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TYPOGRAPHY RULES

The typographic quality of your document is determined largely by how the body text looks. Why? Because there's more **body text** than anything else. So start every project by making the body text look good, then worry about the rest.

In turn, the appearance of the body text is determined primarily by these four typographic choices:

POINT SIZE is the size of the letters. In print, the most comfortable range for body text is 10–12 point. On the web, the range is 15–25 pixels. Not every font appears equally large at a given point size, so be prepared to adjust as necessary.

LINE SPACING is the vertical distance between lines. It should be 120–145% of the point size. In word processors, use the “Exact” line-spacing option to achieve this. The default single-line option is too tight; the 1 1/2-line option is too loose. In CSS, use line-height.

LINE LENGTH is the horizontal width of the text block. Line length should be an average of 45–90 characters per line (use your word-count function) or 2–3 lowercase alphabets, like so:

abcdefghijklmnopqrstuvwxyabcdefghijklmnopqrstuvwxyabcd

In a printed document, this usually means page margins larger than the traditional one inch. On a web page, it usually means not allowing the text to flow to the edges of the browser window.

And finally, **FONT CHOICE**. The fastest, easiest, and most visible improvement you can make to your typography is to ignore the fonts that came free with your computer (known as system fonts) and buy a professional font (like my fonts equity and con-course, or others found in font recommendations). A professional font gives you the benefit of a professional designer's skills without having to hire one.

If that's impossible, you can still make good typography with system fonts. But choose wisely. And never choose times new roman or Arial, as those fonts are favored only by the apathetic and sloppy. Not by typographers. Not by you.

SERIFA

from the STYLE FILE

1

When you just *know* it's a good idea, it's best to consult with a trusted source for recommendations.

2

Especially if you have any doubts about your decision. "Most designers agree that it's better than anything else."



SERIFA

No. 6 Rites of Spring

The death of the great Ingmar Bergman brings a sixty-year career to a close

WRITTEN BY GERHARD ZURINBECK

Swedish director Ingmar Bergman, a filmmaker widely regarded as one of the great masters of modern cinema, died today at his home on Fårö, Gotland, Sweden. He was 89. The exact cause of death is not known. "It's an unbelievable loss for Sweden, but even more so internationally,"

Astrid Söderbergh Widding, president of The Ingmar Bergman Foundation, told Associated Press. "This is an enormous loss, not only for artistic Sweden but because he was one of the most well-known Swedes in the world," Jon Asp, a spokesperson for the Ingmar Bergman

anticipating
Alexandra
With rapt attention,
we've watched her go
from kid-next-door
to the next It Girl.
But are we ready for
her next act?

f Brooklyn Finally, Margie's fall collection is **The Factor** The return of the Seventh Avenue lender 24 **Sec**

ETPLACE **BREAK**
Reshaping
a decade of
Co-branded
revenue spi

er review
Manus to
e hope of
William L.
em all by
il descend

is likely to discuss the review today when the franchise releases its second-quarter earnings, which analysts are expecting to be weak. But there is little doubt that they won't keep any of the 16 companies. And as the sale process continues to drag on, observers wonder how much more these

much-anticipated, McManus, who took his post in November, outlined his vision for the \$4.99 billion firm, which meant focusing time, talent and funds on the company's "power brands," while closing, selling or licensing fourteen underperforming brands. This new phase marks a sharp

are less concerned the brands bring more than they are that the company just has subsidiaries, which collectively do in revenues but run low-single-digit operating margins and drag down the average. "As investors, we don't test

SERIFA

to see the cashier on the way out. From
26th Street, near Broadway. (M)

cher incorporates many of his inventions from earlier stag-
es in the city. 228 Lafayette Street. (M-E)

IC & DANCE

New Listings for 24 October

CAL MUSIC & OPERA

ic's new season opens with a collection
owd-pleasers and think-pieces, but not
ury fare you're used to. Transcriptions
unsung works (in both senses) by the

and the River; the score originally commissioned for an un-
made Werner Herzog film. In the intervening decade, Tsia
has expanded the original forty-four minute instrumental
adagio into an ambitious song cycle for chorus and orches-

PREDICTIONS

FORECAST FOR EXPECTATIONS

With its acquisition of both B2B internet service providers and
complete, the company awaits regulatory approval before an
expected to be truly magnificent. Board members late of both

& 31 R
AN INDISTINCT
TEGRAED SL
AND RACK SYS
URING THE PE

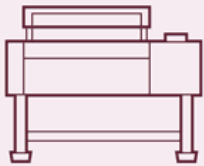
SEM SERIFA

High-Resolution Output Devices

The laser is aimed at a rotating polygonal mirror, which directs the laser beam through a system of lenses and mirrors onto the photoreceptor. The beam sweeps across the photoreceptor at an angle to make the sweep straight across the page; the drum rotates during the sweep and the angle of sweep compensates for this motion. The rasterized data held in memory turns the laser on and off to form the dots on the drum. Some printers switch an array of laser diodes spanning the width of the page to form a line. The drum, to both the photoreceptor and their Quartz-clocked host in time to marks on



LASER PRINTER



PROOFER



IMAGESETTER



IMAGE PROC

The surface with the latent image is exposed to toner, fine particles of dry plastic mixed with carbon black or coloring agents. The charged toner particles are

pts2

avda parallel 178

08005 barcelona

contact ships at sea, aircraft and isolated sea use single sideband voice (SSB), which uses less power than AM. On an AM radio, SSB sounds like distorted. Viewed as a graph of frequency versus power, SSB shows power where the frequencies of the voice are. SSB subtracts the main radio frequency. SSB reduces bandwidth in half by suppressing the carrier and the lower sideband. This also makes the transmission

SEM SERIFA

present

nonstop

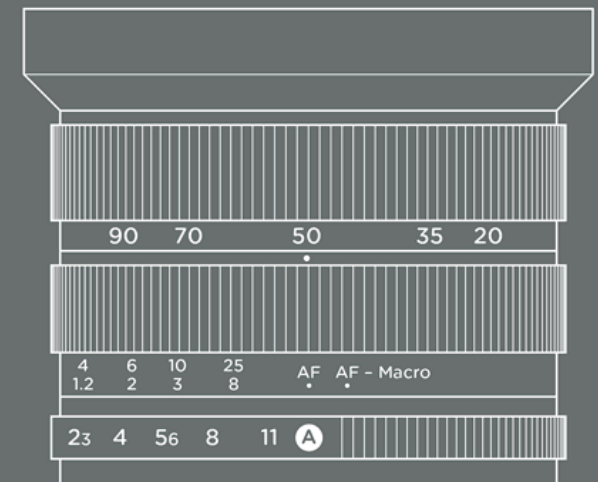
soundsystem2.0

featuring

telephoto group session

85mm f/1.4D AF Lens

AFID085000625-D



Portable Medium Telephoto

The best high-speed telephoto lens for portraits, this 85mm f/1.4D includes RF technology for AF

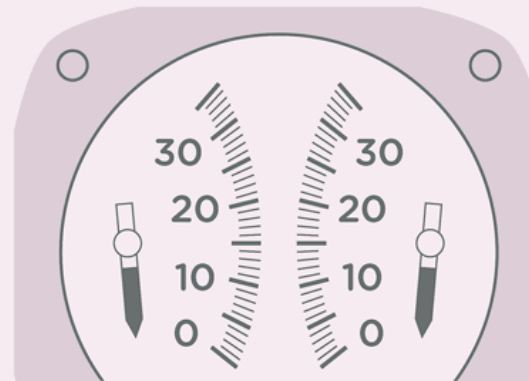
SEM SERIFA

DRUCKLAMME
LEICHZEITIG
EITUNGEN
EISTUNO
FAHREN
KLINDE



ALTIMETER

A pressure altimeter (also called barometer) is a traditional instrument found in most aircraft. An aneroid barometer measures the air pressure outside the aircraft. Air pressure decreases as altitude increases. The altimeter measures pressure in millibar (0.03 inches of mercury) per



FUEL PRESSURE GAUGE

In most aircraft, fuel pressure is measured using low voltage capacitors. At different altitudes, the capacitance is proportional to the height of the fuel column.

EGÍPCIA (SLAB)



TIMELINES AND FOR MANAGING INVESTOR FUNDS

History may remember this period in the market for its unprecedented industry. Capital that fund managers expected to find in their early days with longer operating histories — while the revenue expected from es provoking questions that may be difficult to answer, especially as the

EGÍPCIA (SLAB)

99¢
Grade A
Fresh

12 oz.
Pancake
Syrup
2/\$5

\$1.99
Apple
Juice
128 oz.

EGÍPCIA (SLAB)



KESSLER, MOOREHOUSE + ASSOCIATES

Investment and Real Estate Development



DECORATIVA



THIS

TWELVE DAYS AT THE COURT OF HIS MAJESTY

NEW

KING ABDULLAH II IBN AL-HUSSEIN OF JORDAN

KING