

Abbreviations

Please note that the settings detailed here are drawn from an amalgamation of six sources: *Detail in Typography* by Josh Hoschli (Hyphen Press), *Type and Typography* by Phil Baines and Andrew Haslam (Laurence King), *Book Design* by Andrew Haslam (Portfolio), independent research of books and commercial print, online research and my own experience as a working designer. It is highly recommended that the student purchase or access these books for a more in-depth discussion of typesetting and layout.

This document is meant for teaching purposes only and should not be disseminated electronically.

Contractions do not need a full point in modern usage:

Prof Dr James Peters

Abbreviations for dimensions:

30cm *not* 30cms

Initials for people's first names should be evenly spaced, not grouped as a separate item from the surname:

A R Smith *not* A.R. Smith

Qualifications do not need full points:

Michael Smith MA

Some abbreviations can look messy with full stops. They can be italicized:

ie *not* i.e. *eg* *not* e.g.

Abbreviations for 'volume', 'page', 'circa' and 'flourished':

Vol.III p.245 *c.*1997 *fl.*1560 – 80

Acronyms and Initialisms

Names derived from a set of initials do not need to be capitalised:

Nasa are planning to launch in May.

Set initialisms in small caps in text:

The BBC is a large organisation.

Bibliographies

An entry:

DAVID M HARVEY, *The Cyclist*, London: Random, 1982

A second entry by an author

—, *Imagining Heroes*, New York: Random, 2004

In academic work editors will insist on the author's surname first.

Use a p. with no following space for a single page and pp. for more than one.

For online citations:

Author (if available), name of site (underlined), name of institution responsible for the site, date of copyright or posting or last updated, web date you accessed the site, <the web address>

Brackets and Parentheses

Parentheses are commonly known as round brackets.

cast in stucco (1, 2 & 33) or carved

Square brackets are used to indicate an omission or an editorial clarification within a quotation:

‘He [Schwitters] lived near my gran.’

They also used when brackets are required within parentheses:

it (st[one] utters) was hand-set and printed letterpress

Capitals

All proper names should begin with an initial capital. Within titles all words other than ‘the’, ‘and’, ‘of’, etc., should begin with capital:

When reading *The Merchant of Venice* at high school...

Captions and Pull Quotes

Captions or cutlines are read before the story. A caption must include enough information from the story to make sense all by itself.

The reader should know from the correct caption what the story is about and who is in the picture:

Mr Peter Taylor, president of the LTA, welcomes the tournament champion, John Simpson, to the Queen's Club luncheon, at the Savoy yesterday.

An incorrect caption means nothing until the reader has first read the story:

The Minister greets the Prime Minister as he arrives at the luncheon.

A caption for four pictures of an architect at different times of the day might say something like:

Much of the architect David Smith's day was spent on site: (clockwise from top left) early morning arriving at the site; mid-morning meeting the foreman; after lunch inside the building; looking over plans and discussing detail

A pull quote or lift-out quote is a quotation or excerpt from an article. It serves to entice readers into an article or to highlight a key topic, placed in a larger or distinctive typeface on the same page. Pull quotes do not require quotation marks although they may be placed in a graphic object for effect.

Column, Page and Paragraph Endings

Never end or begin a column or page with a single line of a paragraph.

Also avoid widows and orphans. A widow is a single word at the end of a paragraph (at the end of her life), an orphan is a single word at the top of a page or text column (at the start of his life).

The use of soft returns can help iron out these problems. An editor or author can also cut or add words and pictures can be resized.

Drop Caps

Dropcaps are a device often used at the beginning of a chapter, article or paragraph. The letter should be aligned to the baseline and can be any number of lines deep. It is easily specified in the Paragraph panel in InDesign.

Ellipses

... use with a space either side to denote omissions in the text or with a space before to indicate a sentence trailing off.

InDesign Option + semicolon

En and Em spaces

En and em spaces are spaces that are a touch wider than a regular space. They are useful in lists.

An em is a unit equal to the currently specified point size. One em was traditionally defined as the width of the capital 'M'. An en is half of this width.

These can be accessed in InDesign Type menu. Scroll down to Insert White Space.

- 1 Tidy up document
- 2 Plan design on paper
- 3 Set up guides in InDesign

Folios or Page Numbering

Folios is the correct term for page numbering. Position them where they can be clearly seen, never in the back margins (inner margin). They rarely need to be larger than the text size. They are often placed next to the running head/foot.

In the past books used to have two sets of number: lower-case roman (i, ii, iii, etc.) was used for the prelims and arabic (1, 2, 3, etc.) for the book proper.

Today it is more common to use arabic throughout but not show them on either blank or display pages.

Figures

There are two types of figures, lining and non-lining, available in good quality typefaces, although many fonts don't include them.

Lining are primarily for use in tables and as page numbers:

1234567890

Non-lining are primarily for use in text:

The work started in 2008 but was overpriced.

Large numbers are grouped in threes to improve readability, separated by commas. Specially designed fractions are often available in good quality typefaces:

2,354 45,947 546,979 $\frac{1}{2}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

Others figure usages:

8 August 2012 (British)

August 8th, 2012 (US)

230 x 35⁴

H₂O

2.4 x 1.2m (8 x 4ft) plywood sheet

2'6" long 61°F (15°C)

Housekeeping

When you receive a text file from a client you should take some time to tidy it up before inserting in the layout. You should also read through the text so you understand the content. A basic list of items to check, remove or alter as necessary include: double word spaces, double returns, tabs and incorrect quotation marks. Use InDesign's Find / Change function to make these changes. Go Edit > Find / Change.

Hyphen (-), En Dashes (–) and Em Dashes (—)

The hyphen (-) is used at the end of a line to divide broken words, to link two words, or to link connected parts of a phrase:

semi-precious Cobden-Sanderson two- or three-dimensional

The En dash (–) is used to link phrases or indicate omissions. Set with a space either side:

Here – Look! ‘Push off or I’ll –’ ‘You sad –!’

Alternatively, an Em dash (—) can be used with no space either side. It looks more bookish and works better with Serif typefaces:

Here—Look! ‘Push off or I’ll—’ ‘You sad—!’

The En dash (–) is also used to link phrases or indicate spans of distance or time:

Clacton-on-Sea – London London – Glasgow 18.25 – 20.30
1965–96 pp.27–37

The En dash is used for lists:

- Baskerville MT Pro
- Baskerville MT Pro Italic
- Futura Bold

Italics

To denote the titles of artistic works such as books, newspapers or plays:

I was reading *The Independent* on Wednesday...

Indicate foreign words unless they are an accepted part of the language:

but read Jacob *en route* today

For tone of voice, usually ironic:

That *was* a good game

Kerning and Tracking

Kerning is the process of adjusting the spacing between characters. Kerning adjusts the space between individual letter forms, while tracking (letter-spacing) adjusts spacing uniformly over a range of characters.

To kern in InDesign: place the cursor between letters and enter values in the properties bar. We can kern two particular characters that may have a lot of space between them, say an upper-case 'K' and a lower-case 'e'.

Tracking applies to groups of selected letters.

Ligatures and Diphthongs

Ligatures are single characters that represent the two most common overlapping character pairs: fi and fl. Often they automatically replace in InDesign.

If running a spell check on a document it is best to do this before inserting ligatures as some dictionaries do not recognise them.

Diphthongs are characters combined for phonetic rather than visual reasons. Æ is part of the Danish, Dutch, Icelandic and Norwegian languages and Œ part of the French.

Quotations

British style:

Typography involves ‘the selection of the right typeface, readability, order, the logical positioning of the components’, as well as ‘a meticulous attention to detail’ – a reminder of ‘an oft-quoted remark by Rodin: “It’s the detail that makes a masterpiece.”’

US Style:

Typography involves “the selection of the right typeface, readability, order, the logical positioning of the components”, as well as “a meticulous attention to detail” – a reminder of “an oft-quoted remark by Rodin: ‘It’s the detail that makes a masterpiece.’”

References

The parenthetical citation method is one of the least invasive methods with no need for notes (foot, side or end) on the page. Parenthetical citations include only the author’s surname, the date of the text being referred to (if there is more than one publication by a particular author) and the page reference for the text or the ideas being quoted or paraphrased.

from doing so’. (Tracy p.11)

Footnotes would be needed when, in addition to citations, there is need to make further comment separate from the main text. This requires annotation in the main text and then a position and typographical style for the note itself. Notes can sit alongside the text (shoulder notes), below the text (footnotes) be placed at the end of individual chapters or removed to the back of the book (endnotes). If there are only a few notes on each page they can be referred to by using the standard reference characters in this order:

* † ‡

For copious references or when notes follow the chapter, superior (‘superscript’) numbers placed at the end of the relevant phrase or sentence are far clearer.

Running Heads and Running Feet

Like folios, running heads or feet are necessary in longer documents and the usual book style is to have the book title on the left-hand page and the chapter title on the right. It is often useful to group folio and running head together:

Soft Returns

These are used for turning overhanging words in ranged-left copy, or for forcing turnovers in justified copy without creating a new paragraph.

InDesign calls this a 'soft line break'. Shift > Enter.

Space Before or After Punctuation

Here the kerning between letter y and colon requires kerning to be set at 90:

Letters: no space, too tight
Letters : single space, too spaced
*Letters: no space, kerning set at 90

Here the spacing works with no space between letter and punctuation:

Letters!

Colons between figures. Unspaced too close, clear space too far: Kerning set at 90:

1:2 1 : 2 * 1:2

Luckily changes in Paragraph Style in Indesign maintain individual spacing settings.

The diagonal stroke (solidus or forward slash) should be spaced for what is meant to be separated:

Peter Smith / Jason Rogers / Sarah Taylor

Closed to indicate an alternative:

They are often placed next to the running head/foot