

# **PROPEL** your desktop publishing from **SO-SO** to **SO-PRO!**

*A Pro's Pointers  
to Polish your  
Publications*



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# introduction

This book will help you make your publications look like you hired a professional.

It assumes you are using Desktop Publishing (DTP) software and not Microsoft Word. While Word is an excellent word-processing program that we can't live without, it will not function as well for DTP.

In order to get the best results with your publications, you will need page layout software. However, many of the tips in this book will work with Word, and may help you if that's your only software choice.

Know the basics of your software. If it is new to you, use the Help menu or tutorials that come packaged with the software. Each minute spent here will save hours later.

A list of a few Desktop Publishing programs is included at the end of this book.

## 10 Basic Rules of Desktop Publishing

Each of these rules will be explored in more detail throughout this book, but this list will serve as a concise summary of important keys.

- ① Use Only One Space After Punctuation
- ② Use Only One or Two Fonts
- ③ Use Text Justification Appropriately
- ④ Use Centered Text Sparingly
- ⑤ Use All Caps Rarely, and Only With the Right Fonts
- ⑥ Use Correct Punctuation
- ⑦ Use Correct Grammar
- ⑧ Use Less Clip Art
- ⑨ Use More White Space
- ⑩ Know Your Printing Options and Requirements of Each.



# typesetting

Typesetting is the act of getting words into your document. It encompasses type styles, sizes, spacing, layout, design and many other settings and measurements. This section will give you a basic understanding of the key rules of typesetting.

**1 Only one space follows a period.** In typing class we were all taught to put two spaces after periods. That’s because a typewriter is a mono-spaced instrument, where each letter typed takes up the same amount of space side-to-side. Two spaces were thus needed to establish a clear division between sentences. A computer, however, uses “proportional” spacing. This is when the letter “i” takes up less room than the letter “w.” When typesetting on the computer, use only one space after a period.

typewriter monospacing	w   i   l   m
typesetting proportional spacing	w   i   l   m

**2 Text should be easily readable.** Use common fonts that people are accustomed to seeing. Save the fancy stuff for headlines or other attention-getting tools.

**TIP:** Typeface or Font? “Verdana” is a typeface, while “Verdana 10 pt bold” is a font.

**3 A good readable font size for text is 11 point.** Ten point also works well, and 12 can be used if there’s a reason for large body type. Headlines can be set in 18, 20 or more point, depending on

space available and the overall balance of your page. Subheadings should be smaller, 14 or 16 point.

**4 Remember the rule of typefaces: no more than two or three to a document or publication.** You can use one font for headlines and another for body text. Try a sans serif typeface (like Arial) for headings and a serif typeface (like Times Roman) for body text, or vice versa. Quotations or call-outs (see Tip 44) can be in a different font, or italicized.

Serif (with “feet”)	Sans Serif (no “feet”)

**5 Before you begin your document, choose your typefaces and set consistent rules about their use.** Don’t mix it up by using Arial for headlines on page one, but Times Roman for headlines on page 2. Be consistent throughout.

**6 If you have trouble fitting your text onto a line, or onto a page, you can adjust both tracking and leading measurements.**

**Tracking** is the adjustment of space between letters for entire blocks of text. Use tracking to change the overall appearance and readability of the text, making it more open and airy or more dense. You can apply tracking to all text or selected portions. Under special circumstances you might need to adjust it, perhaps to get one lone line of text (called a “widow”) back on the page with the rest of its paragraph.

Use a leading setting to give your type room. **Leading** (rhymes with sledding) is the space between lines of text, and this measurement is also a factor in determining whether your text is open and airy or dense and compact. Leading is also called line spacing.