

## Workshop: Setting Paragraph Text Digital Typography

Use the program InDesign—duration 3 hours each part

### Part 1 of 2

This work shop will give you the opportunity to experiment with letterspacing, wordspacing, linespacing, and to learn how these choices affect readability

We will use the same typefaces from each of the five main classifications of type;

- Garamond (Old Style)
- Baskerville (Transitional)
- **Bodoni** (Modern)
- Century (Refined Egyptian)
- Helvetica (Sans Serif)

Using the copy provided, which you will find on the Graphic Design Server> Courses>GRAFI035>Workshop4, in this folder will be a word document. Download the document, place the text into a InDesign file, you will be formatting these paragraphs in many different ways. As a typographer you must always test different settings to get the best readability from each different typeface that you select. Slight changes in leading, tracking, kerning and alignment can make or break you body copy or display type and the effectiveness of the legibility & readability.

#### Display type for each of the five typefaces

The display type is the name of each typeface. Set display type in 72pt solid(72/72), U/lc (uppercase & lowercase), and all caps. Type set in all caps **will need to be kerned** to get the correct letterspacing balance. Check the headline set in U/lc as well, different typefaces will have different letterspacing.

Each new page must have Display type.

#### Text type for each of the five typefaces

Set all text type 10pt x 20 picas (line length), use the regular style for each of the five typefaces.

1. Set Garamond type solid 10/10, then 10/11, 10/12, 10/13, 10/14, justified, note rivers at different settings.
2. Set Baskerville type solid 10/10, then 10/11, 10/12, 10/13, 10/14, flush left, ragged right, watch the ragged edge.
3. Set Bodoni type solid 10/10, then 10/11, 10/12, 10/13, 10/14, flush right, ragged left, watch the ragged edge.
4. Set Century type solid 11/11, then 10/10, then 10/11, 10/12, 10/13, 10/14, centered, watch your line breaks and the double ragged edge.
5. Set Helvetica type 3 different random or asymmetrical ways, for this setting get creative. For this setting there are not rules, just set the lines so they “look right”. This setting allows for great flexibility and individuality. Note that this setting is not recommended in situations where prolonged reading is required.

#### Set Your Name

The display type for this portion of the workshop is TRACKING.

To help you better understand the individual personalities of the five type faces, set your full name in both All Caps & U/lc. Use each of the five typefaces @ 24pt, with auto leading.

Experiment with different tracking:

1. Type all with not tracking at all.
2. Track all +5
3. Track all +10
4. Track all +30
5. Track all +50
6. Track all +100
7. Track all -5
8. Track all -10
9. Track all -30
10. Track all -50
11. Track all -100

Make note what happens to readability and legibility when the letterspacing is increased and decreased.

You will have **3 hours** to complete this first part in class, print your pages and make sure you **label** each page with your name and group information on the top right hand corner. Staple your pages & hand in this workshop on your way out of class. This 2 part workshop will make up 15% of the final grade of Project 3.

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### Part 2 of 2

Clear indications of paragraph changes must be provided for the reader. There are many ways of indicating the start of a new paragraph. Below I have listed the six most common methods:

1. **1-EM space**—the most common method of indicating a paragraph is to indent the opening line with 1-em space, which is a square of the type size. So it will always be proportionate to the type size.
2. **3-EM space**—also commonly used, never exceed the 3-EM width.
3. **1-line space**—paragraphs can also be separated by a half-line or a full-line space, also referred to as secondary leading. The space will greatly depend on the typeface being used and the tone and mood of the piece.
4. **Hanging Indent**—a bit unusual method, the hanging indent has the first line of text beginning to the left of the main body of text. Commonly used in directories.
5. **No Indent**—another method is to use neither indent nor space. In this case the only indication that a new paragraph has begun is that the previous line falls short of the full width of the column width. This is a must so copy fitting can get tricky.
6. **Paragraph Mark**—another commonly used method is to run the paragraphs together in a solid block of type and indicate the start of each paragraph with a typographic device such as a paragraph mark or a box. This method was developed by early printers—when text was hand set line by line, using metal letters.

Paragraphs can be indicated in many more ways. Among the most common are setting type in unusual shapes, alternating typefaces, changing type sizes, playing with alignment, inserting rules, introducing colour, or by combining any of the above. **In all cases, designers must be very aware to balance the impact of creativity against readability.**

**For this workshop you will use the five classic typefaces:**

- Garamond (Old Style)
- Baskerville (Transitional)
- Bodoni (Modern)
- Century (Refined Egyptian)
- Helvetica (Sans Serif)

We will use the same text as in the Part 1—found on the Graphic Design Server>Courses>GRAFI035>Workshop4> in this folder will be a word document with the copy you are to use for this workshop.

### Workshop Setup:

Set the Display type as the typeface name, set at 24pt—again be sure to kern when needed.

To set the text use 10pt x 20 picas with auto leading. You must set each typeface using each of the 6 most common methods, then you must come up with 3 of your own methods of indicating paragraph breaks.

You will have **3 hours** to complete this second part in class, print your pages and make sure you **label** each page with your name and group information on the top right hand corner. Staple your pages & hand in this workshop on your way out of class. This two-part workshop will make up 15% of the final grade of Project 3. So do not miss doing these, they will be done in class, you must attend to submit. You should have 1 page per typeface for this assignment.