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Resource 12A: Text type design: resource guide

Summary: Much of type design is personal preference. However there are some items that should be taken into consideration. This guide is not a complete guideline to text design, but a list of items to consider.

Letter spacing (examples)

Too close together and it is hard to easily identify the word shapes

too far apart and it is hard to read with a flow (i.e. easily!)

Word spacing (examples)

Again, the same problem arises if the words are too close together -

they appear to run into one another and it becomes harder to read easily

But excessively wide spacing seems

to open up rivers of white down the page,

across the path of the reader's eye

Line spacing (examples)

Too tight

Several factors influence the choice of leading (inter-line spacing). Before leads were used for composition, type was set solid, and as a rule the roman letters had extenders long enough to hold open an adequate channel of white between the lines.

All right

Several factors influence the choice of leading (inter-line spacing). Before leads were used for composition, type was set solid, and as a rule the roman letters had extenders long enough to hold open an adequate channel of white between the lines.

Too loose

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Too many / too few words per line (examples)

The choice of type chosen must be such that there will not be too many characters in the line for the reader's convenience. Here again, there can be no standard number of ens that can properly be set in the line and the typographer must decide for himself. The choice of font chosen must be such that there will not be too many characters in the line for the reader's convenience. Here again, there can be no standard number of ens that can properly be set in the line and the typographer must decide for himself.

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Justified or ranged left: guide

- Ranged left text can look very ragged, and can be difficult to read, The reason for this is that the eye cannot easily track from the end of one line to the start of another. This is, of course affected by the line length, and the extent of the difference between the line lengths.

- However, justifying text can look ugly on some systems. This is because crude "typesetting" systems (including word processing software such as Word) will crudely vary the spaces between the words to force the line to make the same length and lead to unevenly-spaced texts.

- Table and figure legends, and chapter/paper titles/ authors/addresses/headings (i.e. everything other than the text and references!) should be ranged left (this is because they tend to be short, and will add wide spaces between words when justified).

Emphasis (examples)

Emphasis in text may be achieved by CAPITALS, *italic* or **bold**.

This is an area to **be careful of** since **over-use** of any form of **emphasis** effectively **de-emphasises** the text, with the **result** that it becomes **hard**, if not **impossible** to tell where the **stress** on the **words** is **required**, and thus to lose any **impact** that the **writer intended**

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And don't mix-and-match different types of emphasis - it looks messy:

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Underlining: Usually, underlining looks unprofessional - it frequently clashes with descenders (e.g. "g"). Therefore, avoid it where possible.

- **Bold** gives a word more emphasis than ***bold-italic***

- ***Bold-italic*** has more impact than *italic*

- *Italic* has more impact than "Roman" (or upright).

Typesize (examples)

The perceived size of type (rather than the actual size) can make type easy or difficult to read:

This size of text (12pt Times) is easy to read

This size (6pt Times) is not easy to read – but is still readable

This size of text (12pt Garamond) is easy to read

This size (6pt Garamond) is not easy to read (too tiny)

This size of text (12pt Arial) is easy to read (but looks slightly clumsy and big)

This size (6pt Arial) is still easy to read and appears larger than 6pt Times

1. If you change to a sans serif typeface (e.g. Arial) it will appear to be larger than their equivalent serif typeface, so reduce it one or two point sizes

   (for example "10pt Arial" "12pt Times")

2. Some standard sizes:

   Body type: 10pt serif type (e.g. Times) for the text with 12pt leading (i.e. base-to-base)

   Text headings:

   Heading 1: 12pt bold, two-line above and one line below

   Heading 2: 12pt italic or 10pt bold italic, two line space above, one below

   Heading 3: 10pt italic, one line space above and no extra space below

   Abstracts and key words: 9pt (i.e. one point size smaller than the text)

   Tables: 9pt (including the table heading, and table contents) – one size smaller than the text. (And a sans serif (e.g. Arial) is often clearer for tables).

   Figure captions: 9pt (i.e. one point size smaller than the text)

   References: 9pt (i.e. one point size smaller than the text)

   Running headline: 9pt, with either one or two lines' space between it and the first line of text.

Weight of type (examples)

The blackness or lightness of the type can make it hard for the eye to follow from one word to the next, because the contrast of the paper under the type has an impact on how well the words stand out from the background

Consider reading this, and **then this** and **then this**

Hyphenation

1. You should ensure that no more than three consecutive lines end with a hyphen

2. End-of-line hyphens in general terms should break words either between two consonants (e.g. desk/top, and glos/sary) or where the word naturally breaks (e.g. typo/graphic, ele/phant).

3. If a line is badly spaced you can artificially add a hyphen, but if you do and the text re-wraps the hyphen will stay and needs to be manually removed

4. Importing text from an electronic file may also bring in hard-hyphens with it - this needs to be watched for.

Spaces

1. You should **never** have double-spaces in the text (typists tend to put them in after full stops) - this should be a first-check in the word file before typesetting. (This is because it makes the word spacing uneven.)

2. Word spacing options should be minimised – i.e. where possible set your typesetting package to avoid spacing under 85% or over 125%

3. Letterspacing should not be adjusted - assume that the type designer got it right!

4. Kerning: although the default programs are usually very good, you may need to tweak larger lettering - look particularly at AW and V when they come together in a larger face.

5. Line spacing (leading): as a general rule, use an extra 1pt for sizes under 10pt, then 2pts up to 30pt type, then use 4pts extra space for larger sizes. (i.e. 8/9, 9/10, 10/12, 16/18. 24/26, 30/34) – but remember that this is very crude way of calculating and different typefaces may require more or less - use your judgement

6. Badly spaced text will show as rivers or pools (i.e. lines of white or areas of white space on the page) - to see how the text is arranged on the page, turn it upside down and squint, this way you will stop reading the text and see the pattern of grey, and also see any unsightly rivers or blobs of white space

7. Paragraph indents should be around four to six characters' wide - which on 10pt type roughly equates to 10mm

8. For uniformity, indented text should also be indented the same amount throughout the document (e.g. paragraph indents, reference indents, etc.)

9. Accepted practice does not indent the first paragraph under a text heading, even if all the others are indented. However this is personal preference.

Page area

1. The classic "Penguin" book design set the ratio of margins to be 1:1.5:2:3 (spine:head:foredge:foot) – however for academic books and journals it is common to make the inner and outer margins the same width (a rule of thumb: keep them the width of a thumb!)

2. The head margin must be smaller than the foot – otherwise the text will look as though it is "slipping" down the page – usually the foot is twice the width of the head (and in this instance the head margin is from the top of the page to the top of the running headline, or other top-most line of text)

3. A very general rule is that the depth of type in the a page should be in the region of 80% of the page – ie margins top and bottom should equal about 1/5 the page height – although you may wish to make them smaller in academic journals, where optimum use of space is required

4. The inner margin must be set wide enough to enable easy reading, and also copying – it is bad design if the text disappears into the spine

5. Generally only two margins should be specified - the head and the spine – this ensures that everything hangs from these two points

6. Remember the binding margin (spine margin) needs to be large enough to allow the binder to bind your book/journal without the text disappearing down the middle.

Working practices

1. Work in Word as much as possible (to make editorial changes, etc.) before importing into the typesetting package - Word processor software is much more efficient for editing

2. Be prepared to re-key material – you need to make quick judgements about the usability of electronic files.

3. Be prepared to re-draw simple graphics - again you need to make quick judgements on efficiency

Positioning the page

1. Figures and tables should go at the head or foot of the page, not in the middle

2. It is neater to put graphics at the head of a page as first choice

3. Opening pages (e.g. the first page of an article): these vary enormously, but the location of the first line of text, the position of the article title, etc. need to be kept as consistent as possible: set the amount of space under each element and keep to this throughout (i.e. instead of starting the text 25 cm down the page regardless of how many lines of title/ authors/addresses there are, start the text 30mm under the last line of the addresses).

4. The position of article headings should align throughout the journal

Orphans and widows

1. An orphan is a short line at the end of a page, and widow is a short line at the start of a page. Many programmes prevent this happening, and it is generally considered bad practice.

2. If a heading appears at the foot of a page, it should have a minimum of two lines of text before the end of the page. Any less than this and it should be moved onto the next page

Consistency of text position

The position of elements should be consistent throughout. As a general rule, do not mix "ranged left" headings and "centred" headings.

Figures

1. Figures should be sized so they are neither so large that they look unsightly on the page, nor too small to read the lettering clearly. Ideally they should be no larger than one-third the page size – but this is very dependent on the illustration, and some may need to fill an entire page.

2. Ensure symbols in the figures can be clearly seen – but don't make the figure HUGE to ensure that the symbols can be seen easily, consider having the figure re-lettered.

3. Avoid over-use of grid lines in charts and graphs – they distract from the information being presented.

4. Also avoid grey shading either within bars, or as a background. The background to charts and graphs should be white, and shading of bars, etc. should be in a clear pattern.

5. When preparing a line chart, ensure that it is easy to identify the separate tick marks (ie the data lines being presented).

Tables

1. Ideally, tables should only have horizontal rules at the head and the foot and under the column headings – no vertical rules, and no rules in the middle of the table (to indicate separations use either half-line spaces or full-line spaces)

2. Run-on text within a column can be ranged left or indented - both are OK, but be consistent

3. Column headings and columns should be aligned in a consistent manner, for example as follows:

   Heading and text in 1st column: Ranged left

   Headings over other columns: Centred

   Text in other columns: Range left (text), ranged on decimal point (numbers)

4. There may be several levels of column headings, and in which case spanner (i.e. short) rules should be used to indicate that there are headings of headings – i.e.

5. Table headings should appear above tables in the same type as the tables.

6. If a table does not fit the text width (too many columns etc.) the point size can be reduced by up to two points - however the table heading should not be reduced.

7. Table footnotes: these should appear immediately under the table, in either the same point size, or a size smaller.

8. Tables may be set in a different typeface than the main body of text, if so, ensure that a consistent typeface is used throughout.

9. Tables should have about two-line space between them and the body text.

10. If a table needs to run onto a second page, the column headings need to be repeated - and on the first page, the bottom rule should be omitted (to show that it continues over the page).

11. On landscape tables it is not usual to repeat the column headings on the odd (recto) pages (as they appear to run straight on from the even (verso) pages)

Table 5 The title of the table [a]

First heading [d]	Wheat species [b]		Other grains	SD
	Species A	Species B		
First line of data	0.235	123.56	235.50	None
Second line of data	234 [c]	20.55	25.36	None
Third line of data	555.66	666.55	235.66	Much
Fourth line of data	23.55	222.33	NA	Some

a The title of the table should appear above the table. Use superscript letters, or symbols (e.g. * ¶ ¥)

b This is a straddle heading – i.e. a top level heading

c Aligned on the decimal point

d First column headings are frequently omitted if not considered necessary

KEY POINTS
- Design should achieve the following objectives
- Help navigation
- Clarify what is more and less important on the page
- Improve comprehension – not prevent it!

Resource 12B: Journal design – guidelines

Summary: Apart from the design of the pages, there are standard items of information and presentation which most journals conform to, as listed here.

The cover

Front

- Title (and subtitle if there is one)

  ○ Former title (for the first year after a journal changes its name) prefixed with "Formerly ..."

- Volume number

- Issue number and month

- Year

- ISSN (Top right corner is considered to be international standard)

- Publisher's name (not required if the publisher is part of the journal title - e.g. *Journal of the National Science Foundation of Sri Lanka*)

Some journals include the Table of Contents on the front cover: this can be helpful to the reader, but if it is too long to fit, then it is better to either place it on the back cover (where there is usually more room), or inside the journal (otherwise it needs to run on to another page of the journal, which is not always easy to locate).

Note that ideally the design of the front cover should not change during one volume – if it is to be redesigned then it is better do launch the new design with the first issue of the next year.

Spine

- Title

- Volume number

- Issue number

- Month

- Year

- Pages (optional, but may be useful)

NB: when a journal is shelved in a holder, the lower part of the spine is obscured by the holder, so it is best if the title/volume/issue number are ranged at the head of the spine, so they can be seen when on the shelf.

Back cover

There are no standards for what should be included on the back cover of a journal. This is a prime place for advertisements, so frequently they are placed here.

If you do not have advertising on the back cover, instead of leaving it blank consider using it for:

- The issue Table of Contents

- The list of editors and aims and scope of the journal

- Information about the journals' organisation, or society, or – as an "advertisement" for the Association

- A *Call for papers* for future issues

- Information for journal subscribers, or authors

- Advertisement for the journal website.

The masthead

The *masthead* is usually defined as the listing of information about a journal's staff, operation, and circulation - in the context of a scholarly journal this means information about the editorial board, its aims and scope, and the publication information. This information needs to be easy to locate, and usually presented in one place – commonly the inside front cover, or one of the first pages of the issue. Much of the information is important, but not crucial for everyone, so is often typeset in very small type so that all the information can be squeezed onto one page.

Masthead items

The following list is an indication of the type of information a masthead should contain:

- Full journal title + subtitle

- p-ISSN and e-ISSN (note that the print and electronic versions of the journal should have separate ISSNs)

- Journal aims and scope

- Name/address of publisher, and the owning (or parent) organisation

- Name and contact details of Editor-in-Chief

- Contact details for the journal - e.g. the editorial office, and if used, the book reviews editor, advertising manager, etc.

- List of editors / editorial board / editorial panel (with cou4ntries to show international or national coverage)

- Frequency of publication (e.g. "Published three times a year, in March, July and November)

- Subscription price

- Ordering (and claiming) information - contact address, etc.

- How subscribers can notify a change of address

- Copyright statement – stating who owns copyright in the entire journal (even if individual authors regain copyright in their own articles)

- All bibliographical indexes and databases where the journal is included should be listed (do not include basic library catalogues and general indexes such as Ulrich's – this list not only helps librarians to find the journal, but (perhaps more importantly) indicates which indexes have approved the quality of the journal as being suitable for inclusion within their index)

- Advertising information (who to contact, perhaps also the advertising rates)

The article title page

The article title page should include sufficient information so that the reader can quickly identify:

- The subject and content of the paper

- The authors

- The affiliation of the authors

- How to cite the article correctly

The title page is the page most likely to be photocopied, so should provide sufficient information that it can "stand alone".

Title page items

- Catchline (citation information)

  ◦ Journal title (in full and/or the standard abbreviation)

  ◦ Volume, issue number, year of publication

  ◦ Inclusive pagination of the article

  ◦ DOI of the article (recommended display: http://doi.org/10.3329/bjar.v42i3.34505)

- The copyright notice and/or name of publisher

- Article title

- Authors + institutional affiliation and/or contact details (especially for corresponding author)

- Abstract (where appropriate)

- Keywords (where appropriate)

- Article key dates - usually submission and acceptance dates

- The URL of the online article (if the journal is online), or the DOI (Digital Object Identifier) – the DOI is preferable if the journal is registered with Crossref (See www.crossref.org)

Abstract

Abstracts are usually restricted to c.250 words. They are sometimes part of the body of text, and sometimes sit above the text (single-column instead of the text double-column layout). Sometimes they are structured (introduction, methods, results, etc.), and sometimes a single paragraph of text. They are frequently set in a smaller typeface than the main body of the article, and sometimes in a different typeface.

References

These are usually considered less important than the text, and typeset in a smaller typesize. It is very important that the style of references is consistent - at least within an article - so do not mix styles - e.g.

Smart, P. 2005. The article title. *The Journal Title* 55, 1-10.

Smart P (2005) **The Article Title**. The Jnl Titl. 55:1-10

Not only does this look careless, but can also make it hard for readers to quickly identify the information and also makes it difficult to automatically insert links in the online article. (Note that the style is not a formatting issue, but should be checked and corrected at the editing stage.)

KEY POINTS

It is easy to miss out important information – don't fall into this trap!