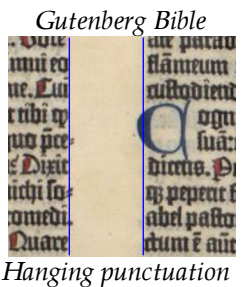


Advanced Typography

Since the invention of movable type and the mechanical printing of the Gutenberg Bible in 1454, printers have used advanced typography to space text economically, yet make it easy to read. Not all software is able to achieve the same high standards, but professional page layout programs like PagePlus and InDesign can control text spacing to exacting standards.



Hangings punctuation

“Optical justification and hung punctuation” were added in PagePlus X2. Letters like A, V, W, Y, and punctuation are outdented to align margins optically. Many users remark that it now looks crooked — of course it does, it *is* crooked, but it only *looks* crooked because the text frames are visible. Turn off frames, use Trimmed Mode, or look at it in print, and the text looks better if Optical Justification is enabled.

It is designed to be used for body text, not for artistic text, table text, or headlines.

“It also works well for block quotes, which benefit from ‘hung punctuation.’

The values used for the outdents is font dependent. This typeface has capital A, W, and Y with vertical sides, so it needs no outdents for these letters, but capital T, V and punctuation still benefit from using Optical Justification.

If the text has narrow gutters, table borders, or any straight edge such as an image near to the edge of the text, Optical Justification should be disabled.

Adaptive letter spacing adjusts the spacing between letters as well as words. The limits for condensing and expanding letter spacing can be set in Format, Paragraph, Justification. The default setting is 98% to 102% — I find that a range of 97% to 103% gives good results. It reduces the “rivers” of space in columns and improves copy fit.

Even if you don’t see much difference with these features enabled, together they can save about 5% when it comes to copy fit — i.e. a book of 105 pages can be reduced to 100 pages by enabling optical justification, adaptive letter spacing, automatic kerning, and manually decreasing tracking for a few paragraphs.

“Tracking,” is the tightness or looseness of letter spacing. If a paragraph has only a few words on the last line it can be reduced by one line by making the tracking slightly tighter. PagePlus now allows you to adjust tracking in tiny steps of 0.1% — so little that the eye cannot detect any difference. Earlier versions of PagePlus allowed adjustment in larger steps of 1%, and anything more than 3% of tracking is distinctly noticeable.

The tracking of the preceding paragraph is reduced by 1.6% — just enough to make it fit in the previous column, thus saving two lines in a paragraph of just 13 lines. Without it, and with widow/orphan protection enabled, the last line would wrap to this column, and an ugly blank line would be left at the bottom of the previous column.

The tracking of the previous paragraph has been reduced by just 0.5% — which is not even noticeable, but it saves one line out of eleven. To fill a blank line at the bottom of a page, you can *increase* the tracking as has been done in the paragraph below.

“Kerning” adjusts the spacing between individual letter pairs. Well-designed fonts have kerning values defined in the font metrics. Although kerning is only obvious at larger point sizes, as in the heading text, where the ‘y’ sits under the arm of the T of ‘Typography,’ even in body text, enabling automatic kerning will make many small, but significant, reductions in spacing, whilst also making the text look more evenly spaced.

Suggested Values for Optical Justification

“HUNG PUNCTUATION needs 100% outdentation. En-dash, needs to be outdented 50% – slightly less than the regular hyphen, which is outdented at 75%. The em-dash is long — it needs to be outdented only 25%. A, W, T, V, and Y need about 20% and capital O and C need only 10%, which is about the minimum amount worth bothering with. These figures are for fonts like Times New Roman Regular — other fonts or type styles may need different values.

Characters	X8 Default	X3 Default	Suggested
" " ' ' , .	25%	100%	100%
hyphen	20%	75%	75%
– en-dash	20%	75%	50%
— em-dash	20%	75%	25%
A T V W Y	5%	20%	20%
C G O	5%	0%	10%