

TOPICS

Fine-tuning Paragraphs

gjelde til alle som har gjort noe godt og godt for andre i år. Vi ønsker også at vi skal ha en god jul og et godt nytt år.

I am seated in an office, surrounded by heads and bodies. My posture is consciously congruent to the shape of my hard chair. This is a cold room in University Administration, wood-walled, Remington-hung, double-windowed against the November heat, insulated from Administrative sounds by the reception area outside, at which Uncle Charles, Mr. deLint and I were lately received.

I am in here.

Three faces have resolved into place above summer-weight sportcoats and half-Windsors across a polished pine conference table shiny with the spidered light of an Arizona noon. These are three Deans — of Admissions, Academic Affairs, Athletic Affairs. I do not know which face belongs to whom.

I believe I appear neutral, maybe even pleasant, though I've been coached to err on the side of neutrality and not attempt what would feel to me like a pleasant expression or smile.

I have committed to crossing my legs I hope carefully, ankle on knee, hands together in the lap of my slacks. My fingers are mated into a mirrored series of what manifests, to me, as the letter X. The interview room's other personnel include: the University's Director of Composition, its varsity tennis coach, and Academy prorector Mr. A. deLint. C.T. is beside me; the others sit, stand and stand, respectively, at the periphery of my focus. The tennis coach jingles pocket-change. There is something vaguely digestive about the room's odor. The high-traction sole of my complimentary Nike sneaker runs parallel to the wobbling loafer of my mother's half-brother, here in his capacity as Headmaster, sitting in the chair to what I hone is my immediate right, also facing

A: Reading

The plane took off from Santa Cruz, Bolivia and crashed near the airport in Medellín, Colombia on 28 November. Only six of the 77 passengers on board survived. The dead included 19 members of the Chapecoense soccer club from southern Brazil and 20 of the journalists covering the team.

B: Skimming

The plane took off from Santa Cruz, Bolivia and crashed near the airport in Medellín, Colombia on 28 November. Only six of the 77 passengers on board survived. The dead included 19 members of the Chapecoense soccer club from southern Brazil and 20 of the journalists covering the team.

C: Scanning

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YEAR OF GLAD

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The Dean at left, a lean yellowish man whose fixed smile nevertheless has the impermanent quality of something stamped into uncooperative material, is a personality-type I've come lately to appreciate, the type who delays need of any response from me by relating my side of the story for me, to me. Passed a packet of computer-sheets by the shaggy lion of a Dean at center, he is speaking more or less to these pages, smiling down.

'You are Harold Incandenza, eighteen, date of secondary-school graduation approximately one month from now, attending the Enfield Tennis Academy, Enfield, Massachusetts, a boarding school, where you reside.' His reading glasses are rectangular, court-shaped, the sidelines at top and

he last week pronounced the country's vital telecoms sector "simply a mess".

"Last year China invested \$50bn in its

regulation and rulings that have left multinationals confronted with surprise tax bills running into billions of dollars.

last year into its telecoms networks, said Marten Pieters

hopes on just one individual," said Bimali Agrawala, head of General Electric in south Asia.

a country who's pledged to spend by 2017.

Dispatch. South America

Silva quenches Brazil's thirst for change

Outsider's non-partisan approach has impressed voters – and investors

JOE LEAHY – SÃO PAULO

To see Marina Silva deliver a speech on the campaign trail for the Brazilian presidential election next month is to watch a woman transformed.

The fragile appearance of the environmentalist and former senator wrought by a tough childhood in a malarial Amazonian rubber plantation vanishes.

In its place come force and conviction as Ms Silva, a political outsider who is threatening to end the 12-year reign of Brazil's powerful centre-left Workers' party, or PT, links her compelling life story with Brazilians' thirst for change.

"I was illiterate until I was 16," she tells a party rally on a chilly night in mountainous Caxias do Sul in Brazil's southern Rio Grande do Sul state, recounting how she went on to earn a degree in history. "What makes the country grow is to have schools that are just as good for the poor as for the rich."

Until last month when the former presidential candidate of her coalition, Eduardo Campos, was killed in a plane crash, Ms Silva was not even in the running for Brazil's presidency.

Now polls show her beating incumbent Dilma Rousseff of the PT in the second round run-off on October 26 – although her lead has narrowed in recent days – and rendering Aécio Neves of the larger opposition PSDB party a distant third.

Ms Silva is riding a protest vote that emerged last year in nationwide demonstrations for better public services, analysts say. She combines the social consciousness of Luiz Inácio Lula da Silva, a former unionist from Brazil's poor northeast who ruled between 2003–2010 and is credited with lifting millions from poverty, with the economic orthodoxy of Fernando Henrique Cardoso, a former professor who was president between 1995 and 2002 and stabilised Brazil's runaway inflation.

"She represents a vote for change,"



Presidential hopeful Marina Silva arrives for a campaign event in Rio de Janeiro last week — Getty

Agenda

A radical candidate with an orthodox economic vision

On inflation, Marina Silva aims to bring it down to the centre of the central bank's target of 4.5 per cent. Dilma Rousseff's government has been

bank autonomy partly through establishing fixed mandates for members of the board. This is seen as a welcome development for markets.

Her platform calls for a fiscal responsibility body to monitor budgets and verify that the government is complying with fiscal targets. This is to counteract "creative accounting".

Ms Silva was born in northern Acre state, where as an 11-year-old rubber tapper she rose before dawn each morning to "bleed" the trees of their milky resin with a machete. She suffered debilitating bouts of malaria and hepatitis and at 16 went to Acre's capital, Rio Branco, to seek treatment and pursue her ambition of becoming a nun.

While studying, she joined Chico Mendes, the Brazilian environmentalist who was assassinated while trying to stop deforestation by ranchers.

can, according to

That determined streak has marred too. In 2008, after Lula da Silva, then environment minister, raised estate rates by 20%, stood against him in the 2010 election, eff, in the 2010 votes. Some of the Brazil's sizeable political base.

"We support Lula," says a spokesman for the family. "We're evangelical wait, campaign event in Rio de Janeiro.

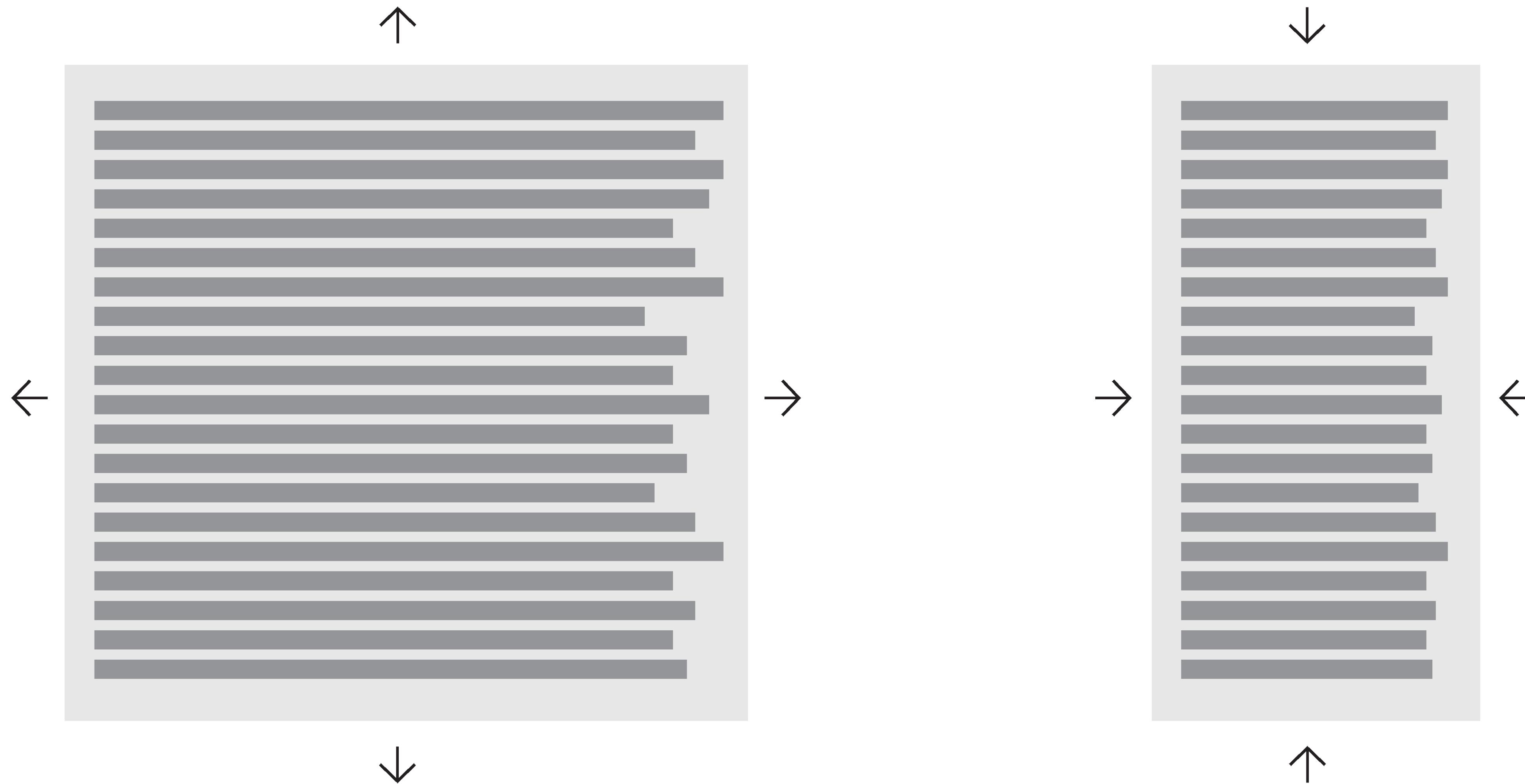
For others, however, she is a turn-off. Her supporters led her to back away from backing gay marriage, also claims God's role in the poisoning, although and for health reasons, chocolate, dairy.

Despite her own green activism, men so far like women closest adviser, "Neca" Setúbal, of Brazil's large Itaú-Unibanco. Grande do Sul air, the smell of巴西, heavy in the air, give her the benefit of the doubt.

"She recognises the opportunity for politics," says Paes, operative federal

Her message politics in which across party lines. The Brazilian Solution only have progress. They need Silva presidency to be a major change. Augusto de Castro Group.

At the rally in Rio de Janeiro held at the local church, many people were seen munching free fried chicken. This vision of a vote-buying and



*Wider columns typically
need more white space*

*Narrow columns typically
need less white space*

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50 to 70 characters zone

Wider columns:

50 to 70 characters
(including white space);
10 to 15 words
(aim for **12**).

*This usually determines
the margins*

→ Choose type that works
best in each situation.

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50 to 70 characters zone

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officias ditas dessum verunto
occae voluptaqui beate istiam
ape quis est, sum qui blaborpos
excea sit, quas ma con parum
quiducius mo int volum voloria
taerum enti destia dolorib
uscipsunt.



↑
25 to 30 characters zone

Narrow columns:

25 to 30 characters
(including white space);
4 to 8 words (minimum).

→ Choose type that works
best in each situation.

General rules for hyphenation

- *No need to use hyphenation in a rag setting.*
- *Do use it for justified settings.*
- *Do not hyphenate Capitalized words.*
- *Make sure that there are at least 3 to 4 characters before and after the hyphenation.*

typographical advisor to Monotype, to inaccurately characterize Bembo, as he did with other historically-based typefaces by Monotype in the 1920s. Morison, according to Gehl, “*... insisted upon calling his historical reconstructions of the 1920s ‘recuttings’ of early types, when in fact most of them were beautiful new types inspired by handsome old ones.*”

¶ This observation strikes a familiar chord among type reviewers. Accuracy often hinges on semantics, so semantics are important.

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The lesson of the battle of Roncesvalles should have been: Do not to alienate the Basques. Yet somehow, in the ensuing centuries, Roland became the battle's hero—in time, even to the Basques. The Basques went on to other battles against Franks and both with and against Muslims, against the Vikings and even the Normans. With their small population, ambush remained a favorite technique. But throughout northern Navarra, folk legends developed that are still heard today of a local character, a giant of Herculean strength named Errolan—Roland. Basque myth had become Christianized.

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General rules for justification

- Turn on hyphenation for justified settings.
- Use the Justification controls in InDesign
- Keep “Letter Spacing” at 0% (otherwise it distorts tracking)
- “Word Spacing” settings can be adjusted, but:
 - The minimum setting can be adjusted more
 - The maximum setting should be adjusted less

Wait a minute, what are you doing, Doc? I have to tell you about the future. Excuse me. That's a big bruise you have there. Marty, one rejection isn't the end of the world. Yeah, I'll keep that in mind. Listen, Doc. I'll get it back to you, alright? whoa, this is it, this is the part coming up, Doc. Whoa, whoa, okay. Pa, what is it? What is it, Pa? Calvin, why do you keep calling me Calvin? Uh listen, do you know where Riverside Drive is? Go. Marty, I always wear a suit to the office. You alright? Don't worry. As long as you hit that wire with the connecting hook at precisely 88 miles per hour, the instance the lightning strikes the tower, everything will be fine. Alright, let's set your destination time. This is the exact time you left. I'm gonna send you back at exactly the same time. It's be like you never left. Now, I painted a white line on the street way over there, that's where you start from. I've calculated the distance and wind resistance fresh to active from the moment the lightning strikes, at exactly 7 minutes and 22 seconds. When this alarm goes off you hit the gas. You extol me with a lot of confidence, Doc. Whoa, wait a minute, Doc, are you telling me that my mother has got the hots for me? That's George McFly?

no adjustment: min: 80% desired: 100% max: 133%

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adjusted: min: 60% desired: 100% max: 133%

RAGS , LEFT ALIGNED TEXT

To Baldwin, the film was a series of cheap thrills, cinematic legerdemain designed to terrify and titillate white Americans, who would likely have little to no idea of what it was like to be treated as inhuman monsters, as gruesome things. “The mindless and hysterical banality of the evil presented in ‘*The Exorcist*’ is the most terrifying thing about the film,” he writes. “The Americans,” he continues, “should certainly know more about evil than that; if they pretend otherwise, they are lying, and any Black man...can call them on this lie; he who has been treated as the devil recognizes the devil when they meet.”



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WATCH OUT FOR WIDOWS AND ORPHANS

There are probably hundreds of better examples around that show case uses of widows in **paragraphs**.

In fact, it's probably likely that

the same goes for orphans.

Even so, I wanted to create some visual aids for this article so it wasn't a huge stream of text that would bore people to death.

TOPICS

Fine-tuning Details

Quotes

These are “**curly quotes**”

These are “**straight quotes**”

These are inch and foot marks: **6' 7.5"**

They are also used as minute and second marks or prime and double prime marks, depending on context.

40° 26' 46"N

79° 58' 56"W

Curly quotes have a left/right, open/closed orientation.

Straight quotes are straight hatch marks with no left/right orientation.

If a font does not have primes you can use straight quotes and italicize them.

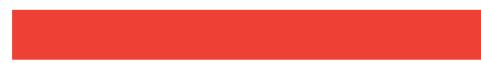
Dashes

In a manuscript, two hyphens (--) are used to represent a full dash. This is a holdover from typewriters, whose keyboards had no full dashes. We always use a full dash—called an em-dash—in place of two hyphens.

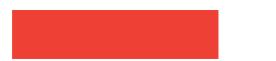
An en-dash is used between two numerals to indicate duration, as in 1999–2000. The en-dash is slightly longer and slimmer than a hyphen.

The minus is like the en-dash, but is slimmer, and centered on numbers.

em dash: —



en dash: -



hyphen: -



minus: -



Comparison of the dashes scaled up.

Dates

In dates use the en-dash to indicate the range, plus you may need to center that dash as often the dash is set too low.

This applies to any range, eg. pages, etc.

In contractions make sure to use the [closing single quote](#), and not the open single quote.

~~1859-2015~~

1859–2015

~~‘89~~

’89

Punctuation with capitals

Not this: **({[TITLE-PAGE]})**

But this: **({[TITLE-PAGE]})**

When using all-caps settings align your marks to the visual center of the caps.

...**(title-page)(TITLE)**...

Marks are usually centered
to lowercase letters

Numbers

1234567890

Proportional lining

1234567890

Proportional old-style

1234067890

Tabular old-style

1234167890

Tabular lining

Numbers

PROPORTIONAL =
VARIED WIDTHS

11 254 16 1 98

27 179 91 7 12

TABULAR =
MONOSPACED

11 254 16 1 98

27 179 91 7 12

LINING NUMBERS =
SAME HEIGHT AS UC LETTERS

What is the cost of *War and Peace*? The cover price of the Modern Library Classics paperback edition is \$15.00, discounted 32% by Amazon to \$10.50. But what about the human cost in terms of hours squandered reading a super-sized work of literary fiction? If you can read 400 words per minute, double the average, it will take you 1,476 minutes (24.6 hours) to read *War and Peace*. Devoting just four hours per day to the task, you could finish the work in a little over six days. If you earn \$7.25 per hour (minimum wage in the U.S.), the cost of reading *War and Peace* will be \$184.50 (€130.4716, £11.9391, or ¥17676.299).

ADOBE GARAMOND PRO includes both lining and non-lining numerals, allowing designers to choose a style in response to the circumstances of the project. The lining numerals appear large, because they have the height of capital letters.

OLD-STYLE NUMBERS =
ASCENDERS + DESCENDERS

What is the cost of *War and Peace*? The cover price of the Modern Library Classics paperback edition is \$15.00, discounted 32% by Amazon to \$10.50. But what about the human cost in terms of hours squandered reading a super-sized work of literary fiction? If you can read 400 words per minute, double the average, it will take you 1,476 minutes (24.6 hours) to read *War and Peace*. Devoting just four hours per day to the task, you could finish the work in a little over six days. If you earn \$7.25 per hour (minimum wage in the U.S.), the cost of reading *War and Peace* will be \$184.50 (€130.4716, £11.9391, or ¥17676.299).

Non-lining numerals integrate visually with the text. Different math and currency symbols are designed to match the different numeral styles. Smaller currency symbols look better with non-lining numerals.

Math

The proper way of displaying dimension is to use the correct inch and foot marks as well as to utilize the [multiplication sign](#). Use fractions if they are available. Most fonts will typically include at least $\frac{1}{2}$ & $\frac{1}{4}$.

62 $\frac{1}{4}$ " x 16 $\frac{1}{2}$ "

When setting mathematic formulas use the right glyph for minus, instead of a hyphen.

62 – 14 = 48

Many typefaces also include the division symbol.

50 ÷ 10 = 5

Slash/Fractions

Forward slash & the fraction bar are different typographic forms with distinctly different purposes. The slash can be used as a substitute for the word **or** (tea/coffee, Y/N); as part of an abbreviation (such as w/ for with); and sometimes to replace a hyphen or a dash (chef/author/host).

The fraction bar is only used to separate the numerator and denominator in a fraction.

Their designs differ: the slash has a less extreme angle, and often extends below the baseline. It is frequently heavier than the fraction bar, which aligns with the baseline and cap height.



**ROMARE BEARDEN**

The Dove

1964

MEDIUM

Cut-and-pasted printed paper, gouache, pencil, and colored pencil on board

DIMENSIONS

13 3/8 × 18 3/4" (33.8 × 47.5 cm)

CREDIT

Blanchette Hooker Rockefeller Fund

OBJECT NUMBER

377.1971

This is especially
important in an
art context.

Drop Caps

One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections.



ONE MORNING, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections.

Set the rest of the word after the drop/initial-cap in all caps, or small caps. This can stretch to the first clause.

Hanging Punctuation

meh→

“Hi. No, Marty, we’ve already agreed that having information about the future could be extremely dangerous. Even if your intentions are good, they could backfire drastically.”

better→

“Hi. No, Marty, we’ve already agreed that having information about the future could be extremely dangerous. Even if your intentions are good, they could backfire drastically.”

Always strive to have all of the punctuation
be visually aligned at the left edge.

Maintain the edge of the text by ‘hanging’
all punctuation.

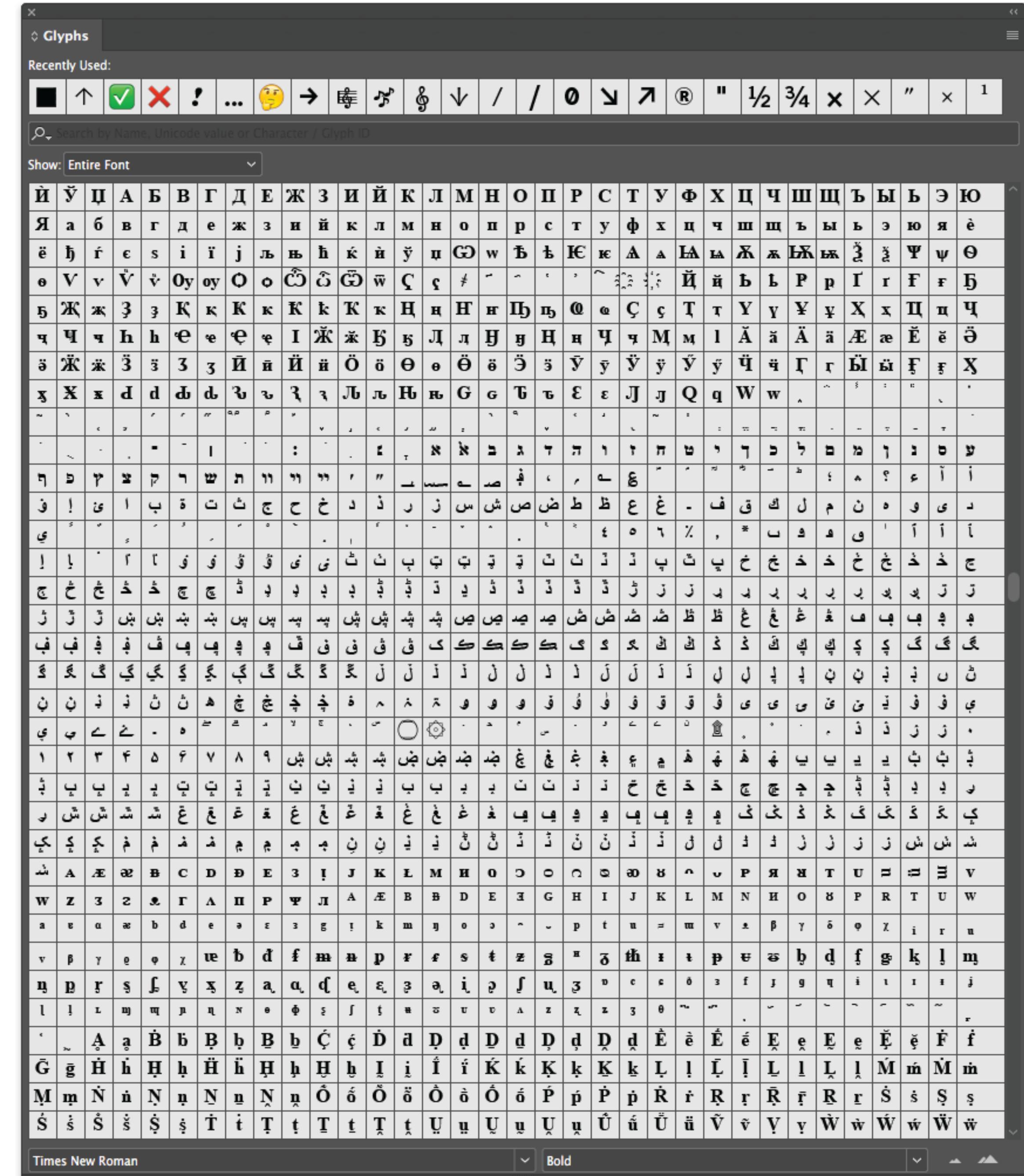
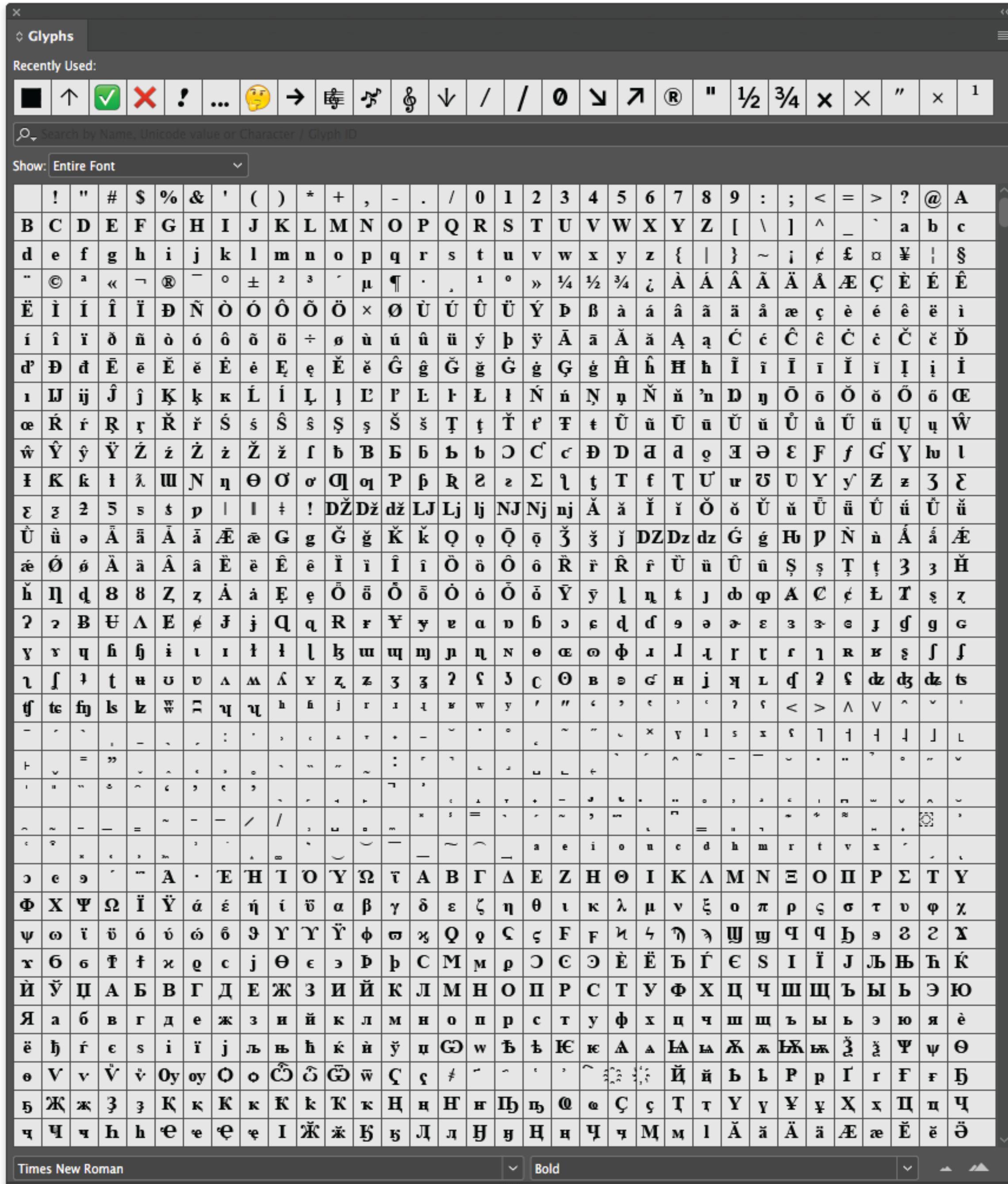
*How
&
where
do I find
this stuff?*

Glyphs

Recently Used:

Show: Entire Font

National Bold



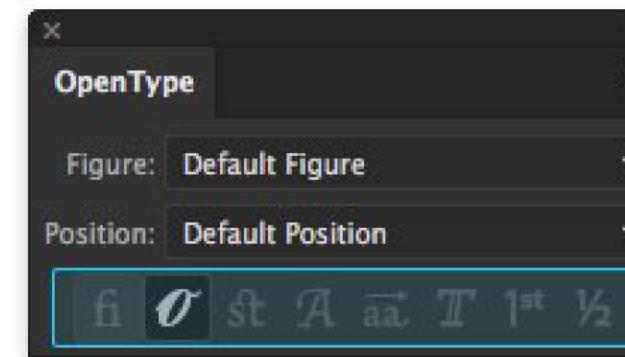
Photoshop



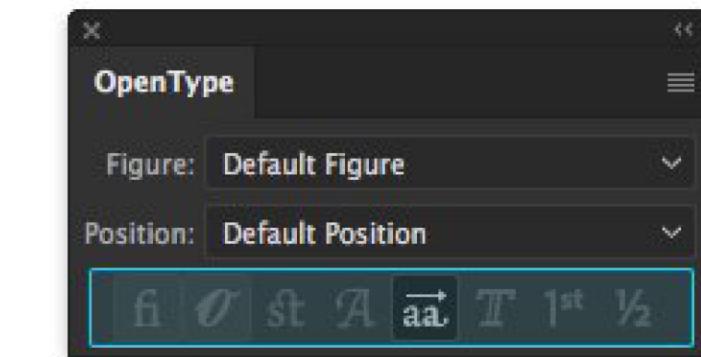
In the Character panel.

Illustrator

ABC

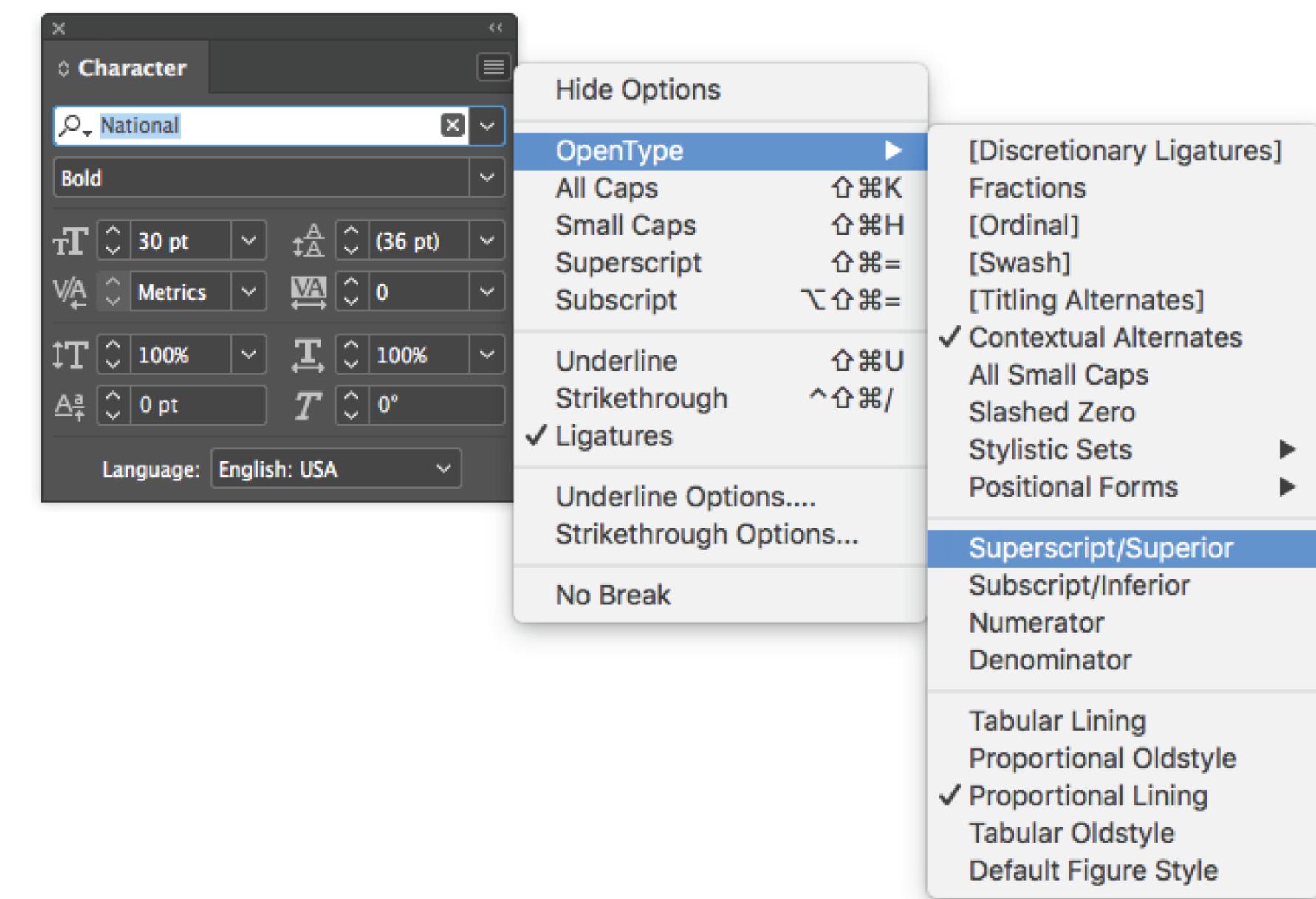


AA



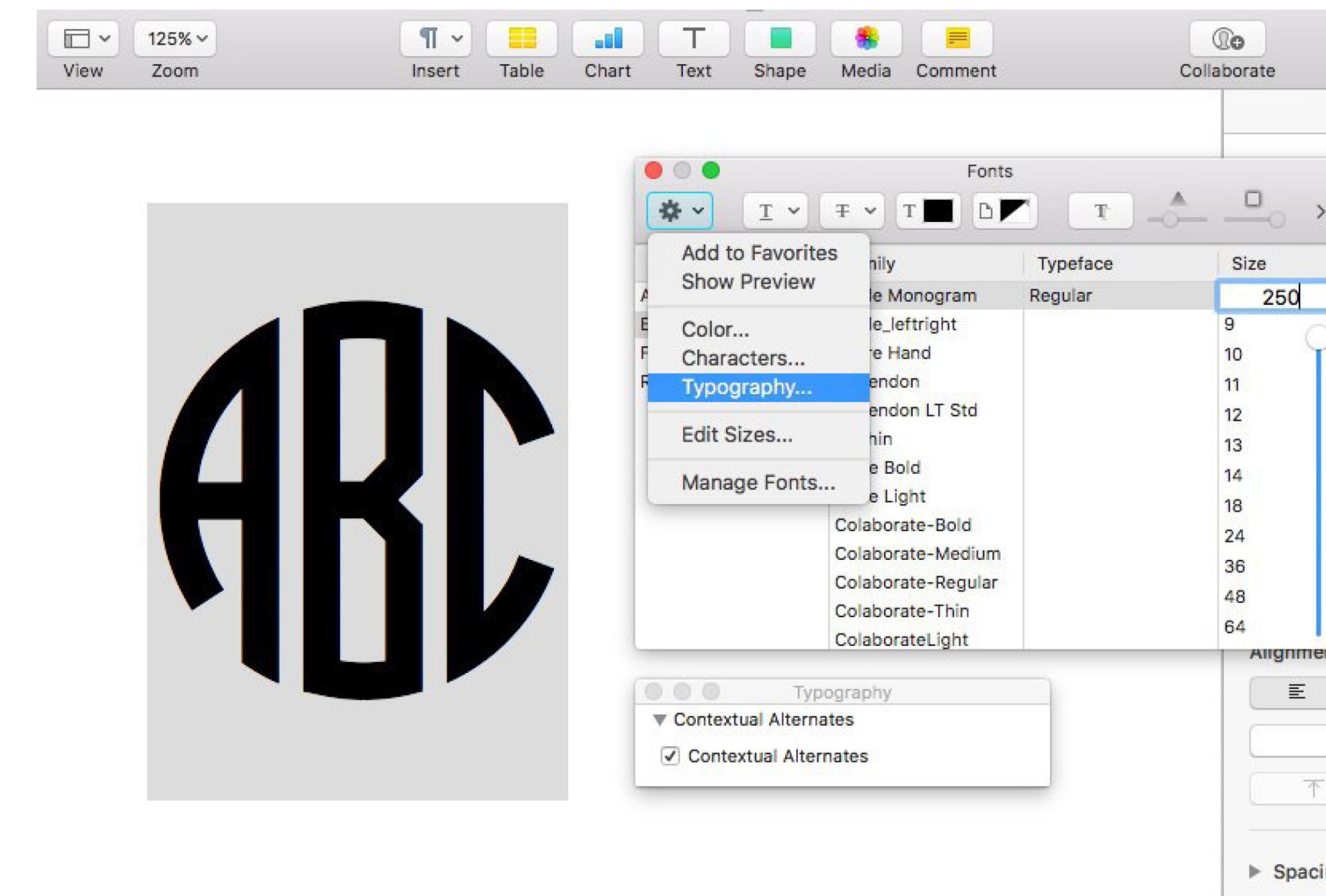
OpenType panel, via the Window > Type menu

InDesign



In the Character panel, top menu.

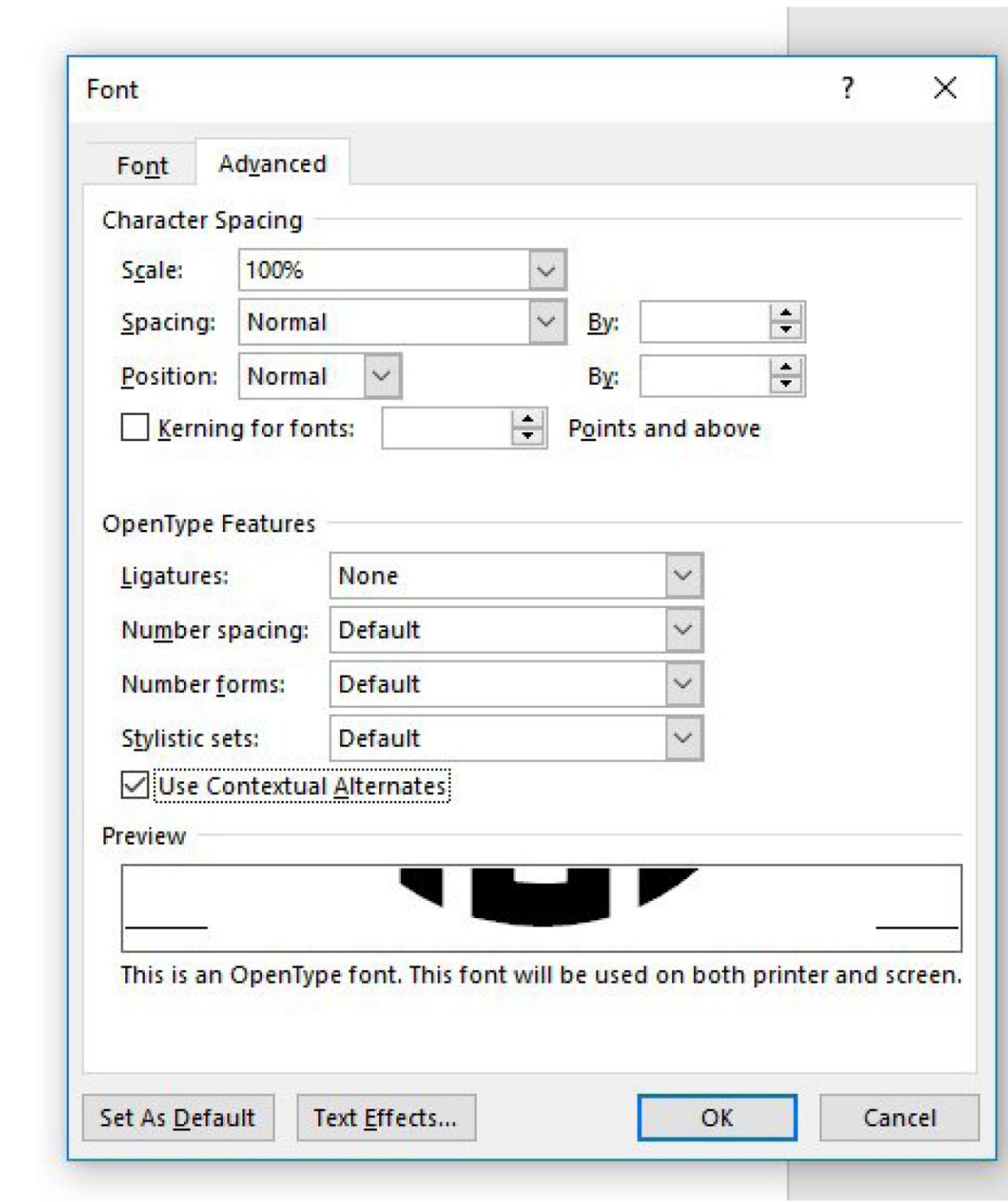
Apple OS



*Fonts window via the Format menu or (CMD+T).
Click the gear icon and select Typography*

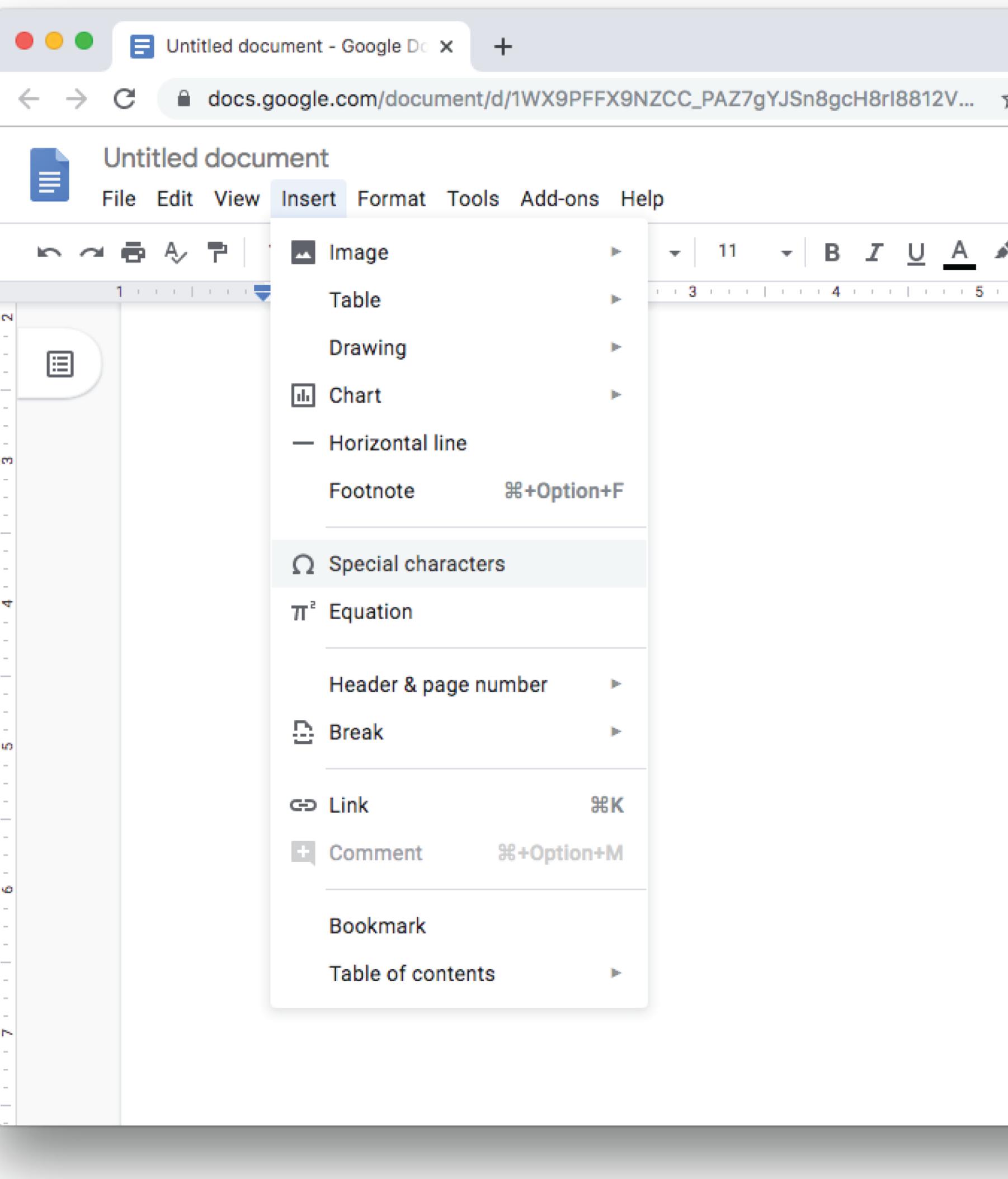
Microsoft Word

ABC



Format > Font, then go to the Advanced tab

Google Docs and Slides



The screenshot shows a Mac OS X window for an "Untitled document - Google Docs". The window title bar includes standard OS X controls (red, yellow, green) and the URL "docs.google.com/document/d/1WX9PFFX9NZCC_PAZ7gYJSn8gcH8rl8812V...". Below the title bar is the menu bar with "File", "Edit", "View", "Insert" (which is highlighted in blue), "Format", "Tools", "Add-ons", and "Help". The main content area shows a blank white page with a vertical ruler on the left side. A floating "Insert special characters" dialog box is displayed over the document. The dialog has two tabs at the top: "Symbol" (selected) and "Arrows". It features a search bar labeled "Search by keyword (e.g. arrow) or codepoint" and a large grid of special characters. A dashed rectangular area on the right is labeled "Draw a symbol here". The "Insert" menu is open, showing various options like "Image", "Table", "Drawing", "Chart", "Horizontal line", "Footnote", "Special characters" (which is highlighted in grey), "Equation", "Header & page number", "Break", "Link", "Comment", "Bookmark", and "Table of contents".

Insert special characters

Symbol Arrows

Search by keyword (e.g. arrow) or codepoint

Draw a symbol here

Insert > Special character

