

Diseño y maquetación de la tesis *La fiesta del Sagrado Corazón de Jesús. Un legado devocional de los extrabajadores de la fábrica La Estrella, Chiautempan, Tlaxcala* (Blanca Irma Alejo Aguilar)

Estimada Blanca Irma Alejo Aguilar:

En atención a su solicitud de realizar un presupuesto para diseñar y maquetar la tesis antes mencionada, después de revisar el texto encontramos los siguientes aspectos que habrán de contemplarse:

- Elección de una sola familia tipográfica para todo el documento: serifa (serif) o sin serifa (sans serif).
- Uso correcto de variaciones tipográficas: redondas, **negritas**, *cursivas*, VERSALES, VERSALITAS, etc.
- Uso correcto de letras en caja alta y caja chica: BLANCA, blanca, Juan Pablo II, Volumen VI, etc.
- Uso correcto de números. Romanos: Siglo XIX, Benedicto XVI; lineales o tabulares: 1234567890; proporcionales: 1234567890, elzeverianos: 1234567890, etc.
- Signos y símbolos: comillas latinas (« »), comillas inglesas (“ ”), °C, °F, \$, €, %, etc.
- Operaciones aritméticas: $2 + 2 = 4$, $5 - 1 = 4$, $12 \div 3 = 4$, $2 \times 2 = 4$, etc.
- Fracciones: $\frac{1}{4} + \frac{1}{4} = \frac{2}{8}$, etc.
- Ecuaciones matemáticas: $F = ma$; $E = mc^2$; etc.
- Eliminación de viudas y huérfanas.
- Disposición tipográfica (*page layout*): A4, A5, carta, oficio, doblecarta, tabloide, etc.
- Imposición: cuadernillos (*signatures*).
- Macrotipografía: Capítulos, secciones, subsecciones, subsubsecciones, encabezados, pies de página, *folios*, etc.
- Microtipografía: puntuación (*hanging punctuation*), silabación (*hyphenation*), interletrado (*tracking*), interespaciado (*word spacing*), justificado (*margin kerning*), interlineado (*kerning*), *protrusion*, *font expansion*, etc.
- Etcétera, etc, etc.

Por los puntos antes mencionados, debemos hacer una evaluación del diseño y la maquetación según el contenido de su texto. Realizar un trabajo de estas características nos lleva normalmente de treinta a cuarenta días. El costo por cuartilla (texto) es de \$ 150.00. Cuadros, diagramas, apéndices, epílogos, índices orográficos u onomásticos, tendrán un costo adicional y serán cotizados según la complejidad. La diagramación la realizamos a partir del depósito del 50 % en una cuenta bancaria que le proporcionaremos. Si requiere factura no olvide proporcionarnos sus datos. Al termino del trabajo se le entregarán varios archivos en formato PDF, que usted podrá imprimir por su cuenta de manera casera o un impresor especializado en el ramo. Asimismo, se le dará una guía detallada con las mejores opciones para el acabado final de su producto (impresión y encuadernación).

Es importante señalar que todas nuestras diagramaciones se realizan en el sistema de composición tipográfica \LaTeX 2 ϵ , que garantiza que su trabajo sea de una calidad superior a programas como InDesign™ o QuarkXpress™. Para que tenga una idea de las capacidades de \LaTeX 2 ϵ , frente a estos programas, anexamos un cuadro comparativo cortesía de *Zink Typography*.

The first paragraph of Herman Melville's *Moby Dick* typeset using three different programs.
The text is set using Garamond Premier Pro 12/14 in a 5 cm wide column, fully justified.
Created by Roel Zinkstok of Zink Typography (www.zinktypografie.nl), January 2010

Microsoft Word 2008

Call me Ishmael. Some years ago – never mind how long precisely – having little or no money in my purse, and nothing particular to interest me on shore, I thought I would sail about a little and see the watery part of the world. It is a way I have of driving off the spleen, and regulating the circulation. Whenever I find myself growing grim about the mouth; whenever it is a damp, drizzly November in my soul; whenever I find myself involuntarily pausing before coffin warehouses, and bringing up the rear of every funeral I meet; and especially whenever my hypos get such an upper hand of me, that it requires a strong moral principle to prevent me from deliberately stepping into the street, and methodically knocking people's hats off – then, I account it high time to get to sea as soon as I can. This is my substitute for pistol and ball. With a philosophical flourish Cato throws himself upon his sword; I quietly take to the ship. There is nothing surprising in this. If they but knew it, almost all men in their degree, some time or other, cherish very nearly the same feelings towards the ocean with me.

Adobe InDesign CS4

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pdf-LaTeX 3.1415926

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Hyphenation and inter-word spacing statistics

	Word	InDesign	pdf-LaTeX
Number of hyphenations	9	10	4
SD of rws (pt)	2.26	1.94	1.42
Maximum rws (pt)	14.4	13.2	9.0
Number of lines with rws > 9 pt	5	2	0

SD: standard deviation; rws: inter-word spacing

Finalmente, puede conocer y descargar nuestro trabajo en la siguiente dirección electrónica:
<https://github.com/tuxkernel/tesis>

Atentamente

Noel Merino Hernández