Quality Typography Checklist

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Introduction

The following information is organized as a short list of guidelines. The guidelines are intended to help entry-level users learn about some basic topics that are relevant to a sustained quest for Quality Typography.

Why is such a list needed? When using type a serious graphic designer aspires to the idea that attention to detail and careful practice of craft contribute importantly to successful communication.

Quality Typography helps make this happen. It makes a stronger connection to the audience, and helps messaging sink deeper into their thinking. Well handled typography gives a sense that the people behind the communication are sincere and committed to the ideas that are being shared.

Quality Typography Checklist

1. No widows.
2. No orphans.
3. Avoid two end-of-line hyphens together in text.
4. Make wordspaces and letterspaces consistent in size to maintain even color in text blocks.
5. No type (except headlines) should be stroked or outlined in InDesign or Illustrator.
6. Do not expand or condense type.
7. Maintain style consistency in content categories.
8. Make sure your headlines and large type are properly kerned for even letterspacing.

Quality Typography Checklist

1

No Widows

Widows are single words on the last line of a paragraph. Eliminate them whenever they show up in your text. Widows show a lack of attention to detail and carelessness. You will need to use manual controls to adjust tracking on certain lines and rebreak the lines of the paragraph so that the widows disappear.

Hendaepta sequae. Nem quodi nias qui bersper ferfera testio conse dolum nonsed qui am soluptat am ulla nimin ea nos in corest unt est, aborum aut eos auditatem esti corro conse lita ducitaspidus restis quo quam, corem eaquo delenti senihil ibuscia Gita simaior uptiur? Ur a sumquisi nest laborem porest, conet aut magnihiliqui omnihilit maiorem perate porepuda plique con es dolent odipic tem sum ipsum, netur mo estiist, sitae sunt es event aute enimolliqui voluptiant facerum quos as escit qui veliquas natus de nulluptasi ut eumqui ut aut volor as eost ipid utem venis est, et ant ut accus repedig naturepudae con pore, sum alique. Ebit reius quodit, estem serae.

2

Orphans

Those solitary lines at the bottom or top of a column of type are called orphans. Avoid them always.

Hendaepta sequae. Nem quodi nias qui bersper ferfera testio conse dolum nonsed qui am soluptat am ulla nimin ea nos in corest unt est, aborum aut eos auditatem esti corro conse lita ducitaspidus dia conse nonesseque dolum faccum verum fugia et ma poribere, corerum facepra eptaqui quae se voloresenis aut faccum quo est provit lam, quatur? Mendestias venet quae accus id es autem restis quo quam.

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Quality Typography Checklist

3

Avoid two hyphens appearing together in text.

Set up a Paragraph Style with a Hyphenation Setting that will automatically prohibit two hyphens appearing together.

Hendaepta sequae. Nem quodi nias qui bersper ferfera testio conse dolum nonsed qui am soluptat am ulla nimin ea nos in corest unt est, aborum aut eos auditatem esti corro conse lita ducitaspidus barfustemonte dia conse nonesseque dolum faccum verum fugia ettomma poribere, corerum facepra eptaqui quae se voloresenis aut faccum quo est provit lam, quatur? Mendestias venet quae accus id es autem restis quo quam, corem eaquo delenti senihil ibuscia Gita simaior uptiur? Ur a sumquisi nest laborem porest, conet aut magnihiliqui omnihilit maiorem perate porepuda plique con es dolent odipic tem sum ipsum, netur mo estiist, sitae sunt es event aute enimolliqui voluptiant facerum quos as escit qui veliquas natus de nulluptasi ut eumqui ut aut volor as eost ipid utem venis est, et ant ut accus repedig naturepudae con pore, sum alique. Ebit reius quodit, estem serae.

Quality Typography Checklist

4

Even Color in Text Blocks

Word spaces in text should be as consistent in size as possible.
Flush left / Ragged right setting will give the best eveness of color.

Consistent word spaces.
Good even color.

Hendaepta sequae. Nem quodi nias qui bersper ferfera testio conse dolum nonsed qui am soluptat am ulla nimin ea nos in corest unt est, aborum aut eos auditatem esti corro conse lita ducitaspidus dia conse nonesseque dolum faccum verum fugia et ma poribere, corerum facepra eptaqui quae se voloresenis aut faccum quo est provit lam, quatur? Mendestias venet quae accus id es autem restis quo quam, corem eaquo delenti senihil ibuscia Gita simaior uptiur? Ur a sumquisi nest laborem porest, conet aut magnihiliqui omnihilit maiorem perate porepuda plique.

Word spaces not consistent.
Color is spotty and uneven.

Hendaepta sequae. Nem quodi nias qui bersper ferfera testio conse dolum nonsed qui am soluptat am ulla nimin ea nos in corest unt est, aborum aut eos auditatem esti corro conse lita ducitaspidus dia conse nonesseque dolum faccum verumfugia et ma poribere, corerum facepra eptaqui quae sevoloresenis autfaccum quo est provit lam, quatur? Mendestias venet quae accus id es autem restis quo quam, corem eaquo delenti senihil ibuscia Gita simaior uptiur? Ur a sumquisi nest laborem porest, conet aut magnihiliqui omnihilit maiorem perate porepuda plique.

5

Do not outline (stroke) type with InDesign tools. Text type, information that is set in multiple lines like paragraphs, should never be stroked.

Doing so badly messes up legibility and readability. Outlining type in this way distorts the design of the characters and creates awkward visual relationships within words.

Bogus Outlines

If you feel your type just has to have an outline, then find a typeface that was designed with one.

Quality Typography Checklist

6

Never condense or expand type.

This also distorts the original design of the typeface and automatially creates awkward and imbalanced visual relationships. It shows amateurism, shallow thinking, a lack of creativity, and general lameness.

Nice!

Awful!

Quality Typography Checklist

7

Maintain visual consistency within content categories: Stories or articles in magazines, newspapers, brochures, and websites have various elements such as: headlines, subheads, maintext, and captions. These are content categories. All of the type within a content category of a story should have the same typographic treatment for visual consistency. Managing the design of the information this way provides visual guides that help the audience see the structure of the communication and ultimately enable them to better understand the ideas involved.

- All main text should be the same size and style.
- All subheads should look the same.
- All captions should look the same, etc.

Quality Typography Checklist

GIANTS' ANONYMOUS FIGUREHEAD / KEVLOS' CLASSY AGGRESSION / WHITE-COLLAR DEFENSE TRICKS / A RUNWAY UNIONIZES

Intelligencer

> TOPIC

THE WALL STREET DIET

Sometimes even $400 zillion trillion* in taxpayer bailouts isn't enough to keep your industry out of the ditch. Times are hard right now for big banks, which are not just cutting bonuses and staff but also vigorously nickel-and-diming their junior masters of the universe. ANDRE TARTAR

*estimated

I. Cutting Perks:

BELT-TIGHTENINGS IN ORDER OF SOUL-CRUSHING-NESS.

Coffee-Cup Size

BANK Goldman Sachs

Was 12 oz. > Now 10 oz.

Cafeteria Transactions

BANK Goldman Sachs

Were Cash or charge > Now Charge only

ESTIMATED SAVINGS

$50ish per ermomed-car cash pickup per day

Late-Night Amenities

BANK Barclays (London office)

Were Food paid for after 8 p.m., cars after 9 p.m. > Now Food after 9 p.m., cars after 10 p.m.

Offsite Bonding

BANK Bank of America municipal-bond department

Was Country club + sports + kegs > Now Doesn't happen

ESTIMATED SAVINGS

$40,000 to $500,000, depending on precise level of hackdown, according to one cured planner

Flights

BANK Deutsche Bank

Were Business class everywhere > Now Economy on trips less than six hours

Office Greenery

BANK Goldman Sachs (London office), Morgan Stanley

Was Verdant and welcoming > Now Gradually disappearing

ESTIMATED SAVINGS

About $2,000 a year for every floor plants are completely removed from, per the manager of Plant Shed New York Flowers

Printing

BANK Bank of America

Was Accomplished by e-mailing documents to an offsite copy center > Now "We have a small printer that will take half an hour to print out 100-page documents," says one analyst

II. Cutting People:

FIRING SPREES, IN BANKSPEAK.

"removing unnecessary complexity and eliminating duplication" WELLS FARGO

"substantial reengineering" HSBC

"[making] difficult people changes" BAS

"organize smartly, de-layer and simplify" BANK OF AMERICA

"align our resources fully behind our customer-driven strategy" BANK OF AMERICA

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Briefing

Nation

Between the Lines
By Mark Halperin

▸ Florida, Florida, Florida. If **Mitt Romney** wins, he moves back into a commanding position; if **Newt Gingrich** triumphs, he will be hard to stop anytime soon ... ▸ A Florida victory by the former Speaker would propel Establishment Republicans from nervous to frantic, leaving them three choices: rally to Romney, give him more time to prove himself or try (yet again) to get a white knight into the contest ... ▸ Indiana Governor **Mitch Daniels** turned down the heat on a "Draft Mitch" movement with a tepid performance in his televised response to the State of the Union speech ... ▸ GOP congressional leaders blanch at the thought of Gingrich at the top of their ticket but aren't planning to try to rescue Romney anytime soon ... ▸ The former Massachusetts governor still believes he has the right campaign team and a GOP opponent whose complicated past and erratic behavior eventually will disqualify him with voters ... ▸ On the eve of the deadline for the first disclosure of super-PAC donors, Romney's problematic list of contributors makes it tough for him to hit Gingrich for his multimillion-dollar backing from Vegas interests ... ▸ One of the strangest sights of the campaign: longtime Gingrich adviser **Joe Gaylord** (currently not working for any campaign) standing in a long line of voters waiting to get into a St. Petersburg, Fla., diner to see his old boss ... ▸ Democrats, inspired by the rhythms and comedic plotlines of the GOP race, are confident that President Obama will be re-elected ... ▸ **Ann Romney** has mostly traveled with her husband on the trail, in part because Mitt is more relaxed and on his game when his wife is around ... ▸ When Sarah Palin scolded **Chris Christie**, a Romney supporter, for getting his "panties in a wad" while criticizing Gingrich, she might have picked a fight she will regret; the New Jersey governor is fearless and has a long memory.

SWING STATE

Why Obama Hearts Arizona

The President has his eye on the Grand Canyon State—or at least its 11 Electoral College votes. He hosted the mayors of Phoenix, Mesa and Tucson in a private meeting on Jan. 18. The White House invited Mark Kelly, Representative Gabby Giffords' husband, to sit with the First Lady for the State of the Union address. Obama made his fifth presidential visit to the state the next day, this time to tour a huge, $5.2 billion Intel factory that is under construction in Chandler. Obama is looking to surprise: he lost the state to John McCain in 2008 by 195,000 votes, and Democrats believe they could win it back in November if they register 150,000 new voters—mostly youth and Hispanics—in the next nine months.

LAW

Can't Track Me

Forget what you read in spy novels: the Supreme Court ruled unanimously on Jan. 23 that tracking an individual by attaching a Global Positioning System device to a car without a warrant is an unconstitutional violation of the Fourth Amendment guarantee against unreasonable search and seizure. But the court split over why the tracking was illegal. Antonin Scalia wrote for the majority that attaching the GPS device was a form of trespassing akin to what was prohibited in the 18th century. Going even further, Sonia Sotomayor wrote that the sheer quantity of information collected by GPS devices might in itself be an invasion of privacy. The decision upheld an appeals-court ruling on behalf of a Washington, D.C., nightclub owner whose Jeep had been secretly traced via GPS by police and the FBI in a narcotics operation.

NUMBER

1/3

Proportion of patients in burn units who were scalded while bruising meth, according to an AP survey of hospitals in the South, Midwest and West

INDIANA

Right to Work—or Not

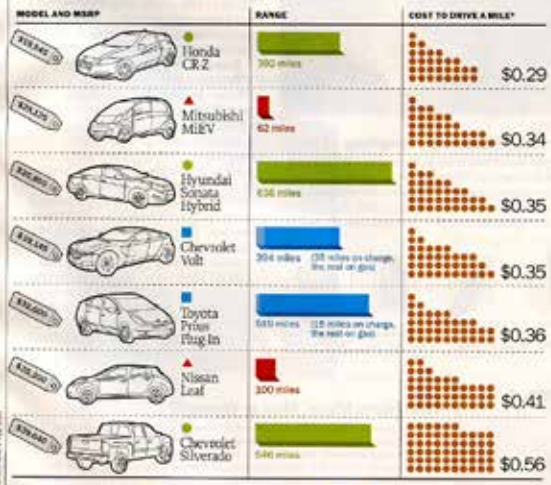
Indiana's lower house passed a right-to-work measure Jan. 25, 54-44, the latest move in a showdown over workers' rights unfolding in Indianapolis as the city prepares to host the Super Bowl. Republicans say the measure, which would make it easier for workers not to join unions, would induce more businesses to locate in the Hoosier State. Labor unions argue it would lead to lower wages. As in previous fights in Wisconsin and Ohio, Democratic lawmakers disappeared for a day or so to avoid casting votes. If the measure is adopted in both houses, it will be the first such act in the traditionally prounion Great Lakes region.

Briefing

Economy

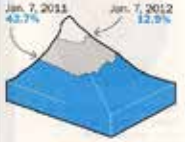
The Plug-In Surge. Automakers are pushing a new breed of efficient hybrid cars

The prospect of $100-a-barrel oil and the higher gas prices that inevitably follow made hybrid vehicles the hot topic once again at the annual Detroit auto show, which was held in mid-January. BMW, Ford, Honda, Mercedes, Toyota, Volkswagen and Volvo all introduced new hybrids or plug-ins. Hybrids didn't have a great 2011; they represented only 2.2% of U.S. auto sales, down from 2.4% in 2010. But automakers are betting that the global energy equation—including high demand for fossil fuels from emerging markets, possible supply constraints in the Middle East and the push for tougher environmental standards and regulations—means the math will soon make more sense. "Today you pay a premium to buy a hybrid, and you won't get that money back for a long, long time" via cheaper gas bills, says Edmunds.com senior analyst Michelle Krebs. The equation is constantly changing, though. Consulting firm McKinsey & Co. estimates vehicle electrification—that is, hybrids, plug-ins and electric vehicles (EVs)—could account for 20% to 25% of U.S. auto sales by 2020. Chevy predicts 45,000 Volt purchases, up from less than 10,000 in 2011. Toyota, meanwhile, foresees a 60% increase in U.S. Prius sales thanks to the launch of a plug-in and the Prius C, which gets 50 m.p.g. and starts under $19,000. Below, a look at what it costs by the mile to drive the hottest new models. —BRAD TUTTLE



SEASONALLY ADJUSTED

The Weather Stimulus. Higher temps could heat up the economy



An unseasonably warm winter is creating an unexpected economic boon. Roadwork has gone uninterrupted in 80% of the country, as have large-scale construction projects. In all, 17,000 nonresidential construction workers found jobs in December, when hiring is normally weak. Landscaping companies are also busier than usual. What's more, cash-strapped cities are benefiting. Des Moines, Iowa, for example, has saved about $1 million because its snowplows and salt trucks aren't out in the streets.

While it's not exactly a free lunch—share prices of publicly traded Vail Resorts have fallen—it's true that far more companies benefit from warm weather than the other way around.
—JOSH SANBURN

REAL ESTATE

Housing on Hold
Foreclosures are down but mainly because of delays in a broken system

34%
Drop in foreclosure filings in 2011 vs. 2010

43
Rise in average days to foreclose (to 348) in Q4 2011 vs. Q4 2010

8

Make sure your headlines and large type are properly kerned so that the letter spacing is balanced and even.

The vertical yellow lines seen above show where I have done some kerning. I took out some space to achieve a more balanced and even distribution of space between the letters.