25 tracking

3. Use Oldstyle numerals when available and where appropriate.

1234567890 1234567890

Lining numbers & Non-Lining numbers

Non-lining numbers are better substitutes than Lining numbers in most situations, especially where text and numbers are intermixed.

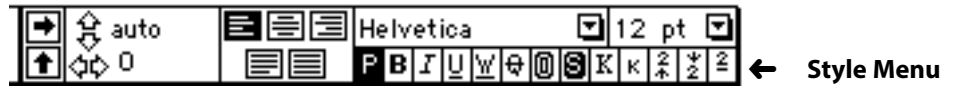
ABCDEFGHIJ1234567890 Use lining numbers with all-uppercase text.  
ABCDEFG 1234567890 Non-lining numbers with Small Caps.

4. Use a slightly smaller point size for numbers (when Oldstyle numerals are not available).

The winner lives at 1234 Main street, Your Town, USA.

The winner lives at 1234 Main street, Your Town, USA.

5. Avoid styled text.



6. Use boldface sparingly.

- especially within the passages of text.
- consider using Italic instead.

Filled with **allegory** and symbolism, this classic story of good and evil unfolds among the whaler community in the **1800's**. The great white whale, **Moby Dick**, is pursued by the obsessive and cruel Captain **Ahab**. In a prior battle with the leviathan, **Ahab** had lost a leg, and many say, his mind.

Filled with *allegory* and symbolism, this classic story of good and evil unfolds among the whaler community in the *1800's*. The great white whale, *Moby Dick*, is pursued by the obsessive and cruel Captain *Ahab*. In a prior battle with the leviathan, *Ahab* had lost a leg, and many say, his mind.

7. Decrease the size of ballot boxes and check boxes in body text.

Check here!       Check here!

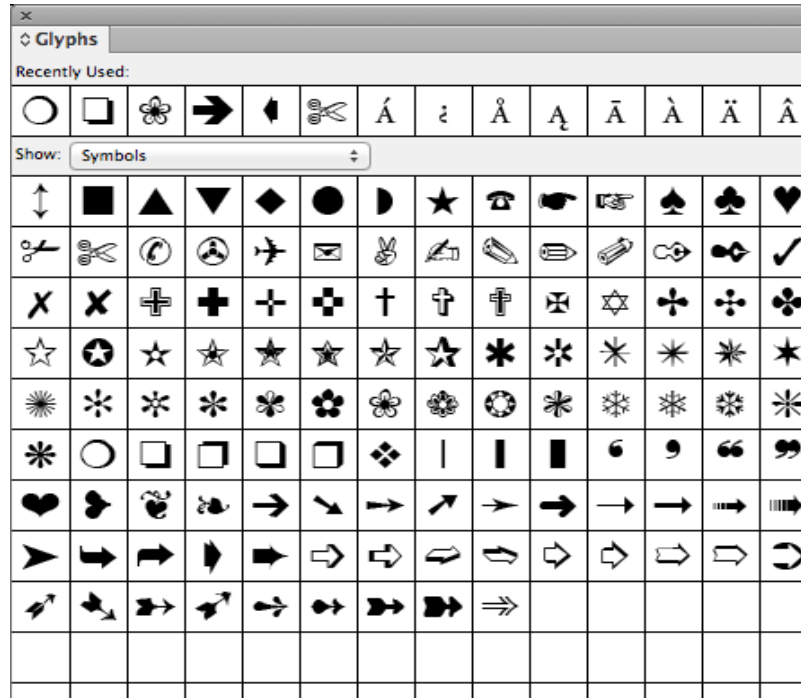
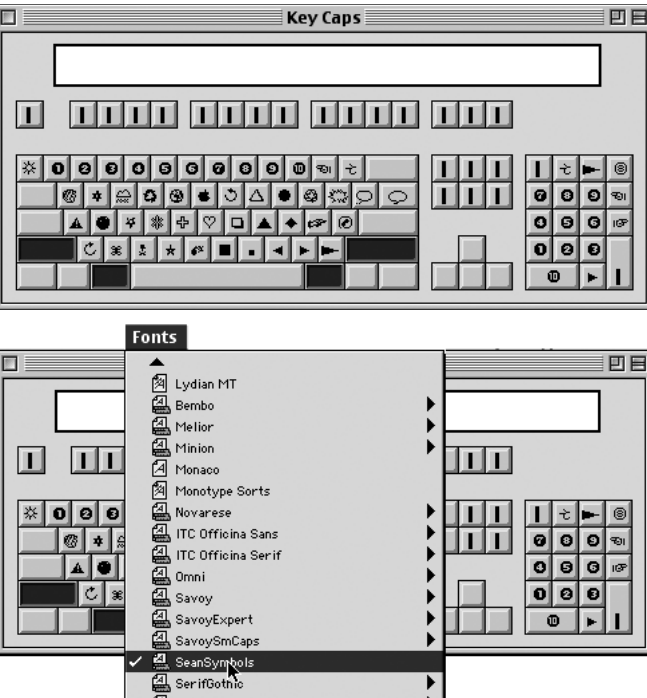
The smaller size box on the right looks better, especially when grouped with other text and boxes.

**8. Consider using other characters than bullets.**

• Bullet Option-8

• ◉ ↻ ↗ ☺ 🖱 ⌘ Wingdings

Find your symbols using KEY CAPS OR the GLYPH PALETTE



**9. Hyphenate text intelligently.**

**Rely on your eye:**

Make sure at least two characters are left behind and three are carried over to the next line.

• “El-egantly” is acceptable, but “Elegant-ly” is not.

**10. Make sure the stub-end of a hyphenated word is not the last word of a paragraph.**

- insert a manual line break
- edit the text

What we mean to say is if your point size and your your column width is of a size to create a hyphenated word at the end of the paragraph, make adjustments to eliminate the offending phenomena.

**11. Limit the number of consecutively hyphenated lines to three.**

Words have mean-  
ing, words definite-  
ly supply explaina-  
tion to who we are,  
words can also hurt  
us. If we learn to  
use our words care-  
fully and thought-  
fully, we can control  
blah, blah, blah,  
blah.

**12. Avoid beginning three consecutive lines with the same word.**

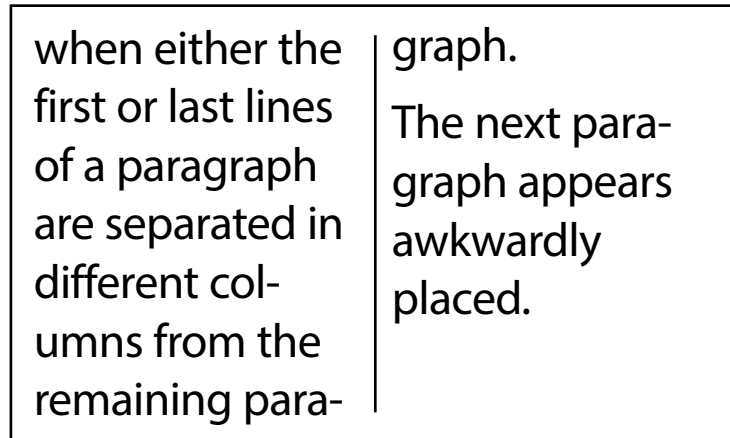
Words have meaning,  
words define who we are,  
words can also hurt us. If  
we learn to use our words  
carefully and thoughtfully,  
we can control blah, blah,  
blah, blah.

**13. Beware of Widows and Orphans**

**Widow:** a single word or excessively short last line of a paragraph left alone at the bottom of the a column.

a single word or  
excessively short  
last line of a para-  
graph left alone  
at the bottom  
of a column is a  
widow.

**Orphan:** when either the first or last lines of a paragraph are separated in different columns from the remaining paragraph.



#### 14. Avoid hyphenating or breaking proper names and titles.

You don't want this to happen in a column of body text, Mr. Sammy Thomas, do you now?

You do want this to happen in a column of body text, Mr. Sammy Thomas, do you now?

Insert a non-breaking space between the first and last names.

Quark= Command-spacebar

INDesign = Option-Command "X " OR

Type Menu > Insert White Space > Non-Breaking Space