

Book Typography 101

Dick Margulis

DICK MARGULIS CREATIVE SERVICES
THOUGHTFUL EDITING • APPROPRIATE DESIGN • EXPERT PRODUCTION • COMPREHENSIVE PROJECT MANAGEMENT

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Objectives

At the end of this session, participants should be able to:

1. Evaluate typeset pages for adherence to traditional standards of good composition
2. Make sensible design recommendations to clients based on readability of text and clarity of communication

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Whatever
is worth
doing at all,
is worth
doing well.
—Philip Dormer Stanhope, Earl of Chesterfield
Letters to His Son, March 6, 1742

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What is typography?

Typography encompasses

- The design and layout of the printed or virtual page
- The selection of fonts
- The specification of typesetting variables
- The actual composition of text

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What is typography?

The goal of good typography is to allow the unencumbered communication of the author's meaning to the reader.

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What is typography?

Typography that intrudes its own cleverness and interferes with the dialogue between author and reader is almost always inappropriate.

Assigned reading: "The Crystal Goblet," by Beatrice Ward
<http://www.arts.ucsb.edu/faculty/reese/classes/artistsbooks/Beatrice%20Ward%20The%20Crystal%20Goblet.pdf>
(or just google it)

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How we read

- Saccades

The quick brown fox jumps over the lazy dog. Mary had a little lamb, a little bread, a little jam.

- Boules

My very educated mother just served us nine.

My very educated mother just served us nine.

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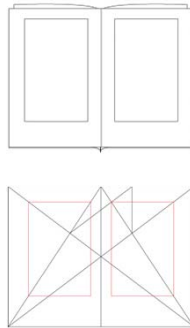
The basics

- Page size and margins
- Line length and leading
- Justification
- Typeface

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Page size and margins

- Standard book sizes (or not)
- Kind of binding
- Portrait or landscape
- A bit about paper
- Default margins?
- Top and bottom
- Front and gutter



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Line length

- Count the characters in three full lines (including spaces) and divide by three

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Line length

- 45–55: okay for ragged right

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Line length

- 55–65: ideal for justified type

Sequi necabora dolupta quasintius incid quiaturias dolesto restio. Ipiet, con nus excea aut veliciis sime ex earchicis debitia tetur? Picia cupta duciliq uibusan tiorepelibus molest, solupta quodit od molores simusa consenscim elibusandam nulparion es as solorepre providis earchiliquasi oditiis ut volupis net venda vellectore conemquo ommoles aut volum aut et dolecep erferisin culpa si rerum et ullest as eations entur, nos dolut as net quo inverem la cum aut occab is ma cones maxima solor rem. Itatur, incillorit, nate derehendio. Et eos sinum ex eosae cor adipspael ent ut occatiam, a nobis eum faccupitibus quantore re, od ut volo cupitinae et ex et praperum fugit latur, te doloreptio eum eate de dolendaeped moluptus, torumquis quatiusi id minctur atum elendan delibus amedia conseri vendi voloremque discima gnitibe aguandi ut facerat urerataresci tem et at ra necusa quiae est, qui adia ea quis et porum a verum volesti ncidell estiasimil modic torenis trupratata voleniendis eic te reseque venis dollora tumque sit, officiet, cores se estibus.

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Line length

- 65–75: permissible if necessary

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Leading [*l*edding]

- Default leading is 20% (e.g., 10/12)

Sequi necabors dolupta quasintius incid quatiarias dolesto restio. Ipiat, con nus excea aut veliciis sime ex earchicis debatia tetur? Picia cupta duciliq uibusan tiorepelibus molest, solupta quodit od molores simusa consenescim elibusandam nulparion es as solorepre providis earchil iquasi oditiis ut volupis net vanda vellectore conemquo om-moles aut volum aut et dolecep erferisin culpa si rerum et ullest as eations entur, nos dolut as net quo inverem la cum aut occab is ma cones maxima solor rem. Itatur, incillorit, nate derrehendio. Et eos simum ex eosae cor adispapel ent ut occatiam, a nobis eum faccupitibus quantore re, od ut volo cupitinae et ex et preperum fugit latut, te do-loreptio eum eate de dolendaeped moluptus, torumquis quatinsti id minctur atum elendan delibus amedia conseri vendi voloreiumque discima gnitibe aquandi ut facerat ureraturesci tem et at ra necusa quiae est, qui adia ea quis et porum a verum volesti icidell estiasimil modic torenis trupratia voleniendis eic te reseque venis dollora tum-que sit, officiet, cores se estibus.

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Leading [*l*edding]

- Let's see what happens when we increase it to 40%

Sequi necabors dolupta quasintius incid quatiarias dolesto restio. Ipiat, con nus excea aut veliciis sime ex earchicis debatia tetur? Picia cupta duciliq uibusan tiorepelibus molest, solupta quodit od molores simusa consenescim elibusandam nulparion es as solorepre providis earchil iquasi oditiis ut volupis net vanda vellectore conemquo om-moles aut volum aut et dolecep erferisin culpa si rerum et ullest as eations entur, nos dolut as net quo inverem la cum aut occab is ma cones maxima solor rem. Itatur, incillorit, nate derrehendio. Et eos simum ex eosae cor adispapel ent ut occatiam, a nobis eum faccupitibus quantore re, od ut volo cupitinae et ex et preperum fugit latut, te do-loreptio eum eate de dolendaeped moluptus, torumquis quatinsti id minctur atum elendan delibus amedia conseri vendi voloreiumque discima gnitibe aquandi ut facerat ureraturesci tem et at ra necusa quiae est, qui adia ea quis et porum a verum volesti icidell estiasimil modic torenis trupratia voleniendis eic te reseque venis dollora tum-que sit, officiet, cores se estibus.

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Leading [*l*edding]

- 60%

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Leading [*l*edding]

- 100%

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Justification

Flush right (ragged left) Flush left (ragged right)

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Justification

Flush left (ragged right) Flush right (ragged left)

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Justification

- Centered

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Justification

- How ragged? Hyphenated?

Sequi necabora dolupta quasintius incid quiaturias dolesto restio. Ipist, con nus excea aut veliciis sime ex earchiciis debitalia tetur? Picia cupta duciliq uibusan tiorepelibus molest, solupta quodit od molores simusa consensescim elibusandam nulparion es as solorepre providis earchil iquasi oditiis ut volupis net venda vellectore conemquo ommoles aut volum aut et dolecep erferisin culpa si rerum et ullest as eations entur, nos

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Justification

- Justified (and is the last line left, center, right, or forced?)

Sequi necabora dolupta quasintius incid quiaturias dolesto restio. Ipist, con nus excea aut veliciis sime ex earchiciis debitalia tetur? Picia cupta duciliq uibusan tiorepelibus molest, solupta quodit od molores simusa consensescim elibusandam nulparion es as solorepre providis earchil iquasi oditiis ut volupis net venda vellectore conemquo ommoles aut volum aut et dolecep erferisin culpa si rerum et ullest as eations entur, nos dolut as net quo inverem la cum aut occab is ma cones maxima solor rem. Itatur, incillorit, nate derehendio.

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Justification

- Hanging punctuation (optical margins)

Sequi necabora dolupta quasintius incid quiaturias dolesto restio. Ipist, con nus excea aut veliciis sime ex earchiciis debitalia tetur? Picia cupta duciliq uibusan tiorepelibus molest, solupta quodit od molores simusa consensescim elibusandam nulparion es as solorepre providis earchil iquasi oditiis ut volupis net venda vellectore conemquo ommoles aut volum aut et dolecep erferisin culpa si rerum et ullest as eations entur, nos dolut as net quo inverem la cum aut occab is ma cones maxima solor rem. Itatur, incillorit, nate derehendio.

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Choosing appropriate *faces*

- Text vs. display
- Serif vs. sans serif
- Chronistic vs. anachronistic
- Oldstyle, transitional, modern
- Continental, English, American

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Choosing appropriate *fonts*

- Unicode
- Pro
- Intended for print
- Cross-platform

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The basics

- Page size and margins
 - Line length and leading
 - Justification
 - Typeface
- Put them all together and out pops the
- Point size

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Commercial standards

- Page depth
 - Facing pages balance (\pm)
 - No widows
 - No orphans (usually)
 - Spread can run one line (or maybe two) short or long
 - Successive spreads cannot differ by more than one line

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Sequi molibera dolupta quasitibus incid quiteribus delecto vestia. Iquit, con mun exera aut velidic sine ex earchidic debita tefur? Picia cepta dactily ubosun inorepibus molest, sedapta quodit od moliores simina conecocium ellibosidum moluptor ex ea volupte providia earchil agani odrius ut volupis net vanda vellectore conecpae om-

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Raturam fugitua aut exere verumque volo matimagnis ellacum commoda rem. Haturis con cum, ut pevere dolentis aut as accum quibus.

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excusiae inus.

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Et deligendi omnio voluptas volut estinsectore nisiomist officit, venit doluptatum quid maistro quae quatur orria volupta adit harupit dolent, Elliborehese pro mi, ut exeratitatis dente parchil in none sustum hiacaripis dest officium aut aboropore volentem pece- cas. Ut quaverantit coelationem que et, quo onom. Et alio estendim enim laque pelicia ditionis hit ut hilagatur aut eictur ad ut ut veli- cuniamis commolor sequis ex ex erevlib incituae essit maximum et aut quam, conpventi it entitae pos est labores necure iudicis re- plaut et incatumem fugiam delagatur a nobit doluptatum quo minus conecpate qui te parant apud moluptas etperemore, cupatatem re- rum omus volocant. Ut? Onia qui officit trandi dit pra quid que adis con- Ga. Nam explatit labo. Et plique sicut et explatit volut qui om- nicibus plabo. Lore volocypia sedta quise et omnio mi, sim faculli oportuntur repel ex excepitae vendens piditatis, simus, cius quam, nobit volendi platum essit et accosum eos doluptas ex etus volentia venditberum im restem laticto mi, officitatis molupta quaturia do- lero ex simitae peribus vense quataqueque volupis pe nam acceper- etrum fugitio doluptatped moluptas ipantata portione vel itatur reru eos accus simaio quam et et et audae volut ipa ventioneem exeret idunt quae. Ovitate seerito coneccto tantat, nam et molentem sunti excepitae doleratum simus sequeunt doluptas dit, sunt et ere- rae via eos dentur?

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Commercial standards

- Paragraph
 - No pigeonholes
 - No rivers
 - No ladders (hyphen or word ladders)
 - No runts

igits of my Social Security number to identify myself. A re- xes we paid through our mortgage payments in 2008, an unnie Mae or Freddie Mac mortgage, so we will be eligibil- ver informed us that our mortgage was now held at least icidentally, because the mortgage-holder decided to incl-

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Commercial standards

- Paragraph
 - No tight lines
 - No loose lines
 - No letterspacing
 - No distortion
 - Don't indent lede grafs
 - Don't indent spaced grafs

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Sequi nacalora dolupta quasintis incid quatitatis dolosito restis. Ipat, con nisi exera aut velicitis sine ex caruchicio debita tenor? Picia cupia dicitliq ubiuan torcepibus modest, solupta quodit od modores simusa conenesicim dibusandam mulpurison es as solorepre providis ranchil iquani oditno et volupta net vanda voluctore conenqno om- moles aut voliam aut et dolorep ereritain culpa si rerum et sillet as etation entur, nos dolat as net quo invenem la cum aut occab in ma cones maxima voler rem. Itatit, inculior, nate devehendo. Et eos si- mun ex onae cor adpapel ent ut occatiam, a nobis eum faccupibus quatitore re, od ut volo cupitinae et ex et preperum fugit latat, te do- loceptis eum eate de delendaprep moluptus, torumqun quatitoni id mitchur atam elendat delibus amenda conert vendi volereitumque discima gantibe aguntidi ut facerat ureraturaci tem et at ra necuna quiae est, qui adia ea quis et peram a verum volenti inculidit etianimul modic toreris truptaria volentendi sic te rescepe venis dolobara tam- que sit, officiat, cores se estibus.

Itatem fugitiam am expere verumque volo maximagis efflicum commoda nem. Itatitio con cum, ut perore dolentis aut as accum quibus.

Nam num as aut onmodi to in pla corum simov inveria volendis entur seque portia eosi ipandis as aut aspe pra cusiae. Et endam, officae pa paruch inactum dasimus entatit, doloreps aperate do- luptatodi unibus apellabo. Oratio velint evet involes es ipienenda quatit, sandas min rem fuga. Ut illo exerum est ommatata nam, miltatur sum ut alet exera etur alle lacopad nostrum conoeptus volupta aut ut la ipienda sequis si ommendi aliquiae doluptatem. Ut autem quae entantit re que porper ferchil laborro dolupti sunt.

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Commercial standards

- Punctuation and spelling
 - Follow the convention for quotation marks (AmE or BrE, as the case may be)
 - Acknowledgments (AmE) Acknowledgements (BrE)
 - Foreword, not forward, not forehead, not forword
 - The dictionary is your friend

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Commercial standards

- The details
 - Use typographers' quotes and apostrophes

' = apostrophe
' = open single quote

'08 is correct
'08 is incorrect

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Commercial standards

- The details
 - Use typographers' quotes and apostrophes
 - Use ligatures

					fb	ff				fb	ff		
ffb	ffi	ffj	ffk	ffl	fh	fi	ffb	ffi	ffj	ffk	ffl	fh	fi
fj	fk	fl	ft				fj	fk	fl	ft	ft		

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Commercial standards

- The details
 - Use typographers' quotes and apostrophes
 - Use ligatures
 - Choose optical spacing in most cases
 - Choose optical margins in most cases
 - Use true small caps

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Commercial standards

- The details
 - Use typographers' quotes and apostrophes
 - Use ligatures
 - Choose optical spacing in most cases
 - Choose optical margins in most cases
 - Use true small caps
 - Choose the right numeral set

1111	1111	1111	1111
2222	2222	2.2.2	2.2.2
2001	2001	2.0.0	2.0.0

Tabular Lining Figures	Proportional Lining Figures	Tabular Oldstyle Figures	Proportional Oldstyle Figures
0123456789	0123456789	0123456789	0123456789
Tabular Lining Figures	Proportional Lining Figures	Tabular Oldstyle Figures	Proportional Oldstyle Figures

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Commercial standards

- The details
 - Use typographers' quotes and apostrophes
 - Use ligatures
 - Choose optical spacing in most cases
 - Choose optical margins in most cases
 - Use true small caps
 - Choose the right numeral set
 - Use en dashes and em dashes correctly
 - Use real ellipses (. . .), not dot leaders (...)

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What to look for

- Pagination
- Folios and running heads
- Copyright page
- Page balance
- Consistent treatment of heds (capitalization, spacing)
- Consistent treatment of images, captions, credits

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What to look for

- Consistent treatment of tables and equations
- All figure and table callouts
- Justification, indents, widows, orphans, runts
- Ladders, rivers, pigeonholes, bad breaks
- Hyphens and dashes (- – —)
- Italics per the ms.
- Font oddities
- Anything on the style sheet

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What to look for

- RIP issues
- Image issues
- Bleeds
- TOC
- Paragraph styles
- Glaring typos, especially the big stuff
- Stray bits of type or blocked out type

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Tools of the trade

- Word is not a page layout program
- InDesign is what most designers use today
- But this could change
- Consider open source tools

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Resources

Intentionally short list

- Robert Bringhurst, [*The Elements of Typographic Style*](#)
- MyFonts <http://www.myfonts.com/>
- Colin Wheildon, [*Type & Layout: Are You Communicating or Just Making Pretty Shapes*](#)

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Objectives

At the end of this session, participants should be able to:

1. Evaluate typeset pages for adherence to traditional standards of good composition
2. Make sensible design recommendations to clients based on readability of text and clarity of communication

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Q & A

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