

# **ISSUES IN TYPOGRAPHY**

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An Introduction

# CONTENTS

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- Chapter 1** *Visual Hierarchy Reviewed*
- Chapter 2** *Type Parts and Measurement*
- Chapter 3** *Contrast of Typographic Elements*
- Chapter 4** *Typographic Spacing—Basic*
- Chapter 5** *Alignment or Structure*
- Chapter 6** *Body Text & Columns*
- Chapter 7** *Groups and Space*



# **CHAPTER 6**

## *Body Text & Columns*

*Creates an organic or casual feel*

**STRUCTURE**

LINE SPACE

LETTERSPACE

CAPITALIZATION

SCALE

COLUMN WIDTH

WIDOWS

## Flush left/ragged right

It is ten minutes past six by the invisible clock on the wall. Minute by minute new objects gain form. In the dim light of morning the young patent clerk sprawls in his chair, head down on his desk. For the past several months, he has dreamed many dreams about time. His dreams have taken hold of his research.

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**Flush left is a standard method of alignment for columns of body text. It creates an organic or casual feel.**

**May need additional column spacing.**

***Creates a strong sense of rectangular shape*****STRUCTURE**

## LINE SPACE

## LETTERSPACE

## CAPITALIZATION

## SCALE

## COLUMN WIDTH

## WIDOWS

**Justified or flush left/flush right**

It is ten minutes past six by the invisible clock on the wall. Minute by minute new objects gain form. In the dim light of morning the young patent clerk sprawls in his chair, head down on his desk. For the past several months, he has dreamed many dreams about time. His dreams have taken hold of his research.

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**Justified is a standard method of alignment for columns of body text. It creates a strong sense of rectangular shape due to its sharp vertical left and right edges.**

**It is used in magazines and newspapers where columns of text are in close proximity.**

# FLUSH RIGHT & CENTERED

**BODY TEXT  
& COLUMNS**

*Can make body text difficult to read*

**STRUCTURE**

LINE SPACE

LETTERSPACE

CAPITALIZATION

SCALE

COLUMN WIDTH

WIDOWS

## Flush right

It is ten minutes past six by the invisible clock on the wall. Minute by minute new objects gain form. In the dim light of morning the young patent clerk sprawls in his chair, head down on his desk. For the past several months, he has dreamed many dreams about time. His dreams have taken hold of his research.

## centered

It is ten minutes past six by the invisible clock on the wall. Minute by minute new objects gain form. In the dim light of morning the young patent clerk sprawls in his chair, head down on his desk. For the past several months, he has dreamed many dreams about time. His dreams have taken hold of his research.

**Flush right and centered body text can be difficult to read, when applied to more than one paragraph.**

## *Comparison of leading values — U/lc*

## STRUCTURE

## LINE SPACE

## LETTERSPACE

## CAPITALIZATION

## SCALE

## COLUMN WIDTH

## WIDOWS

It is ten minutes past six by the invisible clock on the wall. Minute by minute new objects gain form. In the dim light of morning the young patent clerk sprawls in his chair, head down on his desk.

Normal leading  
14/16

It is ten minutes past six by the invisible clock on the wall. Minute by minute new objects gain form. In the dim light of morning the young patent clerk sprawls in his chair, head down on his desk.

Tight leading  
14/14

It is ten minutes past six by the invisible clock on the wall. Minute by minute new objects gain form. In the dim light of morning the young patent clerk sprawls in his chair, head down on his desk.

Open leading  
14/24

**For U/lc type, “normal” leading is approximately +2pts. So for 14pt. type, the leading would be 16pts written as — 14/16.**

# LETTER SPACING

**BODY TEXT  
& COLUMNS**

## *Tracking*

STRUCTURE

LINE SPACE

LETTERSPACE

CAPITALIZATION

SCALE

COLUMN WIDTH

WIDOWS

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Normal

Touching

Very open

**The amount of tracking affects the fit, readability, and value of the text.**



# CAPITALIZATION

## *Body text and capitalization*

STRUCTURE

LINE SPACE

LETTERSPACE

**CAPITALIZATION**

SCALE

COLUMN WIDTH

WIDOWS

It is ten minutes past six by the invisible clock on the wall. Minute by minute new objects gain form. In the dim light of morning the young patent clerk sprawls in his chair, head down on his desk. For the past several months, he has dreamed many dreams about time. His dreams have taken hold of his research.

U/lc

IT IS TEN MINUTES PAST SIX BY THE INVISIBLE CLOCK ON THE WALL. MINUTE BY MINUTE NEW OBJECTS GAIN FORM. IN THE DIM LIGHT OF MORNING THE YOUNG PATENT CLERK SPRAWLS IN HIS CHAIR, HEAD DOWN ON HIS DESK. FOR THE PAST SEVERAL MONTHS, HE HAS DREAMED MANY DREAMS ABOUT TIME. HIS DREAMS HAVE TAKEN HOLD OF HIS RESEARCH.

ALL CAPS

**Body text should be set in upper & lower case. All caps should not be used in large amounts of body text due to space and legibility problems.**

## Body text size range

STRUCTURE

LINE SPACE

LETTERSPEACE

CAPITALIZATION

**SCALE**

COLUMN WIDTH

WIDOWS

disclaimer sizes

- 6pt
- 7pt
- 8pt

body text sizes

- 9pt
- 10pt
- 11pt
- 12p

subhead sizes

- 14pt
- 16pt
- 18pt

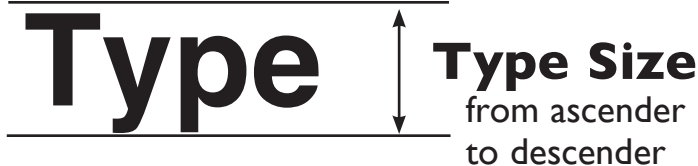
headline sizes

- 20pt
- 22pt
- 24pt +

**Choice of type size is based on the specific function of the typographic element.**

**Type size contrasts are relative to size of composition, and are not absolute.**

### REFRESHER



*A 48pt capital character is approx. 1 1/2" in height.*

**Type is set in points (pt.)**  
72 pts. to an inch  
12 pts. to a pica  
6 picas to an inch

## *X-height and proportions*

STRUCTURE

LINE SPACE

LETTERSPACE

CAPITALIZATION

**SCALE**

COLUMN WIDTH

WIDOWS

It is ten minutes past six by the invisible clock on the wall. Minute by minute new objects gain form. In the dim light of morning the young patent clerk sprawls in his chair, head down on his desk. For the past several months, he has dreamed many dreams about time. His dreams have taken hold of his research. <sup>1</sup>

Avant Garde

It is ten minutes past six by the invisible clock on the wall. Minute by minute new objects gain form. In the dim light of morning the young patent clerk sprawls in his chair, head down on his desk. For the past several months, he has dreamed many dreams about time. His dreams have taken hold of his research.

AG Old Face  
Regular

It is ten minutes past six by the invisible clock on the wall. Minute by minute new objects gain form. In the dim light of morning the young patent clerk sprawls in his chair, head down on his desk. For the past several months, he has dreamed many dreams about time. His dreams have taken hold of his research.

Goudy

**X-height influences the fit of the text and the color (value) or texture of the text block.**

*Provide good pace for novels, though...*

## Wide text columns provide good readability for novels, and similar publications.

It is ten minutes past six by the invisible clock on the wall. Minute by minute new objects gain form. In the dim light of morning the young patent clerk sprawls in his chair, head down on his desk. For the past several months, he has dreamed many dreams about time. His dreams have taken hold of his research.

## Too wide a column makes for difficult reading as your reader gets lost on way back to the start.

It is ten minutes past six by the invisible clock on the wall. Minute by minute new objects gain form. In the dim light of morning the young patent clerk sprawls in his chair, head down on his desk. For the past several months, he has dreamed many dreams about time. His dreams have taken hold of his research. It is ten minutes past six by the invisible clock on the wall. Minute by minute new objects gain form. In the dim light of morning the young patent clerk sprawls in his chair, head down on his desk. For the past several months, he has dreamed many dreams about time. His dreams have taken hold of his research.

## *Provide a good pace for newspapers*

STRUCTURE

LINE SPACE

LETTERSACE

CAPITALIZATION

SCALE

COLUMN WIDTH

WIDOWS

### **Narrow text columns provide good readability for “scannable” publications—such as newspapers, and magazines.**

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**But if they are too problems will occur...**

## *Provide a good pace for newspapers*

STRUCTURE

LINE SPACE

LETTERSACE

CAPITALIZATION

SCALE

**COLUMN WIDTH**

WIDOWS

### **Narrow justified text columns can create problems with word space, river, and hyphenation.**

It is ten minutes past six by the invisible clock on the wall. Minute by minute new objects gain form. In the dim light of morning the young patent clerk sprawls in his chair, head down on his desk. For the past several months, he has dreamed many dreams about time. His dreams have taken hold of his research.

Normal

It is ten minutes past six by the invisible clock on the wall. Minute by minute new objects gain form. In the dim light of morning the

Rivers

It is ten minutes past six by the invisible clock on the wall. Minute by minute new objects gain form. In the dim light of morning the young patent clerk sprawls in his chair, head down on his desk. For the past several months, he has dreamed many dreams

Hyphens

# NARROW COLUMNS

**BODY TEXT  
& COLUMNS**

*Provide a good pace for newspapers*

STRUCTURE

LINE SPACE

LETTERSPEACE

CAPITALIZATION

SCALE

**COLUMN WIDTH**

WIDOWS

**Using flush left (and a smaller type size) for text columns can help with the problems of word space, river, and hyphenation.**

It is ten minutes past six by the invisible clock on the wall. Minute by minute new objects gain form. In the dim light of morning the young patent clerk sprawls in his chair, head down on his desk. For the past several months, he has dreamed many dreams about time. His dreams have taken hold of his research.

It is ten minutes past six by the invisible clock on the wall. Minute by minute new objects gain form. In the dim light of morning

It is ten minutes past six by the invisible clock on the wall. Minute by minute new objects gain form. In the dim light of morning the young patent clerk sprawls in his chair, head down on his desk. For the past several months, he has dreamed many

Normal

**Though the right rag may become extreme.**

*Try to avoid widows and orphans*

STRUCTURE

LINE SPACE

LETTERSPACE

CAPITALIZATION

SCALE

COLUMN WIDTH

**WIDOWS****A definite typographic no no**

It is ten minutes past six by the invisible clock on the wall. Minute by minute new objects gain form. In the dim light of morning the young patent clerk sprawls in his chair, head down on his desk. For the past several months, he has dreamed many dreams about time. His dreams have taken hold of his research.

Widow

It is ten minutes past six by the invisible clock on the wall. Minute by minute new objects gain form. In the dim light of morning the young patent clerk sprawls in his chair, head down on his desk. For the past several months, he has dreamed many dreams about time. His dreams have taken

hold of his research.

It is ten minutes past six by the invisible clock on the wall. Minute by minute new objects gain form. In the dim light of morning the young patent clerk sprawls in his chair, head down on his desk. For the past several months, he has dreamed many dreams about

Orphan

**A widow is the last word in a paragraph on a line by itself, an orphan is the last word or line of a paragraph alone at the top of the next column.**





# **CHAPTER 7**

*Groups and Space*

# PARAGRAPH SPACE

## *Defined*

**Paragraph spacing is extra vertical space between two or more paragraphs of type. It is generally communicated as a +factor such as +6, +8, +10pts, etc.**

**In software applications it may also be referred to as *space before* or *space after*.**

**Paragraph space can be used to simply indicate the beginning (as can an indent) of a paragraph, or be used to organize and provide access to different units of information in a hierarchical fashion.**

# PARAGRAPH SPACE

## *Basic body text paragraph spacing*

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GOOD

It is ten minutes past six by the invisible clock on the wall. Minute by minute new objects gain form. In the dim light of morning the young patent clerk sprawls in his chair, head down on his desk. For the past several months, he has dreamed many dreams about time. His dreams have taken hold of his research.



TOO  
MUCH

It is ten minutes past six by the invisible clock on the wall. Minute by minute new objects gain form. In the dim light of morning the young patent clerk sprawls in his chair, head down on his desk. For the past several months, he has dreamed many dreams about time. His dreams have taken hold of his research.

**Paragraph spacing is usually less than the leading value of a full return.**

# PARAGRAPH INDICATION

## *There are several methods to indicate the beginning of a paragraph*

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For the past several months, he has dreamed many dreams about time. His dreams have taken hold of his research.

Space After

It is ten minutes past six by the invisible clock on the wall. Minute by minute new objects gain form. In the dim light of morning the young patent clerk sprawls in his chair, head down on his desk.

For the past several months, he has dreamed many dreams about time. His dreams have taken hold of his research.

Indent — *done in em spaces*

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For the past several months, he has dreamed many dreams about time. His dreams have taken hold of his research.

Drop Cap

## REFRESHER

**em**Space  
a square in the  
size of the font

# GROUPS AND SPACE

*Alignment, and spacing, can be used to effectively organize multiple units of information*

July 1-31, 2010

## WASILY KANDINSKY MAJOR WORKS

austin museum of art  
the modern masters series

823 Congress Avenue  
Austin, TX 78767

542.495.9224  
[www.amoa.org](http://www.amoa.org)

**Alignment** and **spacing** can be used to group and isolate units for emphasis and access, *and* in conjunction with leading and typographic contrasts create effective visual hierarchy.

## Line breaks & returns, leading & space after for proper paragraph spacing and control

July 1-31, 2010

### WASILY KANDINSKY MAJOR WORKS

austin museum of art  
the modern masters series

823 Congress Avenue  
Austin, TX 78767

542.495.9224  
www.amoa.org

ALIGN LEFT  
WITH A LEFT  
INDENT

FIRST BASELINE OFFSET OF 3P (.5")

July 1-31, 2010 RETURN

SPACE AFTER

LEADING

WASILY KANDINSKY  
MAJOR WORKS RETURN

SPACE AFTER

LEADING

austin museum of art  
the modern masters series RETURN

SPACE AFTER

LEADING

823 Congress Avenue  
Austin, TX 78767 RETURN

SPACE AFTER

LEADING

542.495.9224  
www.amoa.org RETURN

ALIGN RIGHT  
WITH A RIGHT  
INDENT

# CONCLUSION

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## **Effective use of**

- TYPOGRAPHIC CONTRASTS
- LETTER SPACE and LEADING
- STRUCTURE and ALIGNMENT
- GROUPS and SPACE

**Are powerful tools in the organization and the delivery of information in design communications.**