

### 3 paragraph studies

#### *Introduction.*

We hone in on the reading text level. Here our concern is detail, rather than compositional issues of how blocks of text relate to each other, and to margins and/or gutters.

We can control the look of prose text by attention to the following attributes —

Our selection of a typeface and style (roman, italic, bold, medium, etc.). Some typefaces set wider than others; italic tends to be narrower than roman.

Font size.

Leading (the space between lines).

Justification (word and letter spacing, and glyph scaling) for both ragged (unjustified) and justified text.

We can control hyphenation, which can dramatically affect appearance of text.

The length of a line too will affect word spacing (how much space between words needs to be expanded or contracted, to justify a line). This is because, with more words per line, any spacing is distributed across more word breaks.

We can even control the raggedness of a ragged right margin.

(There are also some tricks like “optical margin alignment,” that allows, for example, quotation marks to extend slightly outside of a margin, but results in the appearance of a smooth margin.)

Most prose we encounter is aligned “left justify” — aligned to the left, with various treatments to fill out the text to the right, including word and letter spacing, and hyphenation. In general, and particularly for prose, we want an even gray. No “rivers” of letterspacing running down the page.

No distractions.

#### *The work —*

- 1 set up document as tabloid **11 × 17** pages (= **66p0 × 102p0**)

(Remember: 12 points to a pica, 6 picas to an inch.)

- 2 set up a page for three columns,

left and right margins **4p0**, column margins **2p**.

One column each of Minion, Fournier, and Garmond Premier Pro (regular).

Each column contains two paragraphs, ragged at top, justified below.

Do this for **12**, **14** and **18** point. (thus, three sheets).

- 3 New document.

Set up a page for two columns, left and right margins **6p0**, column margin **6p**.

One each of Minion plus Fournier *or* Garmond Premier Pro (regular).

A paragraph of ragged at top, justified at bottom, in each column

Do this for **14** and **18** point. (thus, two sheets).

- 4 import text as follows :

Download the text of Herman Melville’s *Moby Dick* (1851) from [gutenberg.org](http://www.gutenberg.org) —

**<http://www.gutenberg.org/etext/2701>** (plain not zipped text)

Skip (or search) down to *Chapter 1. Loomings*, and use language from that opening passage. (You will probably need to clean up the text, delete line breaks, and replace — with – (which is called an “m-dash” and can be found with option+shift+hyphen.

*Call me Ishmael. Some years ago — never mind how long precisely — having little or no money in my purse, and nothing particular to interest me on shore, I thought I would sail about a little and see the watery part of the world. It is a way I have of driving off the spleen and regulating the circulation. Whenever I find myself growing grim about the mouth; whenever it is a damp, drizzly November in my soul; whenever I find myself involuntarily pausing before coffin warehouses, and bringing up the rear of every funeral I meet; and especially whenever my hypos get such an upper hand of me, that it requires a strong moral principle to prevent me from deliberately stepping into the street, and methodically knocking people's hats off — then, I account it high time to get to sea as soon as I can....*

5 Use the same text in all specimens.

6 For each specimen, create a new paragraph style

window > type tables > paragraph styles > new paragraph style

Give it a name. Now we make some determinations.

Basic character format governs font, size, leading (it opens at default)

Indents and spacing governs alignment (use left or left justify)

Tabs. Might be none (but then how to indicate where one paragraph ends, and another begins). Or might be the default **3p0**, or we can control (start with 1p0).

Hyphenation allows you to control how many consecutive lines can be hyphenated (too many looks bad), and also to control the “hyphenation zone” (that is, the range of raggedness).

Justification allows you to control word spacing. Let's avoid letter spacing and glyph scaling for now (and even for ever); in all cases, set “single word justification” to align left.

Remember what we are looking for : even gray, no rivers, clean rag

6 At the bottom of each column, indicate in a consistent manner (means, **same font and size throughout**) the font name, size, leading, width of column, no hyphens (or hyphens), and word spacing (**100%** for unjustified, and **90-100-110%** for justified)

Example :

**Minion 10/12.5**

**Measure 19p0**

**Settings : no hyphens, word spacing 100% (for unjustified) or 90-100-110% (for justified)**

### *Schedule.*

Monday 12 Sep                      Look at specimen sheets, consideration of the fonts. Introduction of paragraph studies.

Weds 14 Sep                         Final look at specimen sheets. Paragraph studies.