

# THE FINE ART OF SETTING TYPE

3

## Student Handout

### ► A NEW LANGUAGE

*Review the terminology that has been covered in the last three chapters and you will see that you are learning a whole new language! Like any language, the more you use it, the easier it becomes. By the time you have completed this book these three chapters will seem very basic...guaranteed!*

### ► CHAPTER GOALS

- Identify the anatomical parts of letters
- Interpret hidden characters to identify hard and soft returns, spaces, and other formatting
- Use paragraph formatting features and punctuation: space before and after, drop and raised caps, hyphenation, optical margin alignment, balance ragged lines, alignment, quotation marks, and prime marks
- Differentiate between hyphens and dashes, and use each correctly
- Calculate ideal line measure
- Interpret proofreading marks

### ► TERMINOLOGY

X-height	Mean line	Cap height
Ascender	Descender	Ascent
Point size	Hidden characters	Setting line for line
Soft return	Paragraph	Hard return
Space after	Undo	Raised cap
Drop cap	Automatic hyphenation	Non-breaking space
Non-breaking hyphen	Ragged right alignment	Flush left alignment
Ragged left alignment	Flush right alignment	Justified alignment
Left and right indent	First line indent	Hanging indent
Balance ragged lines	Typewriter quotation marks	Curly quotes
Prime marks	Typographer's quotation marks	Discretionary hyphen
Em	En	Em dash
En dash	Line measure	Line length

### ► PROJECTS

- 03A *Mystery Typefaces*
- 03B *Wedding Invitation*
- 03C *Desserts Menu*
- 03D *Fine Woodworking*
- 03E *Production Sequence*
- 03F *Reading Markup*

### ► KEYBOARD SHORTCUTS

Function	Mac	Windows
Show/hide hidden characters	Cmd+Opt+I	Ctrl+Alt+I
Define paragraph	Return	Enter
Soft return	Shift+Return	Shift+Enter
Select a single word	Double click	Double click
Select a whole line	Triple click	Triple click
Select whole paragraph	Click 4 times	Click 4 times
Selection tool when Type tool is active	Esc	Esc
Access grabber hand when not using Type tool	Spacebar	Spacebar
Access grabber hand when using Type tool	Option	Alt
Increase view size	Cmd +	Ctrl +
Decrease view size	Cmd -	Ctrl -
Left alignment	Shift+Cmd+L	Shift+Ctrl+L
Right alignment	Shift+Cmd+R	Shift+Ctrl+R
Center alignment	Shift+Cmd+C	Shift+Ctrl+C
Justified alignment	Shift+Cmd+J	Shift+Ctrl+J
Em dash	Shift+Opt+-	Shift+Alt+-
En dash	Option+-	Alt+ -
Em space	Shift+Cmd+M	Shift+Ctrl+M
En space	Shift+Cmd+N	Shift+Ctrl+N

### ► *production tips*

- Turn off hyphenation paragraph-by-paragraph by deselecting Hyphenate in the Control panel.
- Manage hyphenation settings for the entire document by selecting Hyphenation from the Control panel options menu.

## ► 03A MYSTERY TYPEFACES

1. Go to [www.identifont.com](http://www.identifont.com).
2. Click on the **Identify a Font** link and identify the following type samples by answering the questions about letter anatomy. Select "Not sure" when you cannot positively answer the question. When you have answered all the questions, the most likely typeface will be displayed in the window. If that typeface is not correct, check the alternate typefaces listed in the left column. Examine all the typeface options to correctly identify each font. Write the name of the typeface on the line below each sample.

THE QUICK BROWN FOX JUMPED  
OVER THE LAZY DOG'S BACK.  
The quick brown fox jumped  
over the lazy dog's back.  
1234567890

**A**

---

THE QUICK BROWN FOX JUMPED  
OVER THE LAZY DOG'S BACK.  
THE quick brown fox jumped  
OVER THE lazy dog's back.  
1234567890

**B**

---

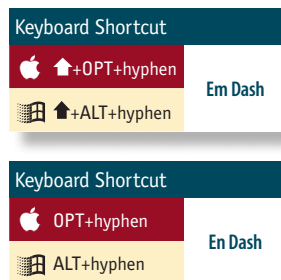
THE QUICK BROWN FOX JUMPED  
OVER THE LAZY DOG'S BACK.  
The quick brown fox jumped  
over the lazy dog's back.  
1234567890

**C**

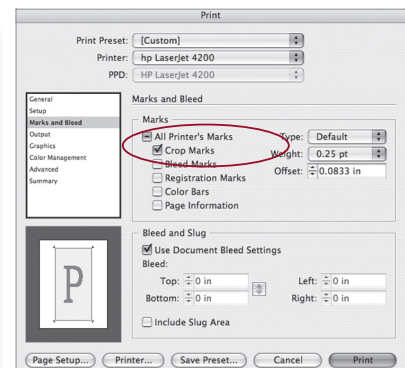
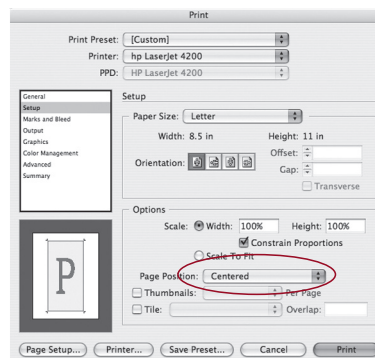
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## ► PROJECT 03B WEDDING INVITATION

1. Open 03B Wedding Invitation from the 03 Artwork and Resources folder on the accompanying CD.
2. Click to activate the text frame. Set text line for line, using soft returns to create the line endings. Center text horizontally.
3. Change the typeface to **Adobe Caslon Pro Italic**. From the Control Panel menu, select **OpenType** and turn on **Swash**.
4. Search through your available typefaces to find an ornamental glyph that would be appropriate to insert.
5. Use shortcut key **Cmd+B** (Mac) or **Ctrl+B** (Windows) to access **Text Frame Options**. Choose **Vertical Justification>Align: Justified**.
6. Proof for the following:
  - Correct use of dashes and hyphens
  - Date/times/names correct
  - Spelling/correct copy
  - Turn on hidden characters and check that lines end with soft returns and that there are no double spaces.
7. Type your name at the bottom of the text, as shown in the example.
8. Proof your project carefully.
9. In the Print dialog box, go to **Setup** and select **Centered**. Go to **Marks and Bleed** and select **Crop Marks**. Print your document. The corner marks show the final trim size of the invitation.



Photography © 2009 Cari Cruz, Waukesha County Technical College





Artwork shown above:  
© 2006 Christopher Pollack, Waukesha County Technical College

## ► 03C DESSERTS MENU

1. On the companion CD, locate the folder *03 Artwork and Resources*. Open the document named *03C Desserts Menu*.
2. Study the hidden characters on the screen shot to the right. Notice that hard returns are used only after the headline, glyph, and after the price of each dessert selection. Select the text frame that has been created on the document, to the right of the photo, and turn off hyphenation. Then type the copy. Remember to type a **z** for a placeholder for the decorative glyph after the "Desserts Menu" paragraph. Don't add a soft return at the end of each line as you set the italic type. Instead, let the type wrap from one line to the next.
3. Follow the markup (show right) to format the copy.  
**Note:** the headline and name and price of each dessert are **Black**. The glyph and the description copy under each dessert selection are **Blue**. Use Text Frame Options to set the Vertical Justification Alignment to **Center**.
4. Replace the placeholder **z** with a glyph.  
Proof your work and print.

# DESSERTS · MENU



## APPLE · AND · BLACKBERRY · MERINGUE

*A meringue base with generous layers of apple and blackberry. Cream cheese and whip cream provide just enough sweetness, and create a light, delicious after-dinner treat.* — \$6.50

## BLUEBERRY · ITALIAN · CHEESECAKE

*Blueberries and whip cream top this creamy cheesecake. Ricotta cheese and nutmeg create a flavor sensation that is truly Italian.* — \$5.95

## BLACK · FOREST · CHEESECAKE

*A heavenly blend of chocolate, cherry, and amaretto flavors. Our pastry chef's specialty.* — \$4.95

## STRAWBERRY · ALMOND · PARFAIT

*Luscious strawberries layered with vanilla creme and sprinkled with amaretti crumbs. Served in parfait glass and garnished with fresh mint.* — \$4.95

This is the hidden character for an Em space.  
Shift+Cmd+M (Mac) or Shift+Ctrl+M (Windows)

↑ Raised cap  
↑ Trajan Pro Regular 23.5/14.5  
Space after p6

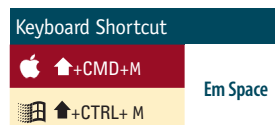
# DESSERTS · MENU

↑ Trajan Pro Regular 11.5/13  
↑ Adobe Garamond Pro Reg 23.5/14.5  
Space after p3

## APPLE · AND · BLACKBERRY · MERINGUE

*A meringue base with generous layers of apple and blackberry. Cream cheese and whip cream provide just enough sweetness, and create a light, delicious after-dinner treat.* — \$6.50

↑ Insert  
Em space here  
↑ Trajan Pro Regular 7.5/13  
↑ Minion Pro Italic 10.5/13  
Space after p9  
No hyphenation





Raised cap. Go to Control Panel>OpenType>Swash to create decorative "A."

Create a raised cap on capital letters and apply Small Caps style to lower case letters.

Use correct dashes. Place an en space on each side of the glyph. Change the D, H, and S letters to italic and turn on OpenType>Swash. Notice the small caps.

Change dollar sign to Superscript. Place an en space on each side of the glyph.

Fill type with Paper.

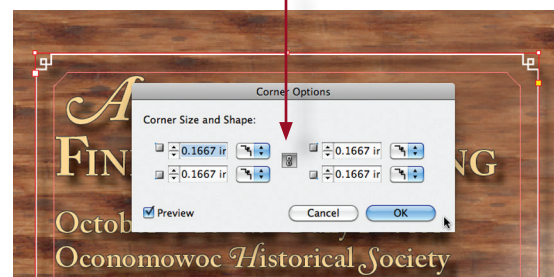
Add stroke.  
See step 4, below.



## ► 03D FINE WOODWORKING

1. On the companion CD, locate the folder *03 Artwork and Resources*. Open the document named *03D Fine Woodworking*.
2. The project looks amazingly simple, but it requires you to incorporate many typesetting skills. Examine the project and type specifications above, and create this project to look as close to the actual-size project (shown on the next page), as possible. Use family members from Adobe Caslon Pro for all the type. There should be a single text frame that extends from the upper left to the lower right margin corners. Use Space After in the Paragraph Formatting mode of the Control panel to separate the sections of text. Do not use double returns!
3. Highlight the type and select the gold fill from the Swatches panel. Add a **Black** stroke, but adjust the stroke width to **0.5 pt.**
4. To create the decorative frame, select the text frame with the Selection tool. Go to Menu>Object>Corner Options. Select **Fancy** in the pull down menu. Select the **Make All Settings the Same** button, if it is not already turned on.

Assign the color [Paper] in the Stroke menu and a width of **1.5 pt.** in the Stroke Width field.



5. Add a drop shadow to the type. Select the text frame with the Selection tool. Click the Drop Shadow button on the Control panel.



6. Proof, print and compare your copy to the original shown on the next page. Make revisions, and print again.



# *A Century of* **FINE WOODWORKING**

October 1–18 🌸 Daily 1–4 PM  
Oconomowoc Historical Society  
Tickets: \$9 🌸 Senior Citizens: \$5

Info: (262) 567-6377

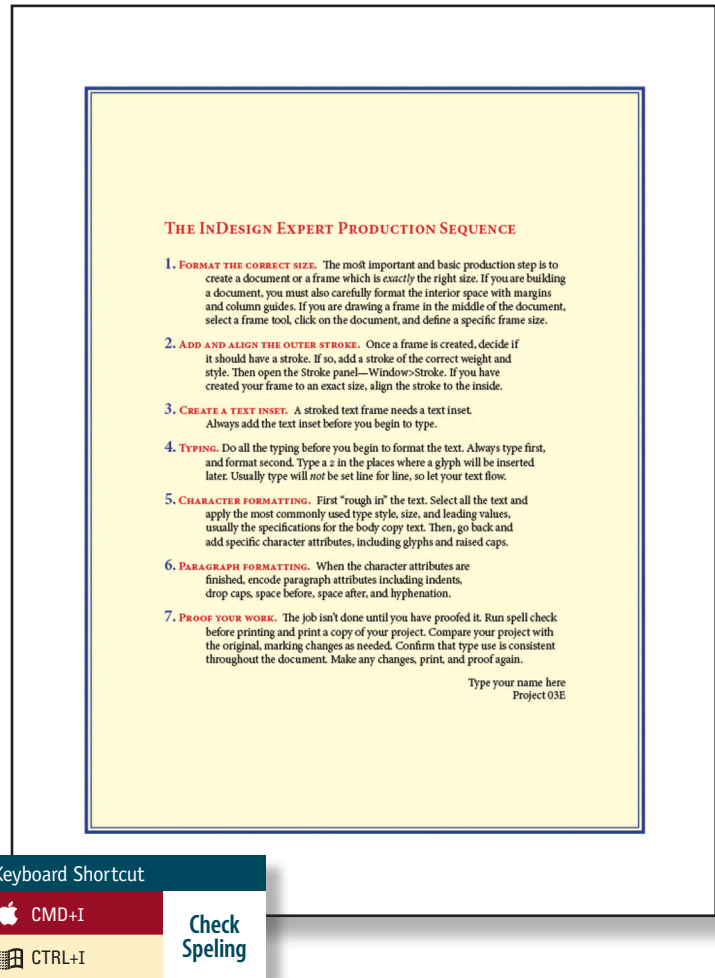


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► 03D FINE WOODWORKING  
actual size

## ► 03E PRODUCTION SEQUENCE

1. Document size: 8.5" x 11".  
Top and Bottom margins: 1".  
Left and Right margins: 0.875".  
Actual-size sample is shown on the next page.
2. Draw a text frame from margin to margin.  
Go to Text Frame Options and enter a 0.875" inset on all four sides. Add a blue, 6-pt., Thick-thin stroke and align it to the inside of the frame.
3. Do all the typing first, following the completed example on the next page of this packet. Do not set line for line. Place a hard return only at the ends of paragraphs. Let the text wrap. Then, format the character attributes as shown in the diagram below.
4. Add the paragraph formatting. Turn off hyphenation on all the paragraphs. Use space after, left indents and first line indents. Refer to mark up below. Be sure to add your name and the project number at the bottom. Right align those two lines. Go to Text Frame Options and set the Vertical Justification Alignment to Center.
5. Press Command+I (Mac) or Control +I (Windows) to check spelling. Compare your copy with the sample on page 5—it should look almost identical. Print your document.





## THE INDESIGN EXPERT PRODUCTION SEQUENCE

- 1. FORMAT THE CORRECT SIZE.** The most important and basic production step is to create a document or a frame which is *exactly* the right size. If you are building a document, you must also carefully format the interior space with margins and column guides. If you are drawing a frame in the middle of the document, select a frame tool, click on the document, and define a specific frame size.
- 2. ADD AND ALIGN THE OUTER STROKE.** Once a frame is created, decide if it should have a stroke. If so, add a stroke of the correct weight and style. Then open the Stroke panel—Window>Stroke. If you have created your frame to an exact size, align the stroke to the inside.
- 3. CREATE A TEXT INSET.** A stroked text frame needs a text inset. Always add the text inset before you begin to type.
- 4. TYPING.** Do all the typing before you begin to format the text. Always type first, and format second. Type a *z* in the places where a glyph will be inserted later. Usually type will *not* be set line for line, so let your text flow.
- 5. CHARACTER FORMATTING.** First “rough in” the text. Select all the text and apply the most commonly used type style, size, and leading values, usually the specifications for the body copy text. Then, go back and add specific character attributes, including glyphs and raised caps.
- 6. PARAGRAPH FORMATTING.** When the character attributes are finished, encode paragraph attributes including indents, drop caps, space before, space after, and hyphenation.
- 7. PROOF YOUR WORK.** The job isn’t done until you have proofed it. Run spell check before printing and print a copy of your project. Compare your project with the original, marking changes as needed. Confirm that type use is consistent throughout the document. Make any changes, print, and proof again.

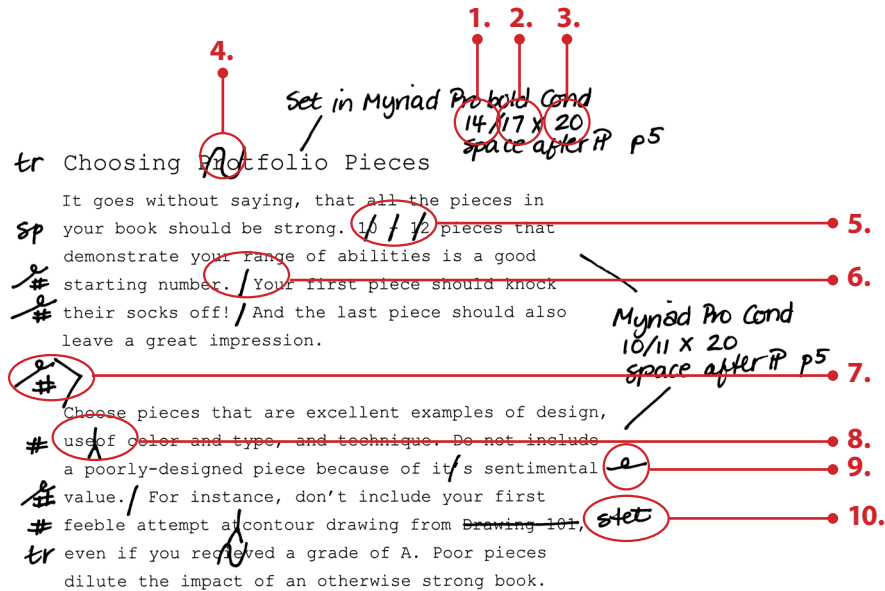
Type your name here  
Project 03E

### ► 03E PRODUCTION SEQUENCE actual size



## ► 03F READING MARKUP

**Directions:** First, write the meaning of each circled proofreader's mark on the lines below.  
Then, open InDesign and set the copy according to the markup and corrections.



1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

1. Document size: 8.5" x 11". All margins: 0.
2. Read the notations and proofreader's marks on the copy above. Remember: the problem is noted within the line, and the solution is noted at the edge of each line.
3. Set the copy according to the markup. To create the 20 pica wide text frame, draw a text frame and select it with the Selection tool. In the W field of the Control panel, enter 20p.
4. Proof carefully. Your copy will *not* look like the sample above! Double-check your type specifications. Print your document. Turn this page in with your project.



1. How is a font's point size determined?
2. Why is it helpful to see hidden characters?
3. What is the difference between a hard and soft return?
4. How can space be added between paragraphs without pressing the Return key more than once?
5. What does the notation **Myriad Pro Semibold Condensed 12/15 × 30** mean?
6. How do you make a drop cap? How do you make a raised cap?
7. Which panel holds the Optical Margin Alignment option?
8. Describe the uses for each of the following: hyphen, em dash, en dash.
9. What is the guideline for calculating an acceptable line measure?
10. How is a typographer's quotation mark different from a typewriter quotation mark?
11. What does it mean to set text "line for line"?
12. The client has asked you to duplicate a project, but does not know what font was used. What steps would you take to identify the font?
13. What is a discretionary hyphen and how is it entered?
14. When might you use a nonbreaking space?
15. How do you make No Hyphenation the default for an entire document?