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Typography

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Typography is broadly defined as the composed arrangement and appearance of text and other elements on a surface that involves elements of design. The editor and graphic designer often cooperate in the process of creating the typography and design for a book, monograph, or journal (in print or online), with the goal of achieving a balance of form and readability. According to typographer Edmund Arnold, good design and typography for English-language publications follow the linear flow of the Latin alphabet and support the act of reading. The English language is read from left to right and from top to bottom. According to Arnold, when a reader of such language begins to read a printed page, the eyes first fall naturally to the top left corner and then move across and down the page, first from left to right and then in a right-to-left sweep to the next line, until reaching the bottom right corner. Any design or typographic element that forces the reader to work against this natural flow (reading gravity) interrupts the reading rhythm and should be avoided...

Basic Elements of Design

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Good design arranges text and objects in a manner that invites and leads the reader through the composed page or material and enhances legibility and comprehension., The basic elements of design that affect typography include the following: # Contrast: This refers to the contrast between dark and light type and large and small units of information (such as title and byline, side heads and subheads, and text). In addition, the evenness of darkness or blackness of letters and characters affects legibility; this evenness depends on the specific typeface used as well as spacing between letters, words, and lines (see also

Typefaces, Fonts, and Sizes

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A typeface is a design for a set of characters (eg, Times Roman, Arial). A font of type is the complete assortment of characters, qualities (eg, size, pitch, and spacing), and styles (eg, bold, italics) of a particular type-face (Figure). (Note: The term font is often used incorrectly as a synonym for typeface.)The typeface for the body text of this book is ITC Garamond Light, and Frutiger is used for the chapter titles, heads, and subheads.There are 2 common forms of typeface: serif and sans serif (Figure). Serif typefaces (eg, Times Roman) have a short, light line (serif)

Spacing

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Readability of type depends on the spacing between letters, words, and lines; none of these is independent of the others.Letterspacing refers to the space between letters and other characters. Ideally, the spaces between letters should be balanced. There are no absolute values for optimal letterspacing, but type size and column width are interdependent in design and may affect reading comprehension. Kerning (adjusting the space between characters) is often used to modify spacing between pairs of characters to bring letters closer together or further apart in an attempt to fit words into a defined space (ie, in text that uses justified

Layout

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Layout is the arrangement of all the elements of design and typography on the page for optimal readability, taking into account the context and aesthetic requirements of the text. To create emphasis, complementary typefaces and various fonts within a typeface may be used. However, only a few compatible typefaces should be used at once. Multiple typefaces on a single page can compete for attention, are distracting, and impede readability., Two typefaces (a serif for body text and a sans serif for titles and subheads) with appropriate use of styles, such as bold and italics, will most often suffice for a

Letterspacing

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Item type: section

Letterspacing refers to the space between letters and other characters. Ideally, the spaces between letters should be balanced. There are no absolute values for optimal letterspacing, but type size and column width are interdependent in design and may affect reading comprehension. Kerning (adjusting the space between characters) is often used to modify spacing between pairs of characters to bring letters closer together or further apart in an attempt to fit words into a defined space (ie, in text that uses justified columns rather than ragged right line ends). Kerning is typically done in units of 1, 2, or 3. The

Word Spacing

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Typefaces have predetermined spacing between words that is dictated by the point size and width of a typestyle, the darkness or density of the typeface, and the openness or tightness of the letterspacing. For text set ragged right (unjustified), word spacing may be fixed and unchanging. However, for text that is set flush left and flush right (justified), the spacing may need to be more flexible. For justified text, an average word space of a fourth of an em is ideal, with a minimum and maximum range of a fifth of an em to half an em.

Line Spacing

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Line spacing refers to the vertical distance between the base of 1 line of text and the base of the next line of text. Line spacing is traditionally known as leading for the strips of lead once used between lines of printer type. The space between lines of type is measured in points. Generally, leading is 20% larger than the copy size. For example, 10-point copy would be set on 12 points of leading or line spacing (10/12), as is shown for the body copy in Figure . Optimal line spacing requires consideration of the type size, layout density, and

Lowercase

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Lowercase letters are smaller than capital (or uppercase) letters and are differently configured (eg, a, A). The term lowercase originates from the earlier use of manually

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set wooden or metal characters that were kept by compositors in 2 cases; the lower case contained the smaller letters and the upper case contained the larger capital letters. Sentences are typically set with the initial letter of the first word of a sentence as a capital letter and all other letters lowercase. In titles, the initial letter of each major word is set as a capital letter and all other letters are lowercase.

Capital (Uppercase)

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Capital letters are larger than lowercase letters and are used as initial letters in the first word of sentences and for proper names. They are also often used as the initial letter of major words in titles, heads, and subheads. (Caput is Latin for head.) Use of all capital letters in large blocks of text should be avoided as legibility is decreased; other ways should be used to add emphasis if needed., JAMA and the Archives Journals use all capital letters sparingly (eg, for level 1 heads).A dropped cap (a form of initial cap) is an oversized capital letter of

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