

MICRO TYPOGRAPHY PART 3:

MICRO TYPOGRAPHY PART 3: DO'S & DON'TS

DO'S & DON'TS: *don't stack type like this...*

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DO'S & DON'TS: *do turn the type 90°*

OR LIKE THIS

This works better

DO'S & DON'TS: *don't mix up foot/inches with contractions*

24' long x 3" wide / Jill's

' "

' ' " "

foot/inches

contractions

Don't assume the default apostrophes are correct for your work. Often the default is the foot/inch designation. Change your type preferences to Typographer's quotes.

In InDesign—check your glyph panel OR use the following key commands:

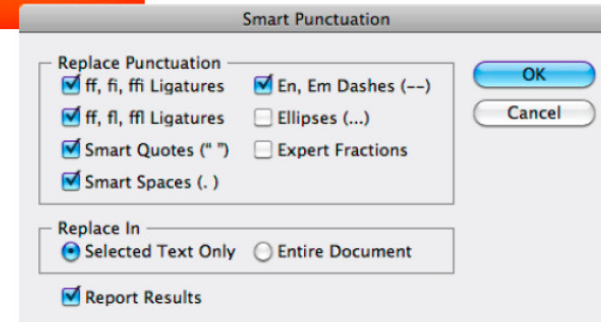
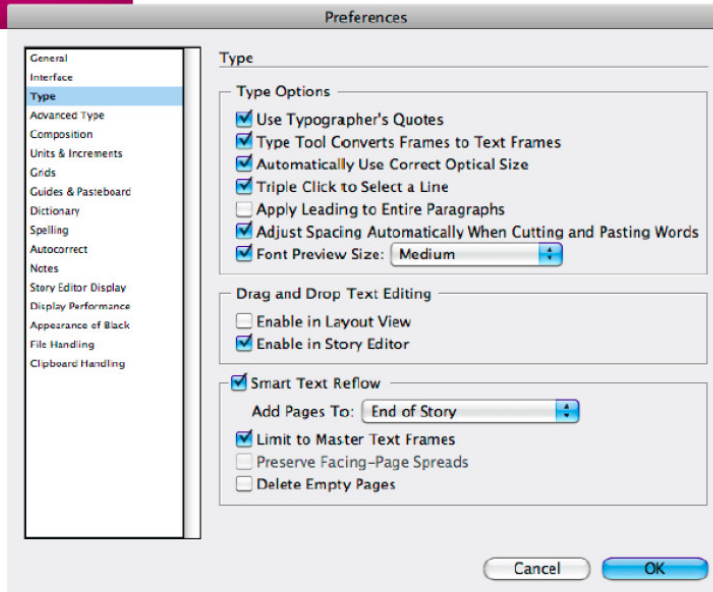
'= shift key + option key +] key

'= option key +] key

"= shift key + option key + [key

"= option key + [key

DO'S & DON'TS: *do use typographer's quotes*



DO'S & DON'TS: *do use the correct dash length*

The em dash is used for nested clauses or to indicate a pause in hesitant speech: “Wait—I’ll do it”. It can also be used in place of parentheses.

(You create an em dash by holding down the shift + option key and typing in the hyphen key)

DO'S & DON'TS: *do use the correct dash length*

An en dash is used to separate page numbers, dates, places and is used to replace the word “to” in phrases like: 10–11 and 1975–1981 and Norwich–London.

(You create an en dash by holding down the option key and typing in the hyphen key)

DO'S & DON'TS: *do use the correct dash length*

The hyphen is one third size of an em and is used to link words. It serves as a compound modifier where two words become one, such as x-height; breaks syllables of words in text blocks like geography and serves to provide clarity such as re-serve rather than reserve.

DO'S & DON'TS: *do use small superscripts*

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The trademark, copyright, and registered symbols are legalese of absolutely no interest to the reader. They should be as small as possible. Use the Superscript or Superior command (the little T¹ in the type panel).

DO'S & DON'TS: *do use only one space after a period*

Incorrect: The programs build in the correct amount of space after each period. You do not have to add an extra space anymore.

Correct: The programs build in the correct amount of space after each period. You do not have to add an extra space anymore.

DO'S & DON'TS: *don't use fake small caps*

FAKE SMALL CAPS

SMALL CAPS

DO'S & DON'TS: *do use small caps for...*

Small capitals are used to give more emphasis to a word or sentence than may be conveyed by using italics. They can also be used for chapter headings and running heads. Use small capitals, without periods, in text setting for degrees (BA LLD MA PHD), abbreviations (BNA CBC RCMP USA), and for roman numerals, George v, Chapter x, Richard III.

If available, try to use small caps and old style numeral together in your text.

DO'S & DON'TS: *do use small caps for...*

Words in full capitals should not appear within body text settings, small caps are preferred. Full capitals may be used in headings or display.

DO'S & DON'TS: *do hang your punctuation*

Incorrect: “When you *don't* align your text—hang your punctuation—underneath the first letter of the quote, the resultant effect creates an optical gap at the beginning of the block quote.”

Correct: “When you align your text—hang your punctuation—underneath the first letter of the quote, the resultant effect is a crisp, streamlined block quote.”

In InDesign—Place your cursor in front of the W and use the following key commands: command key + \ key

DO'S & DON'TS: *do hang your bullet/number lists*

Incorrect:

- This is the first item with lots of text.
- This is the second item with lots of text.

Incorrect:

- 1 This is the first item with lots of text.
- 2 This is the second item with lots of text.

DO'S & DON'TS: *do hang your bullet/number lists*

- Correct:
- This is the first item with lots of text.
 - This is the second item with lots of text.

- Correct:
- 1 This is the first item with lots of text.
 - 2 This is the second item with lots of text.

In InDesign—Place your cursor in front of the T and use the following key commands: command key + \ key (a more advanced way is to build it into your style sheets)

DO'S & DON'TS: *do fix widows*

Incorrect:

Derovidel illupta consed quam acilias expliquas rest
por sequas dis ut latur sequi omnis eataes volor aut
velenih iliquis cupid qui blam, eostiuscil inis sinciis et,
sitio occatus, te ne omnis eaque endis este diorro tem
nonsequat.

DO'S & DON'TS: *do fix widows*

Corrected:

Derovidel illupta consed quam acilias expliquas rest
por sequas dis ut latur sequi omnis eataes volor aut
velenih iliquis cupid qui blam, eostiuscil inis sinciis ot
et, sitio occatus, te ne omnis eaque endis este quore
diorro tem nonsequat.

DO'S & DON'TS: *do fix orphans*

Incorrect:

ibustias.

Derovidel illupta consed quam acilias expliquas
rest por sequas dis ut latur sequi omnis eataes volor
aut velenih iliquis cupidi blam, eostiuscil inis sinciis
et, sitio occatus, te ne omnis eaque endis este
diorro tem nonsequat. Borit quatisicit demquas.

DO'S & DON'TS: *do fix orphans*

Corrected:

occatus sitio, te ne omnis eaque endis diorro tem
audicienet a nobis con consecat debistem landus
idesti quibusa nosant eumet ibustias.

Derovidel illupta consed quam acilias expliquas rest
por sequas dis ut latur sequi omnis eataes volor aut
velenih iliquis cupid qui blam, eostiuscil inis sinciis et,
sitio occatus, te ne omnis eaque endis este diorro tem
nonsequat. Borit quatiscit demquas.

REVIEW

- 1 Don't stack type
- 2 Do use typographer's quotes for body text and contractions. Do use foot/inch marks appropriately.
- 3 Do use the correct length dash.
- 4 Do use small superscripts.
- 5 Do use only one space after a period.
- 6 Don't use fake small caps.
- 7 Do hang your punctuation.
- 8 Do hang your bullet/number lists.
- 9 Do fix your widows and orphans.