



Desktop Publishing

Type dos & don'ts

If you are...	Do...	Don't...
not sure about italics...	use them sparingly to provide <i>emphasis</i> , as in the case of captions.	<i>use them for long copy blocks. Because people are not used to reading long passages of italics, it tends to slow down the reading process.</i>
using small type...	use typefaces that are regular in weight and simple in design.	use typefaces that are too light or ornate. They cannot be distinguished easily from the background. A typeface that is too bold sacrifices the counterform (space enclosed by the letter), which is essential to good legibility.
considering the use of background colors...	remember that black type on white reads 40% faster than type reversed from black or overprinted on gray.	<i>use typefaces with thin strokes or light weight against a tinted or colored background. Also, avoid type with strong contrast between strokes when printed on tints or reversed.</i>
stuck with a narrow column...	set your type flush left, rag right, instead of justified. Also, use typefaces that have a small x-height, which allows more words per line.	Because the reader won't be forced to move their eye to the next line as often, readability is enhanced. justify type within a narrow column, since e x c e s s i v e letterspacing and wordspacing must be inserted to flush type on both sides. Also, avoid typefaces with a large x-height and large type sizes.
setting type in wide columns...	use typefaces with smaller x-heights and increase leading for greater readability. Simply stated, type is easier to read if kept to a short line length.	use typefaces with extremely thick and thin strokes. Also, avoid the simultaneous use of tight leading and type with large x-heights.
using a frame around a text box...	specify at least an 8 point text inset to give the type some "breathing" room.	use QuarkXPress' default of 1 point text inset. It is too tight and hinders readability. Beginning Quark users often fail to catch this because it is a default.