In most circumstances, a designer's first goal is to make material comprehensible to a reader. In other words, you should understand the material well enough to know how someone else needs to read it to make the best sense out of it. This understanding happens on two levels: content and form.

The recipe opposite is a fairly straightforward presentation of the making of an apple tart. With the exception of one or two terms specific to cooking, its content does not require any special knowledge. However, in its form—the manner in which information is set and placed on a page—the process it describes can be made clearer than it appears as plain typescript.

To understand the form, you must first understand the kinds of information the recipe contains and then rank it according to levels of importance, thereby creating a hierarchy. In this recipe there are the following levels of information:

title (1)
subtitles (2)
text (3).
Within the text there are
ingredient lists (3A)

oven temperature instructions (3B)

directions (3C).

Successfully setting this recipe in type requires that you make each of these distinctions clear to the reader. Using some of the kinds of contrast discussed on pages 60–61 will help you express these distinctions.

Apple tart

The shell

7 tablespoons frozen butter\*

1 cup frozen flour\*

3 tablespoons ice-cold water\*

1 teaspoon cider vinegar

A pinch of kosher salt

 $^{\star}$  It is important to have these ingredients as cold as possible.

Preheat the oven to 400°.

In a food processor fitted with a steel blade, combine all the ingredients until they form a solid mass that rises above the blade. You can add extra water by the tablespoon if the mass does not congeal within the first minute. Tiny pieces of butter should still be visible in the dough when it's done. Remove the dough from the bowl and work it quickly into a ball on a lightly floured surface. Cover with plastic wrap and refrigerate for at least half an hour.

After the dough has rested in the refrigerator, roll it out on a lightly floured surface until it forms a circle approximately 13 inches in diameter. Center the circle of dough in a 10-inch tart pan with a removeable bottom. Use your knuckles to make sure that the dough tucks neatly against the edge of the pan and run the rolling pin around the rim to remove the excess. Cover and refrigerate again for at least half an hour.

Line the tart shell with aluminum foil, being careful to cover the edges. Pierce the aluminum and the dough several times with a fork and fill the shell with dried lentils. Bake for 20 minutes. Remove the aluminum and the lentils and continue baking until the shell is golden brown, about 15 minutes more.

The apples

6 Granny Smith apples Juice of one lemon Cinnamon to taste Nutmeg to taste

Peel, core and halve the apples. Either by hand or with a food processor, cut the apple halves crosswise into thin (less than 1/4") slices. In a large bowl, toss the apples in the lemon juice, cinnamon and nutmeg. Cover and set aside.

- 1/4 cup sugar
- 1 tablespoon flour
- 2 teaspoons cornstarch
- 1 large egg
- 1 cup milk
- 3 tablespoons unsalted butter
- 1/4 teaspoon vanilla extract

Sift the sugar, flour and cornstarch together in a mixing bowl. Add the egg and beat until light. In a heavy-bottomed saucepan, bring the milk to a boil. Stir half the milk into the egg mixture, then pour the whole mixture back into the saucepan. Cook over high heat, stirring constantly, until the center bubbles and the mixture is very thick. Remove from heat and stir in the vanilla and the butter. Pour the pastry cream into a bowl, cover tightly with plastic wrap and refrigerate. (Be sure to press the plastic wrap right onto the cream to prevent a skin from forming.)

The assembly and baking

- 2 tablespoons sugar
- 8 owners currant jelly

Preheat the oven to 375°.

Spread the pastry cream over the bottom of the shell. Arrange the apple slices in a circle around the outer edge of the shell, making sure the slices overlap. When the outer circle is completed, make a smaller circle, overlapping about half of the outer circle. If there's room, make a third circle. Fill the hole in the center with pieces of a few slices—let them stand upright. Cover the tart with a circle of wax paper and bake for 25 minutes. Remove the wax paper and sprinkle the sugar over the apples. Bake uncovered for 5-10 minutes more, until the sugar melts.

Boil the currant jelly until it reduces by one-third. With a pastry brush, paint the top of the tart with the currant glaze. Allow time for the glaze to set and the tart to cool before serving (10 minutes).

### The shell

Preheat the oven to 400°.

7 tablespoons frozen butter\*
1 cup frozen flour\*
3 tablespoons ice-cold water\*
1 teaspoon cider vinegar
A pinch of kosher salt
\* It is important to have these ingredients as cold as possible.

In a food processor fitted with a steel blade, combine all the ingredients until they form a solid mass that rises above the blade. You can add extra water by the jablespoon if the mass does not congeal within the first minute. Tiny pieces of butter should still be visible in the dough when it's done. Remove the dough from the bowl and work it quickly it into a ball on a lightly floured surface. Cover with plastic wrap and refrigerate for at least half an hour.

After the dough has rested in the refrigerator, roll it out on a lightly floured surface until it forms a circle approximately 13" in diameter. Center the circle of dough in a 10-inch tart pan with a removeable bottom. Use your knuckles to make sure that the dough tucks neatly against the edge of the pan and run the rolling pin around the rim to remove the excess. Cover and refrigerate again for at least half an hour.

Line the tart shell with aluminum foil, being careful to cover the edges. Pierce the aluminum and the dough several times with a fork and fill the shell with dried lentils. Bake for 20 minutes. Remove the aluminum and the lentils and continue baking until the shell is golden brown, about 15 minutes more.

### The apples

Peel, core and halve the apples. Either by hand or with a food processor, cut the apple halves crosswise into thin (less than ¼") slices. In a large bowl, toss the appples in the lemon juice, cinammon and nutmeg. Cover and set aside.

### The pastry cream

Sift the sugar, flour and cornstarch together in a mixing bowl. Add the egg and beat until light, In a heavy-bottomed saucepan, bring the milk to a boil. Stir half the milk into the egg mixture, then pour the whole mixture back into the saucepan. Cook over high heat, stirring constantly, until the center bubbles and the mixture is very thick. Remove from heat and stir in the vanilla and the butter. Pour the pastry cream into a bowl, cover tightly with plastic wrap and refrigerate. (Be sure to press the plastic wrap right onto the cream to prevent a skin from forming.)

The assembly and baking

Preheat the oven to 375°.

Spread the pastry cream over the bottom of the shell. Arrange the apple slices in a circle around the outer edge of the shell, making sure the slices overlap. When the outer circle is completed, make a smaller circle, overlapping about half of the outer circle. If there's room, make a third circle. fill the hole in the center with pieces of a few slices—let them stand upright. Cover the tart with a circle of wax paper and bake for 25 minutes. Remove the wax paper and sprinkle the sugar over the apples. Bake uncovered for 5-to minutes more, until the sugar melts.

Boil the currant jelly until it reduces by one-third. With a pastry brush, paint the top of the tart with the currant glaze. Allow time for the glaze to set before serving (10 minutes).

6 Granny Smith apples Juice of one lemon Cinammon to taste Nutmeg to taste

1/4 cup sugar

tablespoon flour

2 teaspoons cornstarch

1 large egg

1 cup milk

3 tablespoons unsalted butter

1/4 teaspoon vanilla extract

2 tablespoons sugar 8 ounces currant jelly

Option 1 One typeface, one size throughout 9/11 Adobe Garamond

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### Establishing a format

After analyzing and organizing the content, devise a format that expresses differences within the text. In Option 1 (opposite), all the ingredients are separated from the directions. Because the line length required for easy reading of directions is more or less twice the line length required for a list of ingredients, the area within the margins of the sheet is divided vertically into three intervals, or columns. Ingredients occupy the first column, directions the second and third. Groups of ingredients cross-align with the directions that refer to them. against the edge of the pan ar Cover and refrigerate again fo



Line the tart shell with alumi and the dough several times v utes. Remove the aluminum a brown, about 15 minutes mor



The apples

Peel, core and halve the apple crosswise into thin (less than

# Establishing a hierarchy

Single line spaces indicate breaks between paragraphs. Double line spaces indicate breaks between sections of text.

- 1/4 cup sugar 1 tablespoon flour
- 2 teaspoons cornstarch
- 1 large egg
- 1 cup milk
- 3 tablespoons unsalted butter
- 1/4 teaspoon vanilla extract

## Typeface choice

When numbers and fractions occur frequently in the text, choose a type-face with an expert set that includes lowercase numerals and fraction characters. (See page 6 for a brief discussion of lowercase numerals.)

essor fitted with a rises above the bleal within the first 's done. Remove to d'surface. Cover v

### Ligatures

Virtually all text typefaces have ligatures for fi and fl combinations. Some also have ligatures for ff, ffi, and ffl.

The shell

Preheat the oven to 400°.

7 tablespoons frozen butter\*
1 cup frozen flour\*
3 tablespoons ice-cold water\*
1 teaspoon cider vinegar
A pinch of kosher sait\*
\* It is important to have these ingredients as
cold as possible.

In a food processor fitted with a steel blade, combine all the ingredients until they form a solid mass that rises above the blade. You can add extra water by the tablespoon if the mass does not congeal within the first minute. Tiny pieces of butter should still be visible in the dough when it's done. Remove the dough from the bowl and work it quickly it into a ball on a lightly floured surface. Cover with plastic wrap and refrigerate for at least half an hour.

After the dough has rested in the refigerator, roll it out on a lightly floured surface until it forms a circle approximately 13° in diameter. Center the circle of dough in a to-inch tart pan with a removeable bottom. Use your knuckles to make sure that the dough tucks neatly against the edge of the pan and run the rolling pin around the rim to remove the excess. Cover and refrigerate again for at least half an hour.

Line the tart shell with aluminum foil, being careful to cover the edges. Pierce the aluminum and the dough several times with a fork and fill the shell with dried lentils. Bake for 20 minutes. Remove the aluminum and the lentils and continue baking until the shell is golden brown, about 15 minutes more.

The apples

6 Granny Smith apples Juice of one lemon Cinammon to taste Nutmeg to taste Peel, core and halve the apples. Either by hand or with a food processor, cut the apple halves crosswise into thin (less than ¼") slices. In a large bowl, toss the appples in the lemon juice, cinammon and nutmeg. Cover and set aside.

The pastry cream

¼ cup sugar 1 tablespoon flour 2 teaspoons cornstarch 1 large egg 1 cup milk 3 tablespoons unsalted butter ¼ teaspoon vanilla extract Sift the sugar, flour and cornstarch together in a mixing bowl. Add the egg and beat until light. In a heavy-bottomed saucepan, bring the milk to a boil. Stir half the milk into the egg mixture, then pour the whole mixture back into the saucepan. Cook over high heat, stirring constantly, until the center bubbles and the mixture is very thick. Remove from heat and stir in the vanilla and the butter. Pour the pastry cream into a bowl, cover tightly with plastic wrap and refrigerate. (Be sure to press the plastic wrap right onto the cream to prevent a skin from forming.)

The assembly and baking

tablespoons sugar
 ounces currant jelly

Preheat the oven to 375".

Spread the pastry cream over the bottom of the shell. Arrange the apple slices in a circle around the outer edge of the shell, making sure the slices overlap. When the outer circle is completed, make a smaller circle, overlapping about half of the outer circle. If there's room, make a third circle. Fill the hole in the center with pieces of a few slices—let them stand upright. Cover the tart with a circle of wax paper and bake for 25 minutes. Remove the wax paper and sprinkle the sugar over the apples. Bake uncovered for 5-10 minutes more, until the sugar melts.

Boil the currant jelly until it reduces by one-third. With a pastry brush, paint the top of the tart with the currant glaze. Allow time for the glaze to set before serving (10 minutes).

Probest the acres to 400" In a load processor frond woth a steel bidde, combine all the ingredients until they form a whild must that rises above the blade. You can and cars water by the tubbepoon of the mass does not compal within the first minute. Tim pieces of butter should will be viable in the dought when it a donn. Remove the dought from the board and work it quickly it into a ball on a lightly finear star for the control of the processor. a cup frozen flour a tablespoons (ce-cold water 1 resuposes eider vinegar A pinch of kusher sale have these ingredients of After the dough has rested in the refigerator, roll it our on a lightly floured surface until it. form a circle approximately tr' in diameter. Center the circle of dought in a to-linch tart pan with a removable horton, the your knuckles to make ture that the dough tucks nearly against the edge of the pur and run the rolling pin around the rim to remove the excess. over and refrigerate again for at least half an hour. Line the turn shell with aluminum fiel, being cateful to cover the edges. Perse the aluminum the dough several ionus with a fork and fill the shell with dried lends. Bake for 10 minums. Between the aluminum and the lennis and continue baking until the shell is golden between, about 15 minutes moin. The apples 6 Granny Smith apples Peel, core and halve the apples. Either by hand or with a fixed processor, cut the apple halves crosswise into thin (less than \4") slices. In a large bowl, cost the appples in the lemon jusce, Juice of one leme immon and nutmeg. Cover and set aside. Cinammon to tasti Numeg to tasti Sift the sugar, flour and comstanth together in a mixing bowl. Add the egg and beat until light, In a heavy-bottomed suncepus, bring the milk to a boil. Sift half the milk into the egg mixing, then pour the whole mixine belief in the snavepus. Cank over high beat, stirring contently, until the trurter beliefs and the mixine it very thick. Remore from host and sift in 4 cup sugar t tablespoon flour z temponos connicare i large egg constantly, onto the control collector and more more bound, cover tightly with plastic wrap and refrigerate. (Be sure to press the plastic wrap right onto the cream to prevent a skin from forming.) a rabiespoons unsalted butto The assembly and baking Preheat the oven to 375". proad the pastry cream over the bottom of the shell. Arrange the apple slices in a circle Spread he postry cream over the betturn of the theR. Arrange the appect sizes in a carde turnuml the cancel edge of the helds, inaling sure the clase overlap. When the outer circle is tumpilenel, make a smallet carde, overlapping about half of the outer circle. If there's noon, make a thair clack P. Bill the hist is the currence with piezos of shee deem—let them stand quegight. Cover the turn with a circle of wax paper and bake for 15 minutes. Remove the wax paper and spitchle the super over the applet. Bake unconvent for 5 yes instances more, until the Boil the currant jelly mail a reduces by one-third. With a pastry breath, paint the top of the tast with the currant glace. Allow time for the glace to set before serving (to minutes).

### Reinforcing structure

Setting the ingredients flush right against the gutter between the first and second columns strengthens the formal organization of the page. Keep in mind, setting type flush right causes one to read the shape created by the type before one reads the actual text. Similarly, the counterform created by the gutter between the two kinds of text (ingredients and directions) becomes a dominant, possibly intrusive element on the page.

The shell

Preheat the oven to 400°.

In a food processor fitted with a steel blade, combine all the ingredients until they form a solid mass that rises above the blade. You can add extra water by the tablespoon if the mass does not congeal within the first minute. Tiny pieces of butter should still be visible in the dough when it's done. Remove the dough from the bowl and work it quickly it into a ball on a lightly floured surface. Cover with plastic wrap and refrigerate for at least half an hour.

After the dough has rested in the refigerator, roll it out on a lightly floured surface until it forms a circle approximately 13° in diameter. Center the circle of dough in a 10-inch tarr pan with a removeable bottom. Use your knuckles to make sure that the dough tucks neatly against the edge of the pan and run the rolling pin around the rim to remove the excess. Cover and refrigerate again for at least half an hour.

Line the tart shell with aluminum foil, being careful to cover the edges. Pierce the aluminum and the dough several times with a fork and fill the shell with dried lentils. Bake for zo minutes. Remove the aluminum and the lentils and continue baking until the shell is golden brown, about 15 minutes more.

The apples

Peel, core and halve the apples. Either by hand or with a food processor, cut the apple halves crosswise into thin (less than  $v_4$ ") slices. In a large bowl, toss the appples in the lemon juice, cinammon and nutmeg. Cover and set aside.

The pastry cream

Sift the sugar, flour and cornstarch together in a mixing bowl. Add the egg and beat until light. In a heavy-bottomed saucepan, bring the milk to a boil. Stir half the milk into the egg mixture, then pour the whole mixture back into the saucepan. Cook over high heat, stirring constantly, until the center bubbles and the mixture is very thick. Remove from heat and stir in the vanilla and the butter. Pour the pastry cream into a bowl, cover tightly with plastic wrap and refrigerate. (Be sure to press the plastic wrap right onto the cream to prevent a skin from forming.)

The assembly and baking

Preheat the oven to 375°.

Spread the pastry cream over the bottom of the shell. Arrange the apple slices in a circle around the outer edge of the shell, making sure the slices overlap. When the outer circle is completed, make a smaller circle, overlapping about half of the outer circle. If there's room, make a third circle. Fill the hole in the center with pieces of a few slices—let them stand upright. Cover the tart with a circle of wax paper and bake for 25 minutes. Remove the wax paper and sprinkle the sugar over the apples. Bake uncovered for 5-10 minutes more, until the sugar melts.

Boil the currant jelly until it reduces by one-third. With a pastry brush, paint the top of the tart with the currant glaze. Allow time for the glaze to set before serving (10 minutes).

7 tablespoons frozen butter\*
1 cup frozen flour\*
3 tablespoons ice-cold water\*
1 teaspoon cider vinegar
A pinch of kosher salt

 It is important to have these ingredients as cold as possible.

6 Granny Smith apples Juice of one lemon Cinammon to taste Nutmeg to taste

1/4 cup sugar 1 tablespoon flour

2 teaspoons cornstarch

1 large egg

1 cup milk

3 tablespoons unsalted butter

1/4 teaspoon vanilla extract

2 tablespoons sugar 8 ounces currant jelly

The shell

Preheat the oven to 400°.

In a food processor fitted with a solid mass that rises above the bodoes not congeal within the first

### Title treatment

Enlarging the size of the title not only reinforces hierarchy, but also provides an unambiguous starting point for reading. Line the tart shell with aluming and the dough several times wing utes. Remove the aluminum and brown, about 15 minutes more.

The apples

Peel, core and halve the apples. crosswise into thin (less than 1/2 cinammon and nutmeg. Cover

## Secondary heads

Using italic for secondary heads reinforces their place in the overall hierarchy already indicated by the additional line space.

7 tablespoons frozen butter\*
1 cup frozen flour\*
3 tablespoons ice-cold water\*
1 teaspoon cider vinegar
A pinch of kosher salt

\* It is important to have these ingra as cold as possible.

## Italic within the text

Italic within the list of ingredients indicates information that affects the items in use. Note also how the exdented asterisk (see page 102) strengthens the left margin of the type. Compare with Option 1.

#### The shell

Preheat the oven to 400°.

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1 cup frozen flour\*
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A pinch of kosher salt

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After the dough has rested in the refigerator, roll it out on a lightly floured surface until it forms a circle approximately 13" in diameter. Center the circle of dough in a 10-inch tart pan with a removeable bottom. Use your knuckles to make sure that the dough tucks neatly against the edge of the pan and run the rolling pin around the rim to remove the excess. Cover and refrigerate again for at least half an hour.

Line the tart shell with aluminum foil, being careful to cover the edges. Pierce the aluminum and the dough several times with a fork and fill the shell with dried lentils. Bake for 20 minutes. Remove the aluminum and the lentils and continue baking until the shell is golden brown, about 15 minutes more.

### The apples

Peel, core and halve the apples. Either by hand or with a food processor, cut the apple halves crosswise into thin (less than  $\eta_4$ ") slices. In a large bowl, toss the appples in the lemon juice, cinammon and nutmeg. Cover and set aside.

### The pastry cream

Sift the sugar, flour and cornstarch together in a mixing bowl. Add the egg and beat until light. In a heavy-bottomed saucepan, bring the milk to a boil. Stir half the milk into the egg mixture, then pour the whole mixture back into the saucepan. Cook over high heat, stirring constantly, until the center bubbles and the mixture is very thick. Remove from heat and stir in the vanilla and the butter. Pour the pastry cream into a bowl, cover tightly with plastic wrap and refrigerate. (Be sure to press the plastic wrap right onto the cream to prevent a skin from forming.)

### The assembly and baking

Preheat the oven to 375".

Spread the pastry cream over the bottom of the shell. Arrange the apple slices in a circle around the outer edge of the shell, making sure the slices overlap. When the outer circle is completed, make a smaller circle, overdapping about half of the outer circle. If there's room, make a third circle. Fill the hole in the center with pieces of a few slices—let them stand upright. Cover the tart with a circle of wax paper and bake for 25 minutes. Remove the wax paper and sprinkle the sugar over the apples. Bake uncovered for 5-10 minutes more, until the sugar melts.

Boil the currant jelly until it reduces by one-third. With a pastry brush, paint the top of the tart with the currant glaze. Allow time for the glaze to set before serving (10 minutes).

- 6 Granny Smith apples Juice of one lemon Cinammon to taste Nutmeg to taste
- 1/4 cup sugar 1 tablespoon flour 2 teaspoons cornstarch
- i large egg
- t cup milk
- 3 tablespoons unsalted butter
- 1/4 teaspoon vanilla extract

2 tablespoons sugar 8 ounces currant jelly with a removeable bottom. against the edge of the pan Cover and refrigerate again

Line the tart shell with alun and the dough several times utes. Remove the aluminum brown, about 15 minutes me

# The apples

Peel, core and halve the app crosswise into thin (less that cinammon and nutmer Co

### Title treatment

Introducing a sans serif boldface for secondary heads increases contrast and adds color to the page.

#### The shell

- 7 tablespoons frozen butter\* 1 cup frozen flour\*
- 3 tablespoons ice-cold water\*
- 1 teaspoon cider vinegar
- A pinch of kosher salt
- It is important to have these ingredients as cold as possible.

In a food processor fitted with a steel blade, combine all the ingredients until they form a solid mass that rises above the blade. You can add extra water by the table-spoon if the mass does not congeal within the first minute. Tiny pieces of butter should still be visible in the dough when it's done. Remove the dough from the bowl and work it quickly it into a ball on a lightly floured surface. Cover with plastic wrap and refrigerate for at least half an hour.

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### The apples

Peel, core and halve the apples. Either by hand or with a food processor, cut the apple halves crosswise into thin (less than "",") slices. In a large bowl, toss the appples in the lemon juice, cinammon and nutmeg. Cover and set aside.

#### The pastry cream

Sift the sugar, flour and cornstarch together in a mixing bowl. Add the egg and beat until light. In a heavy-bottomed saucepan, bring the milk to a boil. Stir half the milk into the egg mixture, then pour the whole mixture back into the saucepan. Cook over high heat, stirring constantly, until the center bubbles and the mixture is very thick. Remove from heat and stir in the vanilla and the butter. Pour the pastry cream into a bowl, cover tightly with plastic wrap and refrigerate. (Be sure to press the plastic wrap right onto the cream to prevent a skin from forming.)

### The assembly and baking

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Spread the pastry cream over the bottom of the shell. Arrange the apple slices in a circle around the outer edge of the shell, making sure the slices overlap. When the outer circle is completed, make a smaller circle, overlapping about half of the outer circle. If there's room, make a third circle. Fill the hole in the center with pieces of a few slices—let them stand upright. Cover the tart with a circle of wax paper and bake for 25 minutes. Remove the wax paper and sprinkle the sugar over the apples. Bake uncovered for 5-10 minutes more, until the sugar melts.

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Preheat the oven to 375".

6 Granny Smith apples Juice of one lemon Cinammon to taste Nutmeg to taste

1/4 cup sugar

1 tablespoon flour

2 teaspoons cornstarch

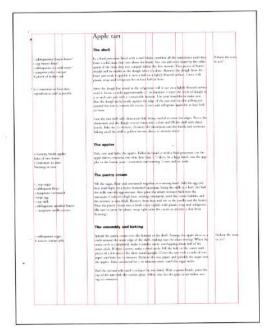
ı large egg

1 cup milk

3 tablespoons unsalted butter

1/4 teaspoon vanilla extract

tablespoons sugar
 ounces currant jelly



### Revised format

Dividing the type area into seven columns provides a new, separate column for oven settings, creates a narrower (and easier to read) line length for instructions, and increases white space on the page.

Set instructional text of your choosing in a way that makes the different levels of copy clearly distinguishable from each other. The goal is to find out how much differentiation you feel is necessary. All the text must fit on an 8½ x 11" (216 x 279 mm) or A4 sheet.

Be sure to document several options within one approach.

The five small steps shown on these preceding pages provide a point of departure. As you work on your sketches, explore the use of several typefaces (possibly one for each level of text), the addition of rules to indicate sections, size changes, etc. The aim of the process is to sensitize yourself to the options available within this simple problem. You will also start to sense what is and is not appropriate to-even necessary for-the material at hand. Finally, keep alert to what makes the page feel like yours and no one else's-an expression of your typographic sensibility.