Dw File Edit View Insert Modify Format Commands Site Window Help Designer

typography.html C:\Users\squierj\Desktop\Files\Dreamweaver\ATC\typography.html

Source Code styles.css

Code Split Design Live Title: Aganst the Clock | Special Cha

AGAINST THE CLOCK
mastering graphic technology

Special Characters In Typog

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QUOTES AND RELATED CHARACTERS

While the typewriter keyboard constrains us to using only the prime and double prime, our computers give us access to quotation marks, apostrophes and inch marks as well.

You may think that I exaggerate the importan of good typography. You may ask if I have ev heard a housewife say that she bought a n detergent because the advertisement was set Caslon. No. But do you think an advertiseme can sell if nobody can read it? As Mies van d Rohe said of architecture, God is in the details.

David Ogilvy, Ogilvy on Advertis

Quotation Marks

Quotation are used to enclose the exact words of a speaker or writer; they may be used in either double or single form. In general practice in the United States, double quotation marks are used for a standard quotation, and single quotation marks are used f within a quote. If the inner quotation ends the sentence, then a thin space should be inserted between th and outer quotes. For example, Erin said, "The Gettysburg Address begins 'Fourscore and seven years a

Apostrophes

An apostrophe is used to indicate that a portion of the word is missing (as in the word don't), or to indicat possession (Pat's shamrock collection). When used in front of a year, such as '01, it must be manually i smart quote routines will insert the single open quote instead of the apostrophe.

Inch and Foot Marks

Prime marks (straight single and double quote marks) are used to denote inches and feet or seconds an minutes, respectively. These units should never be indicated with regular quotation marks or apostrophes

QUOTATION CHARACTERS

CharacterDescription	Character
Double Curly Quotes	" "

<body> 100% 632 x 588 57K / 2 sec Unicode (UTF-8)

Properties

HTML Format None Class None Title
CSS ID None Link Target

Page Properties... List Item...

Adobe BrowserLab

Insert

CSS Styles AP Elements

All Current

Summary for Selection

margin	0px
font-family	Arial, Helvetica, sans-serif
font-size	13px
color	#000000
background-c...	#050505
background-i...	url(images/clock_bg.jpg)

Rules

body	<body>

Properties for "body"

background-at...	fixed
background-color	#050505
background-im...	url(images/clock_bg.jpg)
background-po...	right top
background-re...	no-repeat
color	#000000
font-family	Arial, Helvetica, sans-serif
font-size	13px
line-height	17px
margin	0px
padding-bottom	0px
padding-left	20px
padding-right	0px
padding-top	0px

Business Catalyst

Files Assets

ATC Local view

Local Files	Size	Type	Modified	Checked Out By
Site - ATC (C:\Us...		Folder	11/13/2018 12:0...	-

Log...