

# STEPS OF THE DEVELOPMENT OF A LAYOUT AND OF STYLES AND THEIR ASSIGNATION TO TEXT

## ► Contents

### PAGE SETUP

1. page size
2. print space and margins
3. columns

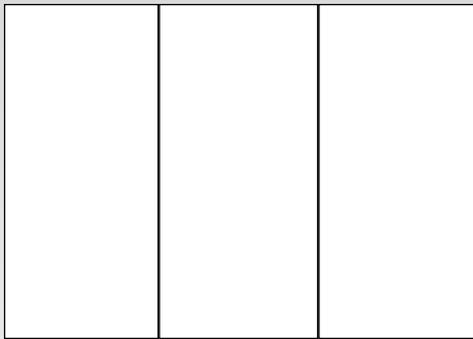
### TYPEFACE SELECTION

4. legibility
5. typographical quality
6. features
7. content adequacy
8. font couples

### TEXT FORMATTING

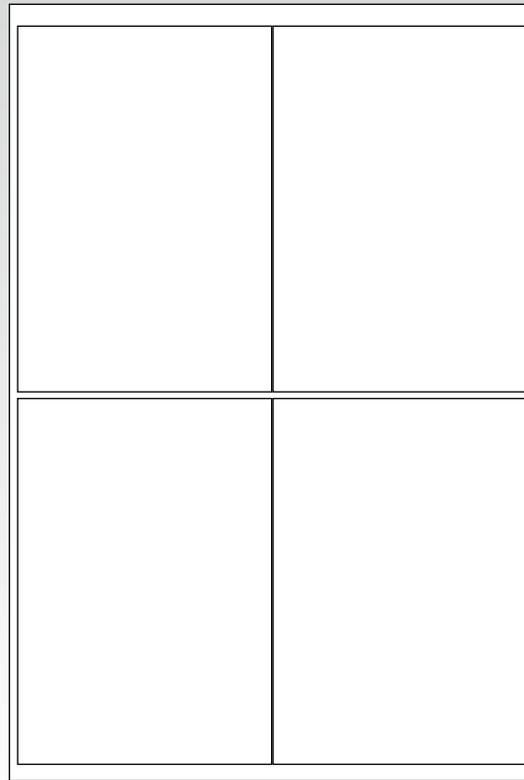
9. style sheets
10. special glyphs
11. emphasis





trifold on Letter

2 pages 6"×9",  
imposed @ 2 spreads  
on a sheet 13"×19½"



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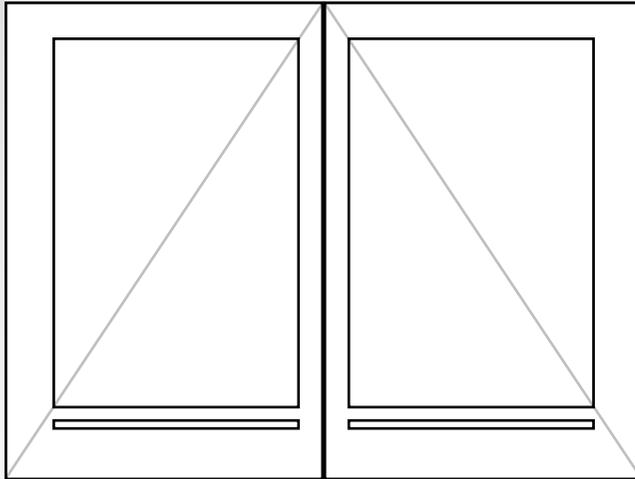
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ANSI paper formats are suitable or others if they exploit better a sheet format used in a printery to decrease printing costs. Few books have ANSI dimensions.





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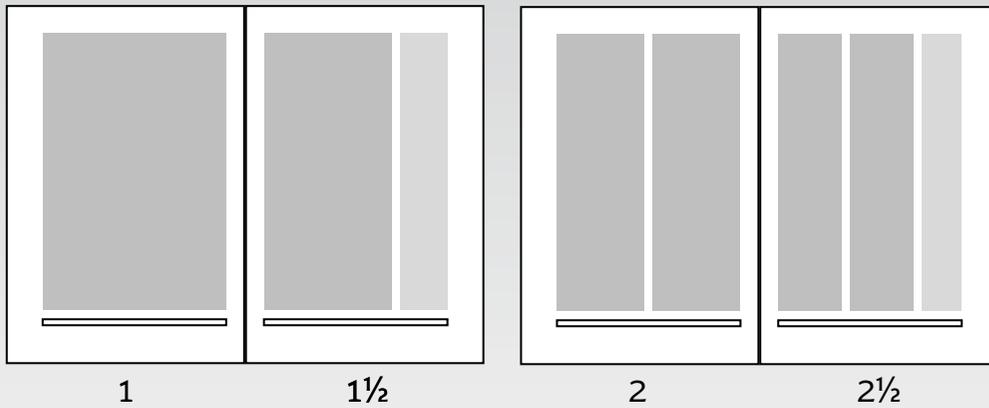
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There is a canon of page construction. The print spaces of a spread shall not “break apart” optically. Usually, proportions like 3:4,  $1:\sqrt{2}$ , 2:3, 1:1.618 seem harmonious.



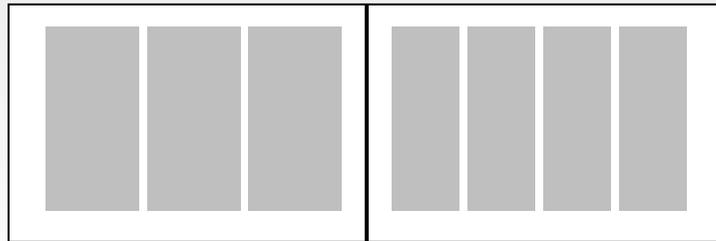
1

1½

2

2½

number of columns



3

4

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The eyes capture lines of 60–70 characters at one glance.

Longer lines slow down the reading speed.

½ column seems like a wide margin for keywords, images, and captions.

## Calibri

Please call Stella. Ask her to bring these things with her from the store: Six spoons of fresh snow peas, five thick slabs of blue cheese, and maybe a snack for her brother Bob. We also need a small plastic snake and a big toy frog for the kids. She can scoop these things into three red bags, and we will go meet her Wednesday at the train station.

## Helvetica

Please call Stella. Ask her to bring these things with her from the store: Six spoons of fresh snow peas, five thick slabs of blue cheese, and maybe a snack for her brother Bob. We also need a small plastic snake and a big toy frog for the kids. She can scoop these things into three red bags, and we will go meet her Wednesday at the train station.

## Rotis Sans Serif

Please call Stella. Ask her to bring these things with her from the store: Six spoons of fresh snow peas, five thick slabs of blue cheese, and maybe a snack for her brother Bob. We also need a small plastic snake and a big toy frog for the kids. She can scoop these things into three red bags, and we will go meet her Wednesday at the train station.

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◀ Legibility is one of the most important requirements from a typeface. The legibility of a typeface can be measured. Font sizes: 8–9 points in newspapers, 8–10 points in magazines, 9–11 points in books. The bigger is not always the better legible. ▶

### Optima

Illinois Galapagos Laos Arminnia Officer Ölsüß  
Coco Oktoberfest Pagoda School Xylophone  
ALTAR JAVA KONTOR GOSLAR STUTTGART  
*true italic variant (aefgkyß)*

### Neue Helvetica

Illinois Galapagos Laos Arminnia Officer Ölsüß  
Coco Oktoberfest Pagoda School Xylophone  
ALTAR JAVA KONTOR GOSLAR STUTTGART  
*no italic, only slanted (aefgkyß)*

### Futura

Illinois Galapagos Laos Arminnia Officer Ölsüß  
Coco Oktoberfest Pagoda School Xylophone  
ALTAR JAVA KONTOR GOSLAR STUTTGART  
*no italic, only slanted (aefgkyß)*

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Letters in sequences like Ill, rm, ao, co are indistinct? How is the rhythm of letters determined by their width, spacing, and kerning? How clear are the word outlines which are captured at first in the reading process? True italic?

## Melanchthon

Lift pfiffig fluffy better  
0123456789 0123456789  
0123456789 0123456789  
TRUE SMALL CAPITALS  
SWASH CHARACTERS

## Times New Roman

Lift pfiffig fluffy better  
0123456789

## Helvetica

Lift pfiffig fluffy better  
0123456789

## Garamond

Lift pfiffig fluffy better  
0123456789 0123456789  
0123456789 0123456789  
TRUE SMALL CAPITALS  
SWASH CHARACTERS

## Calibri

Lift pfiffig fluffy better  
0123456789 0123456789  
0123456789 0123456789

TRUE SMALL CAPITALS  
chckct&st

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Ligatures, various number styles, true small capitals, swash characters, and scientific glyphs enable a better typographic quality like how it was usual 200 years ago. The Garamond is 470 years young!

judiciary

The quick brown fox jumps over the lazy dog.

quarter balance

The quick brown fox jumps over the lazy dog.

television schedule

The quick brown fox jumps over the lazy dog.

history book

The quick brown fox jumps over the lazy dog.

travel report

cooking receipt

The quick brown fox jumps over the lazy dog.

novel

technology

The quick brown fox jumps over the lazy dog.

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A typeface may be suitable with the content or the purpose. There is no all-purpose typeface. Assign the keywords to the font samples.

## **Vogel Quax zwickt Johnys Pferd Bim**

»Fix, Schwyz!« quäkt Jürgen blöd vom Paß. Falsches Üben von Xylophonmusik quält jeden größeren Zwerg.

## Vogel Quax zwickt Johnys Pferd Bim

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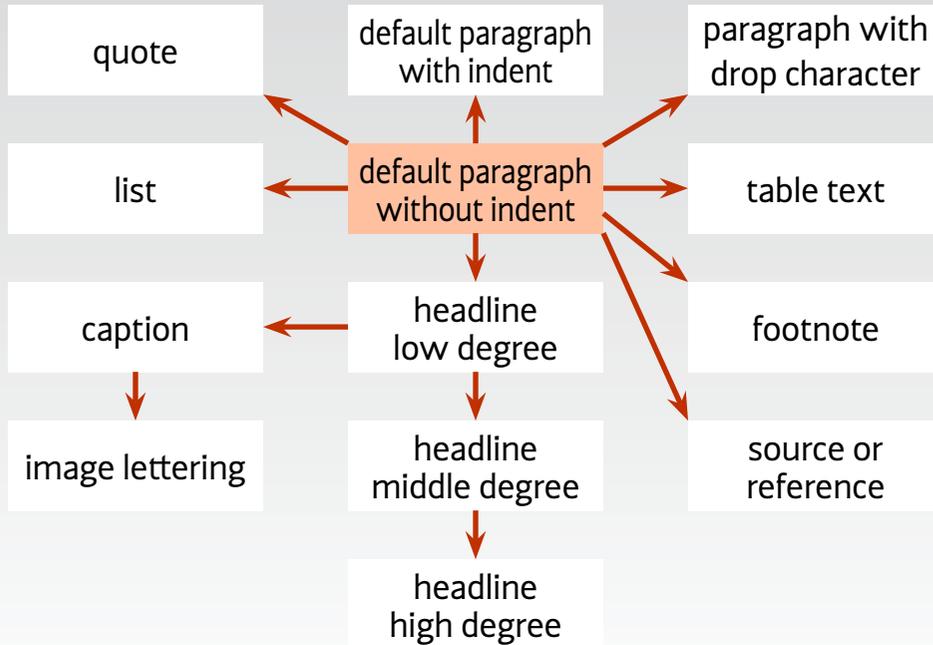
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Couples are possible:

one basefont for paragraph text,  
another for headlines and captions.



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Other paragraph styles can be derived from one standard paragraph style. They assure a uniform appearance of paragraphs of the same class.

quotation marks	“” instead of ""
foreign quotation marks	«» or „“ instead of ""
apostrophe	' instead of ' or ´ or `
currency symbols	€ instead of EUR
en-dash	10–12 instead of 10-12
fractions	1½ ℓ instead of 1 <sup>1</sup> / <sub>2</sub> l or 1 1/2 l
times, superior numbers	210×297 mm <sup>2</sup> , not 210x297mm
inferior numbers	CO <sub>2</sub> instead of CO <sub>2</sub> or CO2
symbols	10" Ø instead of 10" ∅
	©N <sup>o</sup> E instead of (c)No.e
foreign Latin letters	Ąłćđęğħĩńóșțúź

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Usage of correct marks and special glyphs. Correct spelling of foreign terms, in particular names. Almost all of the glyphs shown here are included in the fonts provided by Operating Systems.

## Headline of a sample text

The Archæological Society has sponsored the exhibition *Neolithical mounds in the Southwest* organized by Dr. Jesús Zuñiga, where 4,000 years old findings from excavations are shown. Ceramics of Archaic traditions found in *petroforms*, man-made rock formations, report us about the lore of the beyond of American indigenous peoples. The exhibition topic is published in the recent volume of Dr. Zuñiga (see below).

Society members need to purchase only one ticket for a visit with their family.

ZUÑIGA IXONEXTLI, JESÚS: *The Archaic stage in Arizona, New Mexico, and Sonora*. Truth or Consequences, NM: Cibola Publishers, 2010.

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Usage of font variants: italics for emphasis and for titles in paragraphs. Small capitals are used sometimes for names of authors in scientific books. No underline nor extra spacing nor uppercase, less quotation marks.