

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.

1
Apple tart

2
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.

3B
Preheat the oven to 400°.

3C
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.

2
The apples

6 Granny Smith apples

Juice of one lemon

3A
Cinnamon to taste

Nutmeg to taste

3C
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.

2 The pastry cream

Unset text (left and opposite)

133

- 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.)

2 The assembly and baking

- 2 tablespoons sugar
- 8 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 and the tart to cool before serving (10 minutes).

Apple tart

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 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" in diameter. Center the circle of dough in a 10-inch tart pan with a removable 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.

The pastry cream

- 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

Preheat the oven to 375°.

- 2 tablespoons sugar
- 8 ounces currant jelly

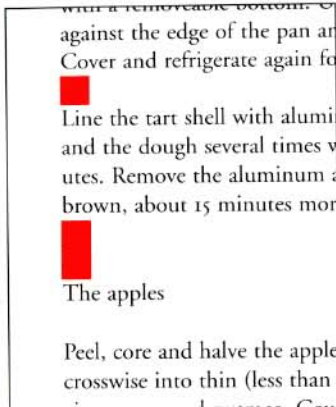
Spread the pastry cream over the bottom of the shell. Arrange the apple slices in a circle around the outer edge of the shell, making sure the slices overlap. When the outer circle is completed, make a smaller circle, overlapping about half of the outer circle. If there's room, make a third circle. Fill 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).



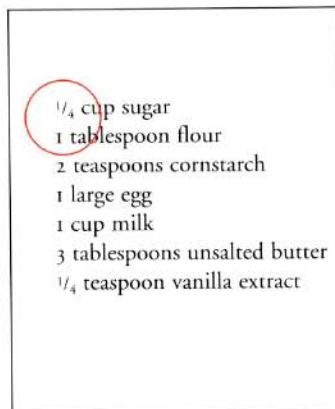
Establishing a format

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.



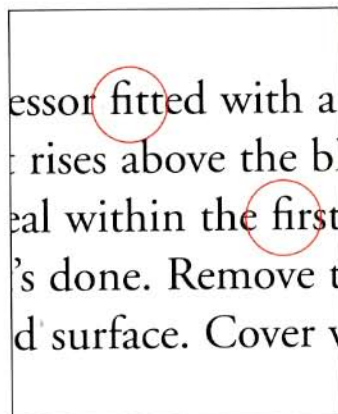
Establishing a hierarchy

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



Typeface choice

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



Ligatures

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

Apple tart

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 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" in diameter. Center the circle of dough in a 10-inch tart pan with a removable 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.

The pastry cream

- 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 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).

Apple tart	
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	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. Ten 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.
* It is important to have these ingredients as cold as possible	
After the dough has rested in the refrigerator, roll it out on a lightly floured surface until it forms a circle approximately 15" in diameter. Center the circle of dough in a 10-inch tart pan with a removable 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.
The pastry cream	
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	
Preheat the oven to 375°	
1 tablespoon sugar 8 ounces currant jelly	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 15 minutes. Remove the wax paper and sprinkle the sugar over the apples. Bake uncovered for 15-20 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 (30 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.

Apple tart

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 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" in diameter. Center the circle of dough in a 10-inch tart pan with a removable 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.

The pastry cream

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 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).

Apple tart

The shell

Preheat the oven to 400°.

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

Line the tart shell with aluminum and the dough several times with 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

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.*

Title treatment

Enlarging the size of the title not only reinforces hierarchy, but also provides an unambiguous starting point for reading.

Secondary heads

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

Italic within the text

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

Apple tart

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 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" 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.

The pastry cream

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

Preheat the oven to 375°.

2 tablespoons sugar
8 ounces currant jelly

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).

with a removeable bottom.
against the edge of the pan.
Cover and refrigerate again.

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

The apples

Peel, core and halve the apples
crosswise into thin (less than
cinnamon and nutmeg. Co

Title treatment

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

Apple tart

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.

The shell

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.

Preheat the oven to 400°.

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 removable 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.

The pastry cream

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 ounces currant jelly

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.

Preheat the oven to 375°.

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).

