

finer points

Senior Studio Seminar I

21 085 4971
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Bradley Hall, 203

Jennifer Bernstein

Assistant Professor

jennifer@levelnyc.com
jennifer.bernstein@rutgers.edu
Office: Bradley Hall, 509

Department of Arts,
Culture & Media



SUMMARY

1. Letterspace strings of all capitals letters, whether regular or small caps. (See Bringhurst, *The Elements of Typographic Style*, p.30–31)
2. Fine tune kerning: adjust the space between specific letter combinations. (p.32)
3. Use of figures/numerals: Use Old Style or text figures within text (are the x-height of the type, and have ascenders and descenders), and Modern or Lining figures with all caps (are the same height as the upper case). (See Bringhurst, p. 46–47)
4. For abbreviations and acronyms that occur within text, use spaced small caps. (See Bringhurst, p. 46)
5. Within text typography, use ligatures if they are available. (Usually fi and fl. To find ligatures, do a “find” within the document for “fi” and replace with ligature (key command = option+shift+5); search for “fl” and replace with a ligature (key command = option+shift+6). (See Bringhurst, p. 51–52)
6. Dashes. There are three kinds of dashes: hyphens, en-dashes, and em-dashes. Use spaced en-dashes (–) rather than a hyphen (-) or the long (—) em-dash to set off phrases. Use the em-dash to introduce speakers in a narrative. (See Bringhurst, p. 80–82)
7. Use curly quotes (“ ”) instead of straight quotes. (Key command, option+shift+left bracket and option+left bracket).
8. Punctuation. Hang punctuation that occurs at the end of lines slightly out in the margins. (See example 2 below). This includes quotation marks, hyphens, periods, etc). In InDesign, use the “Optical Margin Alignment” settings under the Type Menu when this is sufficient.
9. Look for and refine type to avoid “widows” and “orphans.”
10. Use spaced small caps for abbreviations + acronyms set within body copy (i.e. book text). (See Bringhurst, p. 48)
11. Ellipses (. . .) Set ellipses with a word space before and after. (When at the end of sentence there is a 4th dot, the period, and no space at the beginning. (See Bringhurst, p. 81)