

Widows and Orphans:

When a paragraph ends leaving fewer than seven characters, (not words, characters) this is called a widow. A hyphenated widow is even worse. You must avoid these always because they look very unprofessional.

For example:

In an engraving, the artist, by the placement and thickness of the line, determines either a dense and detailed image, or an image with a sketchy or feathery quality. After the image is cut into the plate, soft ink is applied with a roller across the entire plate, making certain that all the incised lines are filled with ink. ←————— WIDOW

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An Orphan is when the last line of a paragraph, be it ever so long, won't fit at the bottom of a column and must end itself at the top of the next column. For example:

At the age of twelve, Ben Franklin first began to learn the business of printing the truth. His older brother James had set up a printing office in Boston and Ben learned quickly as an apprentice. By the time Ben was seventeen, he was a fully skilled printer able to	ORPHAN } work in any print shop. With this skill, Ben was able to leave Boston and find work in both Philadelphia and London.
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Avoid all of these circumstances. This may require that you rewrite your copy, delete a word or two. You may have to delete or add letter, word, or line spacing. Kern, Track and Leading will have to be adjusted. Sometimes you can play with the text box size and margins. Be sensible with your hyphenations and line breaks.

- Avoid more than two hyphenations in a row.
- Avoid too many hyphenations in any paragraph.

This can happen when text is Justified, as seen in newspapers, you must be very careful with full Justification. It also occurs in right Justified and left Justified. Pay close attention to how your words are being hyphenated.

- Avoid stupid hyphenations.

The word therapist, when hyphenated improperly it reads the-rapist, this could be offensive in some cases. If a hyphenated word causes even a split second of confusion, ambiguity, racism, sexism, stupidity etc., it must be changed.

- Never hyphenate a heading.
- Break lines sensibly.

A headline can still be broken at a logical point. Even though you have not used a hyphen, headlines can be broken in the wrong spot. This tends to confuse the message that you are trying to get across to the reader. Break your lines where it makes grammatical sense.

Such as:

incorrect Jimmy's Lemonade Stand	correct Jimmy's Lemonade Stand
Parade in the Bay Area was a Success	Parade in the Bay Area was a Success

Widows and Orphans:(continued)

Watch your line breaks in the body text as well. Most text we create is Left Justified, with a ragged right margin. This can cause a reverse staircase effect. Try to always to create body text that is visual smooth and easy to read. This may mean again that you bump a word to the next line, track, kern, or rewrite some of your copy.

When formatting paragraphs, either use an indent on the first line, or extra space between them— never both.

Never use full justification an a short line of text.

Such as:

The cow jumped over the moon.