Unit 2 : Establishing the Foundation

Your publication's overall look is determined by its size and shape as well as the placement of repeating elements such as white space, borders, headers, footers, page numbers, and text columns. Make these initial decisions with care; after you implement them, you cannot easily modify them. The benefits of correct decisions, however, can last for several years.

Lesson 1 : Determining Size, Shape, and Length

1.1. Learning Objectives

On completion of this lesson you will be able to describe:

♦ Size and shape considerations.
♦ Number of pages.

1.2. Introduction

The best way to choose publication size, shape, and length is by referring to the content, reader, and budget questions. Put yourself in your reader's position and ask questions like these:

♦ Does the format make the publication easy to hold?
♦ Is the format easy to store in a bookshelf or file cabinet?
♦ What are the least-expensive alternatives for distribution and printing?

1.3. Size and Shape Considerations

Size and Shape Considerations

When you choose a publication size, put your readers first, your budget second, and creative considerations third. It may be fun to work with nonstandard sizes, but often there are good, solid reasons to stick with conventional publication sizes and shapes. Ease of reading, distribution, and storage considerations should be considered before "creative" considerations. Books designed for extended reading for example, are usually smaller than large, "coffee table" books. Standard vertical, rectangle books are popular because you can easily hold them in your hand; larger, square books often become top-heavy when held. Horizontal-format publications (8.5 inches high by 11 inches wide) are too deep to place in most bookshelves.

Function should play a major role in determining the size and shape of newsletters. The standard size in America is 8.5 by 11 inches. This size is large enough to offer a variety of page layout possibilities yet can be economically mailed and-most important-easily stored in standard file folders. Tabloids, or 11 by 17-inch newsletters, although seductive at first glance, are harder to read and difficult to store.

When designing a brochure, consider distribution and display. A square brochure might set your brochure apart from the others, but how are you going to mail it? Will you have to purchase and print special mailing envelopes? If appropriate, consider how your brochure will be displayed in a retail environment. How can you display an odd-sized brochure if it doesn't fit in a standard literature holder?

Cost also plays a role in choosing publication size and shape. Most print shops have a limited quantity of paper on hand. Printing costs quickly increase if a non-standard paper has to be ordered for a single job. Printing costs go up even more if your special shape publication requires trimming (or cutting) after printing.

Often you can save money by choosing a publication size that is a multiple of the standard paper size. This gambit allows your printer to gang print several copies at the same time on a single sheet of paper and then cut them apart without waste.

1.4. Number of Pages

Number of Pages

Over-ambition is one of the cardinal sins of newsletter publishing. A monthly four-page newsletter that appears on time every month is far better than an eight-page newsletter that appears almost every other month or, worse, misses an occasional month.

Similarly, an error-free two-sided fact sheet that projects an image of excellence and attention to detail is better than a six-panel brochure that looks like every other brochure, or projects a desktop-published look that identifies it as coming right out of a template package.

1.5.   Exercise

1.5.1. Multiple choice questions

a.   Tabloids are

i)   9 × 11 inch
ii)   8½ × 11 inch
iii)   11 × inch
iv)   11 × inch.

b.   When you choose a publication size you should consider first

i)   The cost
ii)   The color
iii)   The reader
iv)   The creative considerations.

1.5.2. Questions for short answers

a)   Before deciding the shape of a publication, which questions you should ask yourself?
b)   How can you save money by choosing an appropriate publication size?

Lesson 2 : Using White Space as a Design Tool

2.1. Learning Objectives

On completion of this lesson you will be able to describe:

♦ How to add white space to the sides of a page.
♦ How to add white space to the top and bottom of a page.

2.2. Introduction

White space is the least expensive and often the least-understood design tool at your disposal. White space is often misunderstood to the extent that it is viewed as "wasted space." But consider all the uses for white space:

♦ Surrounding pages
♦ Between columns
♦ Within and around headlines
♦ Between lines and paragraphs
♦ Between letters and words.

The following sections look at ways to control white space in three locations: at the sides of pages, at the tops and bottoms of pages, and between columns. Your publications will grow in strength to the extent that you consistently use effective amounts of white space in these highly visible locations.

2.3. Add White Space to the Sides of Pages

Unless you instruct them otherwise, most programs add equal amounts of space to the left and right edges of a page. Default margins are typically too generous. The standard default margins for page layout programs are for half-inch margins, (which is slightly increased in the default settings for double-sided printing). This setting crowds the edges of the page when you work with 8.5 by 11-inch pages. The left and right margin defaults for most word processing programs are also too generous and typically indent the text approximately 1¼ inches from the left and right edges of the page.

Add White Space to the Sides of Pages

You can control the amount of white space at the sides of your pages by changing the margins. The command you use to change margins is typically found in the Layout or Format menus of most word processing programs or the Page Setup menu of page layout programs.

♦ PageMaker for Windows (or Macintosh): Choose File > Page Setup (or File > Page Setup).
♦ QuarkXPress: Choose File > New.
♦ Microsoft Publisher: Choose Layout > Layout Guides.
♦ Word 6.0 for Windows (or Macintosh): Choose File > Page Setup (or File > Page Setup).
♦ WordPerfect 6.X for Windows: Choose Layout > Margins.

White space at the sides of an advertisement helps separate the advertisement from adjacent editorial matter and other advertisements. White space at the sides of your pages provides a place for readers to hold your publication without obscuring any of the text or visuals. On double-sided publications, white space also provides space for binding or three-hole punching your publication without obscuring the ends of lines on left pages and the first words of lines on right pages.

Deep margins also provide space for adding emphasis to headlines and subheads by allowing them to begin to the left of the text columns, as shown in Figure 1.2. This technique is called hanging headlines and subheads.

2.4. Add White Space to the Top and Bottom of Each Page

Add White Space to the Top and Bottom of Each Page.

You can control the white space at the top and bottom of your page in two ways. You can add white space by increasing the distance of the headers and footers relative to the top and bottom edges of the page, or you can increase the amount of white space between headers/footers and adjacent text columns. The technique you use depends on whether you're using a page layout program or a word processing program.

♦ **PageMaker for Windows (or Macintosh):** Position the headers and footers on Master Pages and determine the top and bottom margins of text columns by using the File > Page Setup command. Using top and bottom text margins to establish the starting and stopping points of your columns saves time compared to leaving margins at the half inch defaults and using manual pull-down guides. If you use margins rather than alignment guides, the text automatically flows to and from the correct location; otherwise, you have to manually re-align the "window shades" to the horizontal guides on each column of each page.

♦ **QuarkXPress:** Follow the same basic procedure as for PageMaker, but instead of the pull-down guides use the Automatic Text Box feature.

Graphics Design

♦ **Microsoft Publisher:** Position headers and footers on Background pages (choose Page > Go to Background or use the Ctrl-M keyboard shortcut). Then choose Layout > Layout Guides to determine the placement of text frames.

♦ **Microsoft Word 6.0 for Windows (or Macintosh):** Separately position header and text placement by choosing File > Page Setup (or File > Page Setup). The Margins tab contains separate settings for the top and bottom of text columns as well as the placement of headers and footers (see Figure 2.1).

♦ **Word Perfect 6.X for Windows:** Choose Layout > Header / Footer > Create (or Edit)
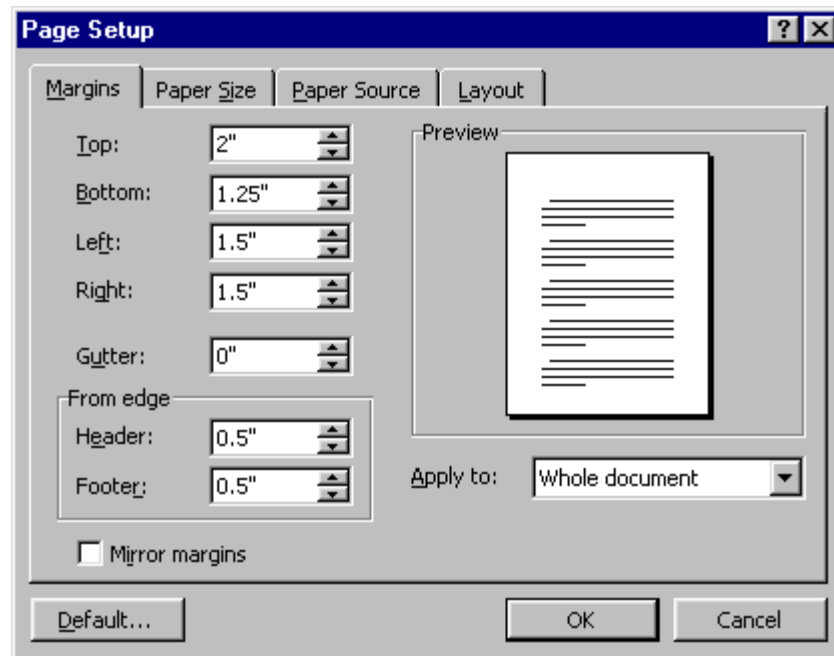

Fig. 2.1: Microsoft Word's Page Setup dialog box.

When you work with word processing programs, you can add space below headers or above footers by pressing Enter or Return one or more times while In Header or Footer view. The amount of space added is determined by the type size currently selected.

Page layout programs such as PageMaker or QuarkXPress are often easier to use because you can visually place repeating elements such as header text and graphic elements on master

pages. Word processing programs lack this intuitive approach. Because they don't have master pages, you must "construct" pages by manipulating margins, headers, and footers, which often appear in different views. This approach requires more trial and error (although it is suited for publications that remain essentially unchanged issue after issue).

2.5.   Exercise

2.5. 1. Multiple choice questions

a.   Most word processing programs use side margin of

i)   ½ inch
ii)   ¾ inch
iii)   1 inch
iv)   1¼ inch.

2.5.2. Question for short answer

a)   What is hanging headlines? Discuss its advantage.

2.5.3.   Analytical question

a)   How white space should be added on the top, bottom and sides of a page in different word processors?

Lesson 3 : Working with Multi-Column Documents

3.1. Learning Objectives

On completion of this lesson you will be able to describe:

♦ How to determine column size and placement.
♦ How to add vertical down rules between columns.

3.2. Introduction

Following white space, columns are the most noticeable repeating page element you're likely to work with. With the exception of correspondence and documentation, most pages are based on more than one column of text. This tendency exists for reasons of economy, ease of reading, and design flexibility. Substituting short columns for long lines of type allows you to use a smaller type size. A smaller type size increases the number of words on a page without sacrificing easy reading.

In addition to promoting easier reading multiple column formats also make it easy to incorporate a variety of different-sized visuals into your pages. As the illustration at the top of Figure 3.1 shows, it is difficult to place photographs or graphs into a page containing a single-wide column of text without creating text wraps that interfere with the text. When a multi-column grid is used, however, photographs can fit within individual columns or extend into adjacent columns of white space.

3.3. Determining Column Size and Placement

Columns should be wide enough to accommodate approximately forty characters, an alphabet and a half, in the typeface and type size you are using. Narrower columns don't allow two complete eye sweeps, and wider columns slow down the reader. Narrow columns also create word spacing problems, especially if justified text is used.

Determining Column Size and Placement

Columns do not have to be centered on the page. Some of the best-looking page layouts are based on off-center column placement. Such placement creates a wide column of white space on each page, originally known as scholar's margin (so called because scholars could use the space to annotate their books). Today, you can use the space for callout (warnings, tips, or parenthetical information) or small illustrations, as used in this book.

The space between columns is just as important as the width of the columns. When column spacing is too narrow, readers can easily jump the gap (go from the last word in a column to the first word of the same line in the next column). And when column spacing is too wide, the vertical bands of white space between columns destroy page unity.

The ideal distance between columns should be determined by the size of the type in the columns as well as by whether the text in the columns is aligned flush-left/ragged right (text is aligned with left edge of column) or justified (text fills the full width of each column). Columns containing a relatively small type size can be more closely spaced than columns containing larger type sizes. Justified text usually requires more columns spacing than columns of flush-left/ ragged-right text.

> *The ideal distance between columns should be determined by the size of the type in the columns as well as by whether the text in the columns is aligned flush-left/ragged right (text is aligned with left edge of column) or justified (text fills the full width of each column).*
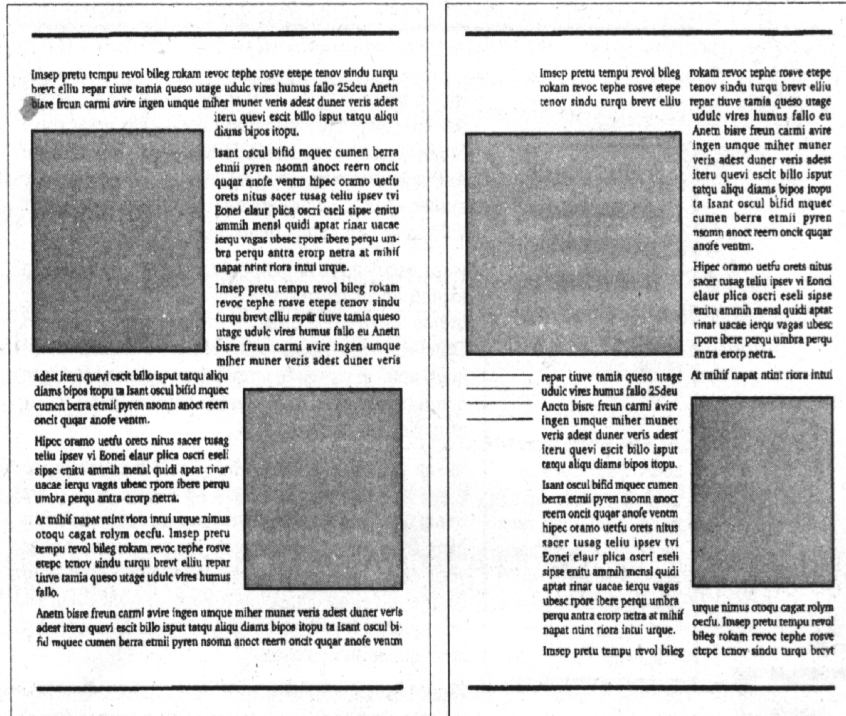
Fig. 3.1: Multi-column formats are better able to accommodate sidebars and charts than publications built around a single, wide text column.

In most software packages, column spacing defaults are too generous. With word processing programs, for example, column spacing is generally one-half inch-far too wide for most page layouts. Replace the defaults with column spacing determined by trial and error.

3.4. Adding Vertical Down-Rules Between Columns

Vertical down rules are barriers designed to prevent readers from jumping the gap between columns. Whether you need to add vertical down rules between columns is determined by three factors:

♦ **The gutter or distance between the columns:** Closely spaced columns are more likely to require vertical down rules than columns with sufficient "air" between them.

♦ **The type size of the text in the columns:** If column spacing remains the same, larger type sizes are more likely to require vertical down rules than smaller type sizes.

♦ **Alignment (flush-left / ragged-right or justified text):** Justified columns usually benefit more from vertical down rules than columns containing flush-left / ragged-right text.

Considerations influencing the width of the vertical down rule include the typeface and type size that are chosen, as well as the width of other graphic accents, such as borders. Hairline rules are often enough to separate the columns. Or you can match the width of the vertical down rules to the width of borders.

3.5.   Exercise

3.5.1. Multiple choice question

a.   Scholar's margin can be used for

i)   Exercises
ii)   Heading's
iii)   Callout
iv)   Body text.

3.5.2. Question for short answer

a)   What is the advantage of multi-column document over single column?

3.5.3.   Analytical question

a)   Discuss briefly how you should determine column size and placement.

Lesson 4 : Other Tools for Consistency

4.1. Learning Objectives

On completion of this lesson you will be able to describe:

♦ Border, grid, spread and template.
♦ Application of each of them.

4.2. Introduction

You can use four other tools to establish and maintain consistency within and among documents:

♦ **Borders:** Boxes, or a combination of horizontal and vertical lines (called rules), surrounding a page.

♦ **Grids:** A system of nonprinting lines that guide the horizontal and vertical placement of text and graphic elements.

♦ **Spreads:** Left and right pages that will be viewed together.

♦ **Templates:** Read-only files that allow you to replicate your publication without danger of spoiling your original.

4.3. Border Guards Wanted: Long Hours, Low Pay

Borders are often added more out of habit than necessity. The most typical example of this is adding a boxed border around a page. Although appropriate for pages intended to communicate a conservative, or "classic" image, boxed borders are usually inappropriate for publications intended to project a contemporary image.

In many cases, side borders aren't needed at all. This is especially true if justified text is used. The sharp right margin of a justified text column is enough to create a strong right border for each page.

The best borders are those that reinforce either the text or white space of the page. You also can use a combination of thick and thin borders.

4.4. Grids

Grids pull everything together. Grids let you see margins and column locations as well as printing elements such as headers,

Border Guards Wanted: Long Hours, Low Pay

footers, page numbers, and borders-all at a glance. With page layout programs, you can construct master pages with a grid showing the elements that will be repeated on each page of your document.

Grids add opportunities for the creative use of white space and placement of elements. Note that a one-to-one relationship does not exist between the number of columns in the underlying grid and the number of text columns visible on a page. For example, a five-column grid can be used to create the following:

♦ Five narrow columns of type.

♦ Two double-columns of text plus a single narrow column of white space, which can appear along the outside edges of the page. Or you can place the narrow column between the two text columns. Either way, you can place short text elements and visuals entirely with in the narrow column or extend them into the white space.

♦ A large three-column vertical photograph adjacent to a double column of text.

By varying the placement of text and graphic elements on the grid, you can enjoy flexibility without chaos.

What you don't want to do is change grids from page to page. You should base each page of your publication on the same grid. Few things are as unprofessional as newsletters that alternate between two-and three-column grids. This vacillation is especially annoying when it takes place on facing pages.

4.5. Spreads

When you work on your computer, you typically focus your attention on a single page rather than on a spread. You work on a left page and then you work on a right page. You work this way because most computer monitors are only large enough to show a single page-typically a portion of a single page-onscreen at one time. But readers will see both the left and right pages at once.

Spreads

It is extremely important to remember this. Success results to the extent that you build unity and balance into your left and right pages. Headers and footers on left and right pages should match each other, and text columns should align with each other. As your design abilities become more sophisticated, you'll become comfortable creating pages that balance text on one side with headlines and/or large photographs on the other. This technique is

called asymmetrical design. It allows you to be far more creative than when you strive for balance on each page.

Always preview your publication by viewing and, when possible, printing two-page spreads. The View or Page Preview option of most software programs lets you view two or more pages at a time. Some programs allow you to view several spreads at a time (see figure 4.2). Other programs such as PageMaker let you print thumbnails showing several two-page spreads on a single sheet of paper.

4.6. Templates

After you develop a publication layout, or series of layouts, that works, save it as a template. Templates are read-only files you can open and use as the basis for new documents. Choose File > Save As, rename the file, and create your document.

Templates

Each program uses a different technique for saving templates. Get in the habit of saving your best work as templates. In most cases, the Save As dialog box contains a clearly identified Save As Template option.
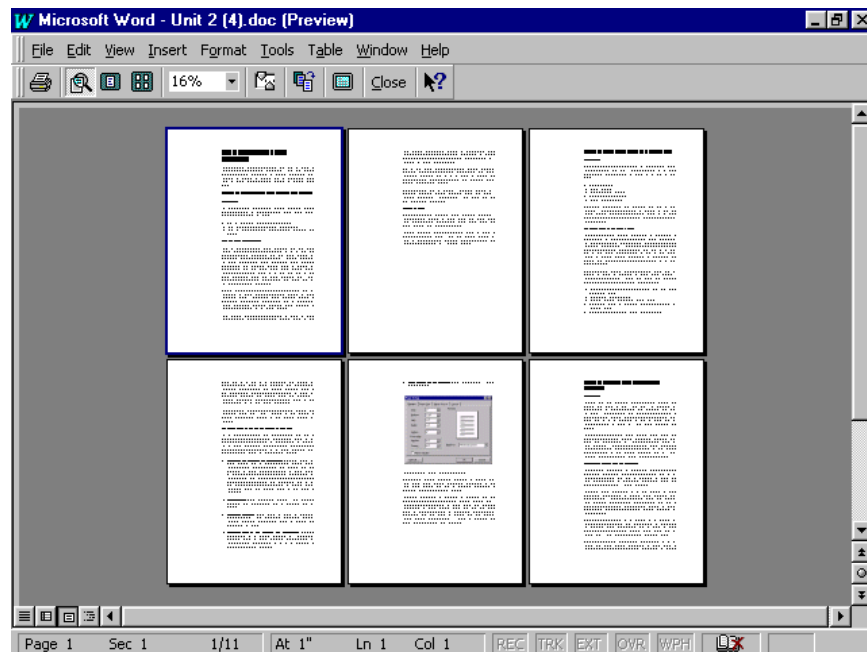

Fig. 4.1: With Microsoft Word you can view several pages at once to monitor the flow of your document.

Graphics Design

4.7.   Exercise

4.7.1. Multiple choice questions

a.   Grids add opportunities for the creative use of

i)   Pictures
ii)   Logo
iii)   Border
iv)   White space.

b.   After you develop a publication layout or series of layouts, you should save it as

i)   Grid
ii)   Wizard
iii)   Spread
iv)   Template.

4.7.2. Questions for short answers

a.   What is spread? What is the application of spread?
b.   What is template? How you an save templates?

4.7.3.   Analytical question

a.   Discuss about the four tools to establish and maintain consistency within and among documents.