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

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

What is typography?

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

What is typography?

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

http://www.library.arts.ucsb.edu/faculty/reese/classes/artistsbooks/Beatrice%20Warde,%20The%20Crystal%20Goblet.pdf
(or just google it)
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 nana.

The basics

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

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

Line length

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

Line length

- 45–55: okay for ragged right

Line length

- 55–65: ideal for justified type

Line length
Line length

- 65–75: permissible if necessary

Leading [ledging]

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

- 60%

- 100%

Leading [leading]

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

Justification

Flush right (ragged left)

Flush left (ragged right)
Justification

Flush left (ragged right)

Sequis necabera dolupta quasiuntis incid quattriusdolesto restus. Ipsit, com non ex
cena aut vellicis sine ex enrichcis debita te
tur? Piae curta duxiil ibumebis Dorephibus
melost, solupta quodt od mortaros simul
consencin elibusanam mulpartos ex as
soleorepre providi earchil quasi edidiis ut
volupis net venda vellectore conseroquem om
mole aut volum aut et delopf erferien
culp si recum et set est eations enter, nos
dolat as net que inverem la cum aut occab i
ma cones maxima solor rem. Iratur, incillo-

Flush right (ragged left)

Sequis necabera dolupta quasiuntis incid quattrius dolesto restus. Ipsit, com non ex
cena aut vellicis sine ex enrichcis debita te
tur? Piae curta duxiil ibumebis Dorephibus
melost, solupta quodt od mortaros simul
consencin elibusanam mulpartos ex as
soleorepre providi earchil quasi edidiis ut
volupis net venda vellectore conseroquem om
mole aut volum aut et delopf erferien
culp si recum et set est eations enter, nos
dolat as net que inverem la cum aut occab i
ma cones maxima solor rem. Iratur, incillo-

Justification

• Centered

Sequis necabera dolupta quasiuntis incid quattius dolesto restus. Ipsit, com non ex
cena aut vellicis sine ex enrichcis debita te
tur? Piae curta duxiil ibumebis Dorephibus
melost, solupta quodt od mortaros simul
consencin elibusanam mulpartos ex as
soleorepre providi earchil quasi edidiis ut
volupis net venda vellectore conseroquem om
mole aut volum aut et delopf erferien
culp si recum et set est eations enter, nos
dolat as net que inverem la cum aut occab i
ma cones maxima solor rem. Iratur, incillo-

• How ragged? Hyphenated?

Sequis necabera dolupta quasiuntis incid quattius dolesto restus. Ipsit, com non ex
cena aut vellicis sine ex enrichcis debita te
tur? Piae curta duxiil ibumebis Dorephibus
melost, solupta quodt od mortaros simul
consencin elibusanam mulpartos ex as
soleorepre providi earchil quasi edidiis ut
volupis net venda vellectore conseroquem om
mole aut volum aut et delopf erferien
culp si recum et set est eations enter, nos
dolat as net que inverem la cum aut occab i
ma cones maxima solor rem. Iratur, incillo-

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

Sequis necabera dolupta quasiuntis incid quattius dolesto restus. Ipsit, com non ex
cena aut vellicis sine ex enrichcis debita te
tur? Piae curta duxiil ibumebis Dorephibus
melost, solupta quodt od mortaros simul
consencin elibusanam mulpartos ex as
soleorepre providi earchil quasi edidiis ut
volupis net venda vellectore conseroquem om
mole aut volum aut et delopf erferien
culp si recum et set est eations enter, nos
dolat as net que inverem la cum aut occab i
ma cones maxima solor rem. Iratur, incillo-

• Hanging punctuation (optical margins)

Sequis necabera dolupta quasiuntis incid quattius dolesto restus. Ipsit, com non ex
cena aut vellicis sine ex enrichcis debita te
tur? Piae curta duxiil ibumebis Dorephibus
melost, solupta quodt od mortaros simul
consencin elibusanam mulpartos ex as
soleorepre providi earchil quasi edidiis ut
volupis net venda vellectore conseroquem om
mole aut volum aut et delopf erferien
culp si recum et set est eations enter, nos
dolat as net que inverem la cum aut occab i
ma cones maxima solor rem. Iratur, incillo-

Choosing appropriate faces

• Text vs. display

• Serif vs. sans serif

• Chronistic vs. anachronistic

• Oldstyle, transitional, modern

• Continental, English, American
Choosing appropriate fonts

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

The basics

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

Put them all together and out pops the
- Point size

Commercial standards

- Page depth
  - Facing pages balance (±)
- 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

Commercial standards

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

- No tight lines
- No loose lines
- No letterspacing
- No distortion
- Don’t indent lede grafts
- Don’t indent spaced grafts
Commercial standards

• The details
  – Use typographers’ quotes and apostrophes

' = apostrophe
‘ = open single quote

'08 is correct
‘08 is incorrect

• Use ligatures

2222 2222 1111 1111

• Choose optical spacing in most cases

• Choose optical margins in most cases

• Use true small caps

© 2013–2016 Dick Margulis Creative Services

© 2013–2016 Dick Margulis Creative Services

© 2013–2016 Dick Margulis Creative Services
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 (...)

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

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

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

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

Resources

Intentionally short list
• Robert Bringhurst, The Elements of Typographic Style
• MyFonts http://www.myfonts.com/
• Colin Wheilden, Type & Layout: Are You Communicating or Just Making Pretty Shapes
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

Q & A