Content Flow

- text frames should be threaded
 - do not randomly place text boxes apart from master page items
- text should flow in one 'story' except for the prelim pages
- images and other content should be anchored

Showing the threaded text.

Se ancient church. Beyond it the rich pasture land rises up to green wooded hills. Not far away is the famous Warwick Castle, and a little beyond it Kenilworth, where Queer Elisabeth was entertained by the Barl of Leicester with great festivities in 1575. Coventry and Rugby are the nearest towns:

BIRTH AND PARENTAGE

The record of baptism of April 26, 1564, is the only evidence we possess of the date of Shakespeare's birth. It is probable that the child was baptized when only two or three days old. The poet's tomb states that Shakespeare was in his fifty-second year when he died, April 23, 1515. Accepting this as strictly true, we cannot place the poet's birthday earlier than April 23, 1564. There is a tradition, with no authority, that the poet died opon his hirthday?

John Shakespeare, the poet's father, sold the product of near by farms to his fellow townsmen. He is sometimes described as a glover, sometimes as a butcher, very likely be was both. A single reference, half a century later than his day, preserves for us a picture of John Shakespeare. The note reads: "He [William Shakespeare] was a glover's son. Sir John Mennes saw once his old father in his shop, a merry-cheekt old man, that said, 'Will was a good honest fellow, but he durst have crackt a jesst with him att any time."

John Shahespeare married Mary Arden, the daughter of his father's rich landlord, probably in 1557. He had for over five years been a middleman at Stratford, dealing in the produce

» John Shaltrapeure's father, Richard Shaltrapeure, was a sensar firmer, who s in 1350 reasing his lattle form at Snitterfield, four miles much of Stratfon An introduction to William Shakarpeare's Life

of his father's farm and other farms in the neighborhood. In April, 1552, we first hear of him in Stratford records, though only as being fined a shilling for not keeping his yard clean. etween 1557 and 1561 he rose to be ale tester (inspector of bread and malt), burgess (petty constable), affeeror (adjuster of fines), and finally city-chambed ain (treasurer).

Eight children were born to him, the two eldest, both daughters, dying in infancy. William Shakespeare was the third child, and eldest of those who reached maturity. During his childhood his father was probably in comfortable circumstances, but not long before the son left Stratford for London, John Shakespeare was practically a bankrupt, and had lost by mortgage farms in Snitterfield and Ashbies, near by, inherited in 1556 by his wife.

William Shakespeare probably went to the Stratfor Crammar School, where he and his brothers as the some of a wn councilor were entitled to free tuition. His masters, no doubt, taught him Lilly's Latin Grammar and the Latin dassics,—Virgil, Horace, Orid, Cicero, Seneca, and the rest,—and very little else. If Shakespeare ever knew French or Italian, he picked it up in London life, where he picked up most of his amazing stock of information on all subjects. Besides Latin, he must have read and memorized a good deal of the English

In the autumn of \$582 the eighteen-year-old Shakespear



Detail from Photo by Jonathan Gonzalez on Unsplash

The sign has gone through lots of changes on this page, this wasn't sturdy enough over the years starting in 1949 when the to protect against the strong winds that land part was removed. Originally the sometimes buffet these hills. Nowadays sign was created from 45 feet (14 metres) | the letters are supported by very robust high sheet metal and painted white. The structures concreted into the ground. letters were supported with poles and wires, but as you can see from the image In the view opposite by Jonathan



The new version under construction in 1978

How big can big text be#

grateful, that there has never been an attempt to make the letters all sit at the __tive and provides the charm.

Gonzalez, we can see the supporting same level; the slight unevenness of the structures for the letters. We should be ground is what makes the word distinc-



The sign in 1978. Workers prepare to lower the last letter of the old Hollywood sign that had stood at the site since the 1920s. Wally Fong/AP Photo:

The Hollywood Font

The 45 ft letters are formed from a heavy sans serif font with distinctive angularity instead of curves. The 'O' (there are 3) and the 'D' have angles rather than curves and this may have been a practical way to cut the letters from sheet metal at that scale.

The typeface is similar to ITC Machine ITC Machine designed by Ronne Bonder and Tom Carnase in 1970. Here is a sample

ABCDEFGHIJKLM NOPORSTUVWXY ZÀÅÉĨŐØÜ&1234 567890(\$£.,!?)

ITC Machine designed in 1970