Readability & Legibility of text on screen & paper

- Parameters to consider

Arrangement of type

Use of white space

Use of serif or san-serif

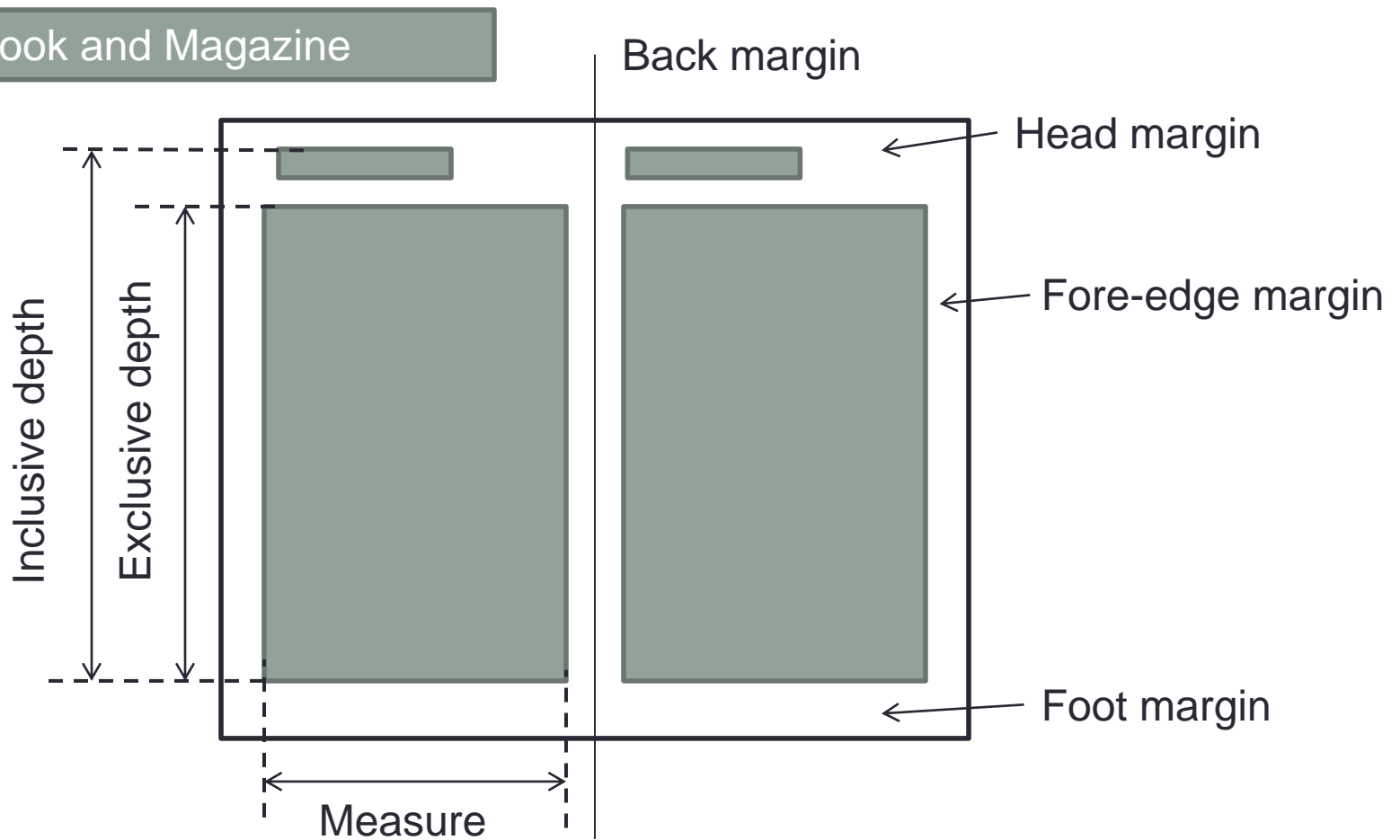Use of italics and other emphasize

Leading proportion

Spread sheet appearance

Color schemes

Character

- The measure of text depends on the publication type

For Book and Magazine

Back margin

Head margin

Fore-edge margin

Foot margin

Inclusive depth

Exclusive depth

Measure

Measure of line length

- 70 – 75% of the total width, remaining white space divided in the proportion 1:1.15, back to fore-edge margin
- 75 – 85% of the page depth, remaining white space divided in the proportion 1:1.15, head to foot margin

- Example – consider a A4 page 210 x 297 mm
- Page width – 210mm = 210/4.23 = 49.64 pica
- Line width/measure = 49.64 * 0.7 = 34.75 pica
- Or 49.64 * 0.75 = 37.23 pica
- The fore edge and back margin calculation
- Remaining space - 49.64 – 34.75 = 14.89 pica
- 14.89 * (1/2.15) = 6.92 back margin
- 14.89 * (1.15/2.15) = 7.96 fore-edge margin
- **Similarly the page depth, head to foot margin is also calculated**

Formatting

- Some basic rules (there are many though and it varies from one publisher to another)

Paragraph indentation

Extra space to be avoided
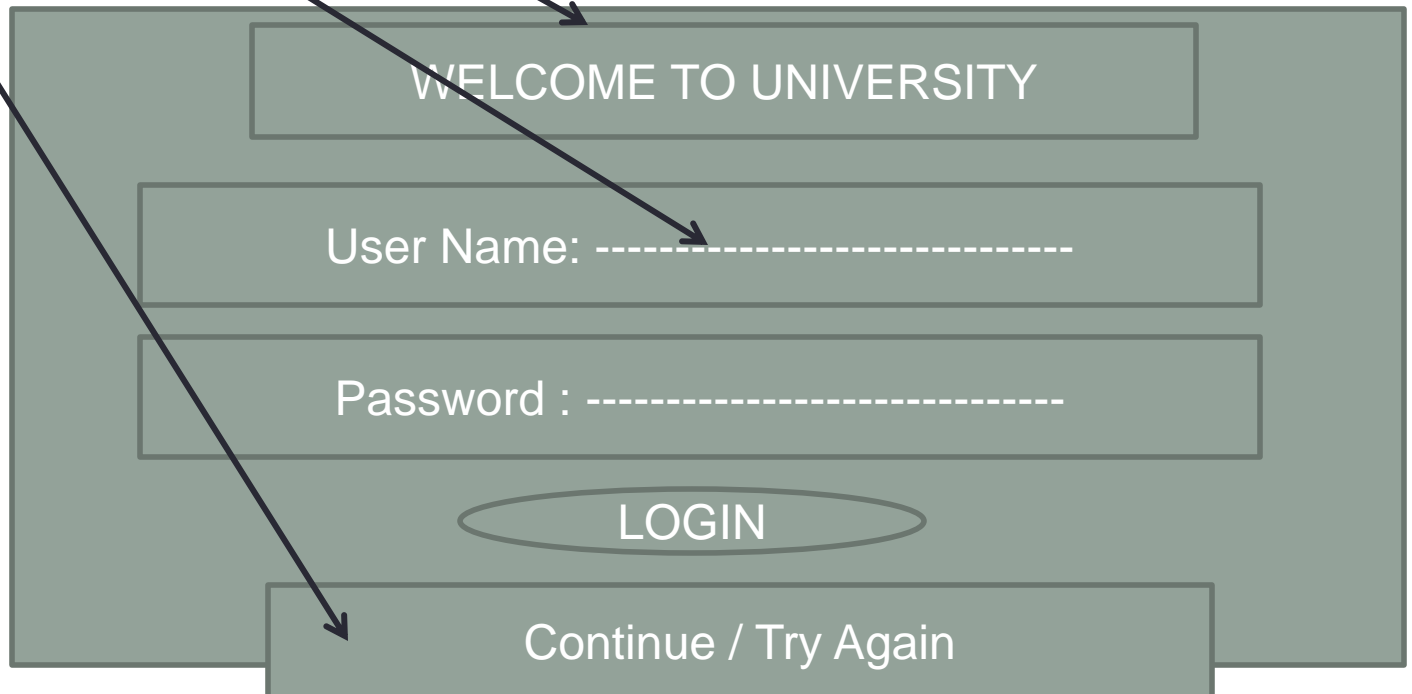
Wordspace in *em* or *en*

Letter spacing

Kerning

Feathering

Dynamic text presentation

- Static Text
- Input Text
- Dynamic Text

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Page Construction

- Prelims
  - Half-title page
  - Advertisements
  - Title page
  - Copyright page
  - Dedication
  - Acknowledgement
  - Content
  - List of abbreviation
  - List of figures
  - List of tables
  - Preface/introduction

- Main text
  - Chapters
  - Parts
  - Sections
  - Subsections

- End-matter
  - Appendix
  - Notes
  - Glossary
  - Vocabularies
  - Bibliography
  - Index

Rules for breaking paragraph into lines

- H&J rules – hyphenation and justification rules depends on the house style, however there are some common rules

Split words as per syllables

Place a single vowel before a hyphen

Logical breaking milli-meter

Minimum stub – 3 letter

Not to split names, salutation, initials

How many successive lines can be hyphenated