

Unit 4 : Making Type Easy to Read

Readers are easily discouraged by hard-to-read copy. Readership drops when the wrong typeface, type size, or line spacing is used. Improper alignment or paragraph indications can also interfere with readership. Subtleties like letter and word spacing, hyphenation, and punctuation can undermine the image of professionalism you hope to project in your print communications.

Lesson 1 : Setting the Body Copy

1.1. Learning Objectives

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

- ◆ Choose the appropriate typeface and size for body text.
- ◆ Determining lines pacing and alignment.

1.2. Introduction

The first four decisions you make when setting body copy are among the most important design decisions you make.

- ◆ What typeface should use?
- ◆ What type size should I use?
- ◆ What's all the fuss about leading?
- ◆ Which alignment is better: flush-left/ragged-right or justified?

1.3. Choose the Right Typeface

As long as you choose one of the main stream serif typefaces, which are characterized by small finishing strokes that guide the reader's eye from letter to letter, you really can't go wrong. With typefaces designed for extended reading, what you use is not as important as how you use it.

Keep in mind that I'm not talking about strange typefaces like Aachen Bold. I'm talking about classic serif typefaces that have proven their utility through decades and even hundreds of years of use. Here are a few safe typefaces for body copy:

*Choose the Right
Typeface*

Baskerville
Caslon
Erhardt

Janson
Melior
Palatino

Graphics Design

Garamond
(in its many forms including
Minion, Sabon, and Utopia)
Times

Plantin
Goudy
ITC Century.

All of these typefaces are serif designs, which are better for body copy. Serif type faces are proven readability typefaces. Their serifs (wedge-shaped or tear type faces strokes at the ends of letters) contribute to easy reading by providing letter-to-letter visual transitions. The serifs also enhance readability by creating distinct word shapes. Although possible, it is much more difficult to create readable body copy by using sans serif typeface designs.

1.4. Choose the Right Type Size

What size type is right? It depends on the width of your columns. Aim for lines containing between 26 and 40 characters. What ever you do, avoid the twin perils of desktop publishing, shown in Figure 1.1.

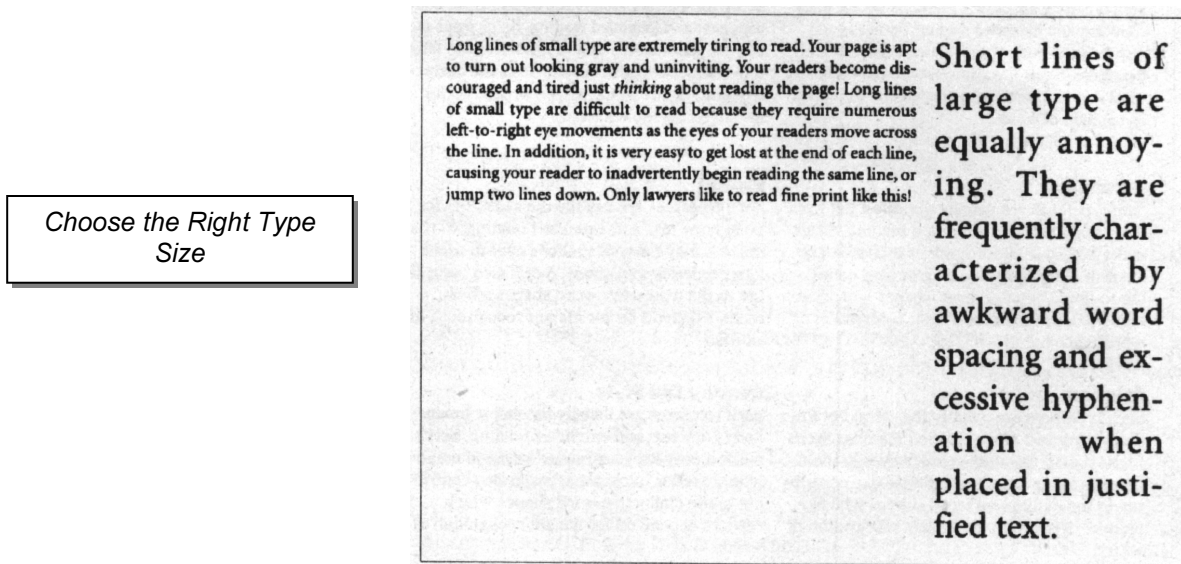


Figure 1.1: Avoid long lines of small type and short lines o large type.

- ◆ **Avoid long lines of small type.** Long lines of small type are extremely difficult to read. They require too many left-to-right eye movements. Readers are likely to get lost at the end of a line and then re-read the same line they have just finished or jump down two lines instead of one.

- ◆ **Avoid short lines of large type.** Short lines of large type are equally bad. Short lines of large type are typically characterized by irregular word spacing and excessive hyphenation. Short lines of large type make it difficult for readers to establish a left-to-right scanning rhythm because there are not enough words on each line to scan.

It would be nice to tell you a "secret" way of coming up with the right type size. Unfortunately, there's none. The only way you can choose the right type size for your body copy by trial and error, using the typeface and column width you have chosen. Be sure to try half-point alternatives. Try 10.5 points or 11.5 points. You may be surprised to find that with some typefaces, 12 point is too large and 11 point too small, but 11.5 point is right on!

When you have come up with the right combination of typeface and type size, create and save a body copy type style so that you can instantly recall your measurements.

1.5. Determine Appropriate Line Spacing

After you choose the right typeface and type size, you need to fine-tune leading. Leading refers to the distance between the baseline (the invisible line that a line of type rests on) of one line of type and the baseline of the next line of type. In the last chapter, you saw how reduced line spacing can improve the appearance of headlines. Here's how to use leading to create attractive, easy-to-read body copy.

To understand leading, you have to understand the concept of x-height. The x-height refers to the height of lowercase vowels a, e, i, o, and u and the height of letters such as, p, and r, all of which lack ascenders (vertical elements that extend to the height of the typeface). Typefaces with a high x-height look significantly larger than typefaces with a low x-height, even when both are set the same size.

The x-height of the typeface determines how much "air" is needed between the lines of type. Low x-height typefaces require less line spacing than high x-height typefaces. You have to arrive at the right amount of x-height by trial and error. Each typeface requires a different x-height based on its design, the type size selected, and the length of the line it's placed in.

After you identify a typeface and type size, create sample printouts using half point differences in leading. Suddenly, one of your printouts will be significantly easier to read than the others.

*Determine Appropriate
Line Spacing*

Graphics Design

When this happens, edit your styles to include the leading measurement.

Do not confuse leading with line spacing. Line spacing is "type writer talk" for increments based on the whole lines, or on line-and-a-half measurements.

Spacing is based on selecting single, one-and-one-half, double, or triple line spacing. Leading offers you far more precise control in hundredths of an inch instead of full-or half-line increments.

1.6. Choose the Best Alignment

You can place text in columns in two ways:

- ◆ **Flush-left / ragged-right text:** Characterized by equal word spacing and lines of unequal length. Flush-left/ragged-right text often creates more "open" pages because each line of type contains a slightly different amount of white space at the right border.
- ◆ **Justified text.** Contains lines of equal length. Word spacing (and sometimes letter spacing) is expanded or reduced so that the last letters of each line are aligned at the right margin of each column.

*Choose the Best
Alignment*

Your choice of alignment should be based on the following considerations:

- ◆ **The image you want to project:** Flush-left/ragged-right text is generally considered friendlier, more informal, and more open than justified text. Justified text is often used to project a serious or classic image.
- ◆ **Line length (or column width):** Avoid narrow column to justified text, especially narrow columns of justified text set in a large type size. Narrow columns of justified text usually contain awkward word spacing (huge gaps in lines containing a few long words) and excessive hyphenation.
- ◆ **Available time:** It takes more time to set good-looking justified text than flush-left/ragged-right text because you have to spend more time reviewing hyphenation.
- ◆ **Word density:** Because each column is completely filled out, columns of hyphenated, justified text contain a few more words than columns of flush left/ragged-right text.

Making Type Easy to Read

- ◆ **Ease of reading:** Although there is far from universal agreement, evidence suggests that readers find the consistent word spacing found in flush-left/ ragged-right text easier to read.

When you set flush-left/ragged-right text, make sure that the rag, or differences between the length of long and short lines, is enough to be noticeable but not so pronounced that ultra-long lines are followed by ultra-short lines. Avoid flush-left/ragged-right text containing unusual shapes along the right-hand margin, such as diamonds or diagonal lines.

Whichever option you choose, stick with it! Add your chosen alignment to your body copy style and don't change it.

1.7. Exercise

1.7.1. Multiple choice questions

- a. Flush-left/ragged-right text is generally considered
 - i) Informal and friendlier
 - ii) Informal
 - iii) Friendlier
 - iv) None of the above.
- b. Especially narrow columns of justified text set in a
 - i) Large type size
 - ii) Small type size
 - iii) Medium type size
 - iv) Extra large type size.

1.7.2. Questions for short answers

- a. On which considerations your choice of alignment should be based?
- b. How will you avoid short lines of large type?

1.7.3. Analytical question

- a. Discuss the common rules to set the body copy.

Lesson 2 : Working with Paragraphs

2.1. Learning Objectives

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

- ◆ Creating good-looking first line indents.
- ◆ Adding space between paragraphs and using other paragraph options.

2.2. Introduction

Your next task is to decide how you're going to indicate new paragraphs. Although other options are available, you'll want to either add extra space between paragraphs or indent the first line of new paragraphs. Which approach is best?

- ◆ **First-line indents:** Work best with justified text. The first-line indent on the left creates a strong contrast with the straight margin on the right. First line indents are less successful with flush-left / ragged-right text because the rag on the right often balances the indent on the left, diminishing its visibility. In addition, when a line containing a first-line indent is short, the line can appear inadvertently centered.
- ◆ **Extra space between paragraphs:** Works best with flush-left / ragged-right text.

Choose one option or the other, but don't choose both. Indenting first lines and adding extra space between paragraphs are sure signs of a desktop publishing novice.

2.3. Create Good-looking First Line Indents

If you choose first-line indents, replace your program's default tab settings with an appropriate indent. The default indent for most programs is one-half inch. Although adequate for correspondence set in a single column of text that runs across a letter, half-inch indents are far too deep for multi-column documents.

Choose either one or two em spaces. An em space is equal to the width of the uppercase M set in the typeface and type size you're using. PageMaker allows you to enter em spaces by pressing Ctrl + Shift + M (with the Macintosh, ⌘+Shft+M) keyboard shortcuts. With other programs, experiment by entering an amount equal to the size of the typeface you're using as a starting point. For example, use a 12-point indent for 12-point type.

*Create Good-looking
First Line Indents*

Making Type Easy to Read

The best way to add first-line indents is to let your program automatically do it for you (instead of pressing Tab at the beginning of each paragraph). This way, if you decide to modify the depth of the indent or to replace the first line indent with space between paragraphs, you don't have to go through your entire publication and manually change or delete every indent. Your software can do it for you.

To have your software automatically indent the first line of new paragraphs:

- ◆ **PageMaker for Windows (or Macintosh):** Choose Type > Paragraph (or Type > Paragraph) or press Ctrl + M (or ⌘+M). From the Paragraph dialog box, enter the amount of indent in the box next to first under Indents.
- ◆ **QuarkXPress:** Choose Style > Formats. From the Paragraph Formats dialog box, enter the measurement you want in the First Line box.
- ◆ **Microsoft Publisher:** Choose Format > Indents & Lists. When the Indents and Lists dialog box appear, enter the desired indent in the First Line box by clicking the up/down arrows or by entering the measurement you want.
- ◆ **Microsoft Word 6.0 for Windows (or Macintosh):** Choose Format > Paragraph (or Format > Paragraph). From the Paragraph dialog box, select the indents and Spacing tab. Click the down arrow next to the Special list box and select First Line. You can then enter an amount, or increase or decrease the indent by clicking the up/down arrows.
- ◆ **WordPerfect 6.x for Windows:** Choose layout > Paragraph. From the Paragraph Format dialog box, enter an indent amount in the First Line Indent box or click the up/down arrows.

To have your software automatically indent the first line of new paragraphs.

If you choose first-line indents, be sure that you don't indent the first lines of paragraphs appearing after headlines or subheads.

Indent is to signal a new paragraph. But text following a headline or a subhead is obviously a new paragraph. If you are working with first-line indents, be sure to set up two body copy styles. Set up one style (BODY1, for example) that does not contain the first-line indent and a second style (BODY2, for example) that does contain the first-line indent. If you're really cool, you can set up your styles so that BODY2 will automatically follow BODY1.

2.4. Add Space Between Paragraphs

Add Space between Paragraphs

There is a right way and a wrong way to add space between paragraphs. The wrong way is to press Enter (or Return) twice after each paragraph. This adds too much space between the paragraphs and is difficult to modify. The right way is to let your software program automatically add space after each paragraph. With this approach, you can choose a very precise amount of space. And if you decide to enter a different amount of space, or decide to use first-line indents instead of extra space, your software can make the changes throughout your document for you.

Here's how to add space after paragraphs:

- ◆ **PageMaker for Windows (or Macintosh):** Choose type > paragraph (or Type > Paragraph) or press Ctrl + M (or ⌘+M). When the Paragraph dialog box appears, enter a desired measurement in the Space after box.
- ◆ **QuarkXPress:** Choose Style > Formats. In the Paragraph Formats dialog box, enter the measurement you want in the Space after box.
- ◆ **Microsoft Publisher:** Choose Format > Line Spacing. In the Line Spacing dialog box, enter a desired measurement in the After Paragraphs box or click the up/down arrows.
- ◆ **Microsoft Word 6.0 for Windows (or Macintosh):** Choose Format > Paragraph (or Format > Paragraph). From the Paragraph dialog box, select Indents and Spacing. Enter an amount in the after box or click the up / down arrows.
- ◆ **Word Perfect 6.0 for Windows:** Choose Layout > Paragraph > Format. When the Paragraph Format dialog box appears, enter a desired measurement in the Spacing between Paragraphs box, or click on the up/down arrows.

In most cases, paragraph spacing should equal the amount of space that a line and a half of type would occupy. For example, 18 points of spacing is appropriate for 12-point type. After you identify the right spacing, edit your body copy style to include paragraph spacing.

2.5. Explore other Paragraph Options

Explore the other goodies located in your program's Paragraph dialog box. For example, the Paragraph dialog boxes of PageMaker and Microsoft Word contain features such as these:

- ◆ **Keep With Next:** Prevents a subhead from being separated from the text it introduces.
- ◆ **Widow / Orphan Control.** Prevents the last line of a paragraph from being printed by itself at the top of the next page (or column) or the first line of a paragraph from appearing at the bottom of a page (or column). PageMaker goes a little further and allows you to specify the number of lines to be kept together at the bottom or top of a page.
- ◆ **Keep Lines Together.** Prevents the paragraph from splitting.

If you take full advantage of the features built into your software, you can create better-looking pages. If you incorporate the sentences into your paragraph styles, you can also work faster.

2.6. Exercise

2.6.1. Multiple choice questions

- a. PageMaker allows you to enter em spaces by pressing
 - i) Ctrl + M
 - ii) Ctrl + Shift + M
 - iii) Shift + M
 - iv) Ctrl + Shift + N.

- b. To automatically indent the first line of new paragraphs in QuarkXPress you should use
 - i) Formats > Style
 - ii) Style > Formats
 - iii) Edit > Formats
 - iv) Formats > Edit.

2.6.2. Questions for short answers

- a. How can you add space after paragraphs using PageMaker?
- b. What is the function of Widow / Orphan Control in PageMaker?

2.6.3. Analytical question

- a. Discuss about how to use different paragraph options in different DTP software.

Lesson 3 : Modifying Word, Letter, and Sentence Spacing

3.1. Learning Objectives

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

- ◆ How to modify tracking.
- ◆ Avoiding rivers of white space.

3.2. Introduction

Columns of attractive, easy-to-read text are the result of carefully fine tuning word, letter, and sentence spacing. Your goal is to create text columns with consistent spacing. You can do this in three ways. You can reduce letter spacing by tracking body copy; you can limit the amount of word spacing compression or expansion that takes place in justified text; and you can ensure that one-and only one-space follows the periods placed at the end of each sentence.

After you make the changes described in the following sections, edit your styles so that your modifications appear in all of your publications.

3.3. Modify Tracking

Desktop-published type often looks noticeably "looser" than professionally typeset text. This is because default letter spacing is typically too generous. You can reduce letter spacing by using your page layout program's tracking control, or you can "create your own tracking" by reducing letter spacing. Here's how to reduce letter spacing:

Desktop-published type often looks noticeably "looser" than professionally typeset text.

- ◆ **PageMaker for Windows (or Macintosh):** Choose Type > Paragraph (or Type > Paragraph). Note that the default is No Track. Replace this with Normal. Print the page. If the type still looks too loose, choose Paragraph and select Tight.
- ◆ **QuarkXPress:** Choose Style > Track and enter the amount you want. Or use the tracking/letter spacing buttons in the measurement palette. Click the left arrow to move the selected text 20 units closer together. Hold the Option key in order to move in finer increments (such as 1 inch).
- ◆ **Microsoft Publisher:** Choose Format > Spacing between Characters. Notice that the default is Normal. Select Tight and

print the page. If the letters appear too closely spaced, change to Normal.

- ◆ **Microsoft Word 6.0 for Windows (or Macintosh):** Choose Format > Font. From the Font dialog box, select the Character Spacing tab. Click the down arrow next to spacing and select Condensed. You can now increase or decrease letter spacing in one-tenth-of-a-point increments.
- ◆ **WordPerfect 6.x for Windows:** Choose Layout > Typesetting > Word / Letter Spacing. Notice that WordPerfect lets you control both word spacing and letter spacing. Select Letter spacing Percent of Optimal and adjust letter spacing by clicking the up/down arrows or enter a desired amount of reduction.

3.4. Avoid Rivers of White Space

One of the most important ways you can create better-looking text columns is by avoiding or compensating for the near-universal human tendency to hit the space bar twice after periods. This is one of the most common desktop publishing design blunders. Although two space following periods are noticeable in flush-left/ragged-right text, this blunder really comes into its own when it appears in justified text.

One of the most important ways you can create better-looking text columns is by avoiding or compensating for the near-universal human tendency to hit the space bar twice after periods.

As mentioned before, when text is justified the spaces between words are increased or decreased until the last letters of each line align with the right hand margin. When two adjacent spaces expand to fill out a line, their expansion creates a large, distracting "hole" in the text.

When these holes occur in consecutive lines, they create rivers of white space, which look like floodwaters rolling through the text.

Use your software program's Search and Replace (or Find and Replace) feature to locate every period followed by two spaces and replace it with a period followed by a single space. You'll be amazed at the improvement this simple step makes in your document! Some program automatically insert correct typesetting marks and eliminate double-spacing, but it's always a good idea to double check that these features are working properly.

3.5. Exercise

3.5.1. Multiple choice questions

- a. To reduce letter spacing in Microsoft Word 6.0 you should choose
 - i) Edit > Font
 - ii) Font > Edit
 - iii) Format > Font
 - iv) Font > Format.

- b. When holes occur in consecutive lines, they create
 - i) Drains of white space
 - ii) Pools of white space
 - iii) Rivers of white space
 - iv) Waterfalls of white space.

3.5.2. Questions for short answers

- a. What are the ways to create text columns with consistent spacing?
- b. How can you avoid rivers of white space?

Lesson 4 : Hyphenation and Punctuation

4.1. Learning Objectives

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

- ◆ Appropriate use of hyphenation.
- ◆ Using punctuation marks.

4.2. Introduction

Hyphenation and punctuation are the remaining techniques you can use to create attractive, easy-to-read text columns. You should modify defaults and carefully monitor hyphenation. Hyphenation is almost always necessary, even when setting flush-left / ragged-right text.

One of the most common desktop publishing design blunders is failing to use the appropriate typeset punctuation. In the last section of this chapter, you learn how to insert the typographically correct punctuation marks as well as other characters that can improve the appearance of your text.

4.3. The Why and How of Hyphenation

Always hyphenate your body copy, even if you're setting flush-left / ragged-right text.

The Why and How of Hyphenation

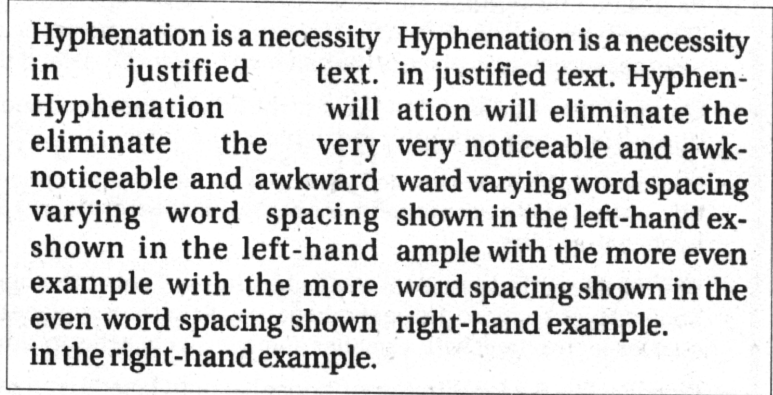


Figure 4.1: Justified text benefits from careful hyphenation.

Failing to hyphenate the justified text leads to awkward word spacing, as shown in Figure 4.1. And failing to hyphenate flush-left/ragged right text doesn't look much better. Too much variation is created between long lines and short lines, and there is no

Making Type Easy to Read

regularity to the right-hand margin. Ideally, you should have a variation of less than twenty percent between the longest and shortest lines of flush-left/ragged-right text; otherwise, the variation can be so great that the overall effect is downright ugly.

One of the most important ways you can control hyphenation is to reduce the hyphenation zone. The hyphenation zone, or hot zone, is the portion of the line that words have to cross in order to be split to the next line. In most cases, the default hyphenation zone is too generous. Reducing the width of the Hyphenation Zone increases the number of words that will be hyphenated. Increasing the Hyphenation Zone reduces the number of hyphenated words. Here's how to modify your software program's Hyphenation Zone:

One of the most important ways you can control hyphenation is to reduce the hyphenation zone.

- ◆ **PageMaker for Windows (or Macintosh):** Choose Type > Hyphenation (or Type > Hyphenation). When the Hyphenation dialog box appears, enter a new measurement in place of the half-inch default that appears.
- ◆ **QuarkXPress:** Choose Edit > H&Js. In the Edit Hyphenation and Justification menu, enter a setting for the Hyphenation Zone.
- ◆ **Microsoft Publisher:** Choose Tools > Hyphenate. In the Hyphenate dialog box, enter a new measurement or use the up/down arrows to modify the hyphenation zone.
- ◆ **Word 6.0 for Windows (or Macintosh):** Choose Tools > Hyphenation (or Tools > Hyphenation). In the Hyphenation dialog box, replace the one quarter-inch default with a smaller number (or click the up/down arrows).
- ◆ **WordPerfect 6.x for Windows:** Choose Layout > Line > Hyphenation. In the Line Hyphenation dialog box, replace the default 4% Percentage Right with a smaller measurement or click the up/down arrows.

Notice how the PageMaker and Microsoft Word hyphenation dialog boxes allow you to limit the number of consecutive hyphens. This is always a good idea. Never allow more than three lines in a row to be hyphenated. When possible, try to limit consecutively hyphenated lines to two in a row.

Here are some additional pointers regarding hyphenation:

- ◆ **Always monitor hyphenation:** Hyphenation is too important to be trusted to your software. Double-check all hyphenation. When possible, set up your program so that it forces you to

approve each hyphenation. Remember that hyphenation should be context-specific. Words such as project and record should be hyphenated differently depending on whether they are used as nouns or verbs. And avoid widows (syllables isolated by themselves on the last line of a paragraph).

- ◆ **Do not hyphenate proper nouns:** Names should never be hyphenated. Note that if your software does not hyphenate capitalized words, capitalized words at the beginning of sentences won't be hyphenated.
- ◆ **Insert discretionary (or optional) hyphens:** Most programs allow you to determine in advance, how a word will be hyphenated if it has to be hyphenated. If the word does not have to be hyphenated, the hyphen disappears.
- ◆ **Never use a hyphen to force a line break:** If a preceding word is deleted, the hyphen will remain, even if the word appears in the middle of a line.
- ◆ **Use non-breaking hyphens:** Non-breaking hyphens prevent compound words/names (such as Hastings-On-Hudson) from breaking over two lines.
- ◆ **Avoid hyphenating compound words:** Try editing or transposing words earlier in the sentence to avoid hyphenating a compound word. If a compound word absolutely has to be hyphenated, hyphenate it at the word break. .

You can use non-breaking spaces to prevent names and dates from being split over two lines.

4.4. Replacing Typewritten Punctuation with Typeset Punctuation

The use of correct punctuation and symbols is one of the most visible ways that experienced, detail conscious desktop publishers distinguish their work from that of amateurs. The latest generation of software programs makes it easier than ever to use the correct typeset punctuation marks.

Here are some of the ways you can use punctuation and symbols to project a professional image through your print communications:

- ◆ Use open and closed, or curling, quotation marks (“ ”) instead of type writer-like vertical footmarks (""), which do not visually signal the beginning and end of a quotation.

*Replacing Typewritten
Punctuation with Typeset
Punctuation*

Making Type Easy to Read

- ◆ Use a typeset apostrophe (') instead of a typewritten inch mark (").
- ◆ Use an em dash (–) to indicate a parenthetical phrase instead of two hyphens. With two hyphens sometimes one hyphen ends up at the end of one line and the other at the beginning of the next
- ◆ Use an en dash (–) to indicate duration instead of one or two hyphens.
- ◆ Use the appropriate copyright, trademark, and registration marks (©, ™ and ®) instead of spelling out the words.
- ◆ Introduce lists with bullets (◆) instead of asterisks.

Today's software programs make it easy to locate and insert the proper typeset punctuation, so there's really no excuse not to use it.

Today's software programs make it easy to locate and insert the proper typeset punctuation.

- ◆ **PageMaker for Windows (or Macintosh):** PageMaker includes numerous keyboard shortcuts that let you easily enter the proper punctuation while typing and automatically corrects curly-quotes on previously written text when you place the text—unless you have voted against this in the Preferences dialog box.
- ◆ **QuarkXPress:** QuarkXPress allows for automatic substitution of proper punctuation while you type, and it will convert quotes when text is imported. If you still have improper punctuation (after pasting text from an outside source, for example), use the Typesetting Marks command to fix it.
- ◆ **Microsoft Publisher:** Choose Tools > Insert Symbol. You can select and insert the desired symbol by double-clicking it in the Symbol dialog box.
- ◆ **Microsoft Word 6.0 for Windows (or Macintosh):** Choose Insert > Symbol (or insert > Symbol). From the Symbol dialog box, select the Special Characters tab and double-click the desired option.
- ◆ **WordPerfect 6.x for Windows:** Choose Insert > Character and then select Typographic Symbols from the Character Set menu. Click the character you want and then click Insert or Insert and Close.

4.5. Exercise

4.5.1. Multiple choice questions

- a. One of the most important ways you can control hyphenation is to
 - i) Increase the hyphenation zone
 - ii) Fix-up the hyphenation zone
 - iii) Remove the hyphenation zone
 - iv) Reduce the hyphenation zone.
- b. To modify hyphenation zone using PageMaker you should choose
 - i) Hyphenation > Insert
 - ii) Hyphenation > Type
 - iii) Hyphenation > Modify
 - iv) Type > Hyphenation.

4.5.2. Questions for short answers

- a. How should you hyphenate proper nouns?
- b. Which quotation marks you should use?

4.5.3. Analytical questions

- a. Discuss some common pointers regarding hyphenation.
- b. Discuss some of the ways you can use punctuation and symbols to project a professional image through your print communications.