TYPOGRAPHY CHECKLIST | BASIC GUIDELINES

ALWAYS

– Balance the elements in your design.
– Save, label, and package your documents.
– Research the typeface and choose appropriate typefaces.
– Limit the number of typefaces and styles.
– Make layouts with margins and columns that fit your design.
– Print drafts, revise, edit, and check spelling.

USE AND ADJUST

– Clear, concise, and consistent typographic hierarchy.
– Careful choice of typefaces and type pairing.
– Read copy, especially headlines, and break sensibly.
– Alignment, spacing, and indents.
– Proper paragraph indent settings.
– Proper use of Tabs.
– Set up of Parent pages.
– Margins, columns, grids, and guides.
– Paragraph, character, and object styles.
– One space between sentences.
– Optical alignment (hanging quotation marks).
– Appropriate dashes: (en [option -] em [shift option -]).
– Smart quotes, apostrophes, accents, prime & diacritical marks.
– Real fractions (¼ ½ ¾ ⅞), oldstyle (123) and lining figures (123), real small caps.
– GLYPH Palette.
– Hyphenation and justification to achieve balanced and even word-spacing.
– Kern letter and number pairings as needed.
– Letterspace slightly when setting words in all CAPITALS (5 to 10 tracking).
– Place page numbers and repeated elements on appropriate Parent pages.

AVOID

– Cluttering the page.
– Clichéd and trendy type styles.
– Trendy and free download typefaces.
– Display fonts for text.
– Default: fonts, line spacing, document grids, H and J, and tab indentations.
– Fake styling and scaling.
– Unnecessary punctuation.
– Awkward line breaks and endings.
– Too tight (minus tracking) or too loose Letterspacing (plus tracking) of u/lc text
  and italicizing all caps.
– Widows (paragraph ending on the top line of a page), orphans (paragraph that
  begins on the bottom line of a page), and (rivers large spaces between words).

TYPOGRAPHY BASICS

"Typography must often draw attention to itself before it will be read. Yet in order to be read, it must relinquish the attention it has drawn". Robert Bringhurst, *The Elements of Typographic Style*

SANS SERIF

GEOMETRIC, GROTESQUE, **HUMANIST,** MONO

Regular (roman), text, *Italic (oblique),* extralight, Light, medium, **semibold, bold, extra black,** extended, expanded, thin, condensed, ultra condensed

SERIF

OLD STYLE, TRANSITIONAL, MODERN, SLAB

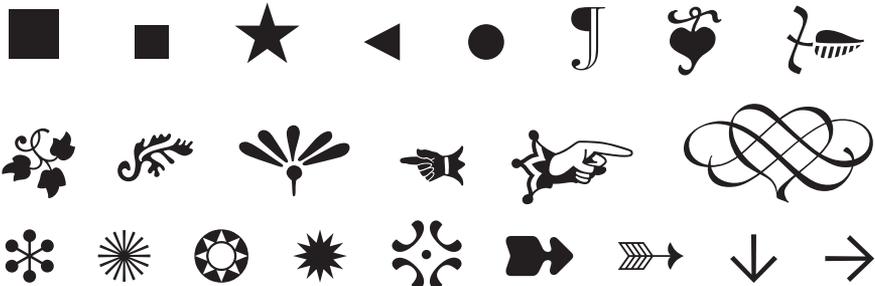Regular, book, *italic*, **medium, bold, extra bold, black,**

light, extralight, thin

DISPLAY

DECORATIVE, Expressive, Hand, *Brush,* Script

SMALL CAPS Oldstlye figures:123456789 Lining figures:123456789

Fractions: ⅓ ⅛ ⅔ ¼ ⅜ ½ ⅝ ¾ ⅞ Ligatures: ff fi ffl fb ffb fj ft st

ORNAMENTS / FILLERS / DINGBATS

GLOSSARY

BASELINE GRID A grid of horizontal lines evenly spaced across your text blocks and document. This must match your leading otherwise it will ignore your settings.

COLUMNS The page and type area can be subdivided into columns. Keep columns at a consistent width. The space between columns (gutter) often matches the space between text lines(leading). For readablability, as a rough guide, aim for 45 to 70 characters (including the spaces) per line. Another commonly used standard is a minimum of six words per line.

HYPHENS Use - for hyphenated words, use – en dashes for dates & sequence. E.g.:1920–26 [option+hyphen], use — em dashes (for clauses) [shift + option + -].

HYPHENATION AND JUSTIFIATION The appearance of text on your page depends on a complex interaction of processes. It can be adjusted as follows:

HYPHENATION ADJUSTMENT
7 letters in a word / 3 before / 3 after / 2 in a row. Set Hyphen zone to 0

JUSTIFICATION ADJUSTMENT
This is variable depending on typeface, type size, and text width.

word:	85	100	125
letter:	-5	0	+5
glyph:	95 %	100 %	105 %

KERNING The adjustment of space between individual pairs of letters. A well designed typeface has this built in. Metric is listed by default.

LAYOUT A well considered layout using columns and margins adds structure, aids in spatial relationships, and creates consistency and flow. Adjust to fit your design

LEADING The space between lines is the measure from the baseline of one line of type to the baseline of the next. Most typefaces need at least 2pts. E.g.: 10pt text with 12pt leading (10/12). The term comes from the actual piece of lead used in Hot Metal typesetting.

LETTER SPACING (called Tracking in Adobe software) The overall spacing between letters. Use judiciously for effect only. E.g.: Add 5–10 tracking when setting all caps and small caps.

LINE LENGTH The length of a typeset line is set to the text box. Measurements are traditionally in picas.

For a more extensive bibiography and additional typography links go to https://fordhamgraphicdesign.com/resources.

MARGINS An integral design element defining the type area of the page; separates the content from the edge of the page. Margins are a place for readers to put their thumbs; historically, they were used as a space to write notes. Certain text elements such as page numbers, "headers", "footers", and images frequently break out of the type area, potentially making for a more dynamic layout.

MEASUREMENT Refers to the length of a line of text. Long lines of text tire the eye and make it hard to find your way back to the next line. E.g.: 9/12 x 26 picas translates to: 9pt type with 12pts leading in a 26 picas width text box.

NEW PARAGRAPHS Indent or line space? Either are acceptable as long as you are consistent. The paragraph indent is used commonly in book and magazine copy. A line space is commonly used online. Opening paragraphs are rarely indented. Indents can be a design element. Other ways to indicate new paragraphs include drop and stand-up cap, ornamentation, or capitalization.

PARAGRAPH ALIGNMENT Justified with last line aligned left; center; align left/ rag right; align right/rag left. Each has it's appropriate place in a design. Left-aligned is best for text. Having a strong left edge gives the eye an easy place to come back to after reaching the end of the line. Ragged right allows for a soft edge while justified right edge creates a strong text block.

PARENT PAGES Are layout templates that contain repeating design elements. A document can have multiple parent pages.

SMART QUOTES Are usually curved in shape and have different opening and closing versions for use at the beginning and end of quoted material. Dumb (or straight) quotes are usually simple tapered vertical or angled marks; also referred to as "primes" they are often used in numerical measurements to indicate inches (a double prime) and feet (a single prime).

TEXT AND DISPLAY TYPE Text type is designed to be legible and readable at small sizes. Display type can forgo the extreme legibility and readability needed for long blocks of text at small sizes for a stronger personality, elaborate and more expressive shapes. Spacing, proportions, and design details change optically. A text face used at large sizes can sometimes look clunky, heavy, and unattractive, and the spacing looks too open. Display designs used at small sizes can have design features that break up, disappear, or fill in when viewed small.

TYPE MEASUREMENTS Picas (p) and Points (pt). 12 points = pica, 6 points = inch, 72 points = 1 inch.

TYPEFACES (Also called fonts). Serif (oldstyle/transitional/modern/slab). Sans Serif (geometric/humanist/ grotesque/Mono). Dispaly (hand, brush, script). Formats (OT, Standard, PS, TT, Variable).