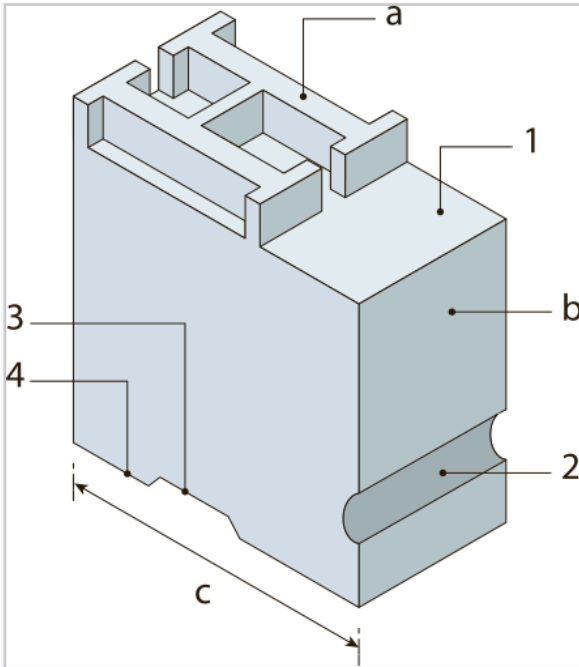


Introduction to Typesetting



A long time ago when the printing presses were 1st created. We had typesetters. These people had to compose each page by hand and were called compositors. Each letter (backwards so that it would print in the right direction) was placed onto a tray. The tray had each letter forming the words, sentences and as such entire page.



Fast forward to the modern day and type setting is a lot different from the printing press. However, the aim is still the same. Typesetting can be defined as “Setting text on a page” and the aim of this is to create the optimum reading experience.

We should not get typesetting confused with typography. Though they may sound like the same thing. They are not.

Typography is the art of designing text and a lot of the time is applied to more design applications. Print design. Choosing fonts, use

of space, styling decorative elements.

Typesetting is the process of arranging text ready for print. Someone doing this might work for a news paper or book publisher. Defining margins, picking the right typeface and size, styling sections from where the chapter starts and so on.





Some more things a typesetter does:

Looking for word stacks. Which is when multiple rows of text starts with the same word. This makes things repetitive and a typesetter would eliminate this.

Drop caps. Styling the first letter for the first paragraph of each chapter.

Adjusting the space between characters for best reading experience.

Text color.

All of the above can be done with modern computers to finalize a book, newspaper, magazine and so on.

Punctuation marks

Terminal Points

Period (.)

The period is a neutral way to mark a pause or complete a thought and it's used to end a sentence.

Question Mark (?)

The question mark is used at the end of a direct question and replaces a period at the end of a sentence. Because of this, the word that follows

a question mark should be capitalized.

Exclamation Mark (!)

Exclamation marks are used to add emphasis to sentences, express excitement, surprise, astonishment, or any other such strong emotion.

Pausing Points

Comma (,)

The comma is a rather complex punctuation mark and can be used in many different ways—it can separate grammatical components of a sentence and create pauses to simulate when a sentence is spoken aloud. Finally, there are mechanical and stylistic uses of the comma that are simply conventional. The presence or absence of a comma can change the meaning of a sentence—sometimes

dramatically.

Semicolon (;)

Usually described as a punctuation mark in the middle of a comma and a period. Yet there is more to the semicolon than that.

Colon (:)

Used to introduce lists and to put emphasis on a phrase or single word at the end of a sentence. Other non-grammatical uses of the colon include: to separate hours from minutes when giving time, to express a ratio of two numbers, to separate the volume from page numbers of a cited work and in business or personal correspondence.

Hyphens & Dashes

The em dash (—)

Perhaps the most versatile punctuation mark, the em dash can take the place of commas, parentheses, or colons. Being so versatile can create confusion if overused, therefore it is best limited to two appearances per sentence. Two em dashes can be used to indicate missing portions of a word, whether unknown or intentionally omitted.

The en dash (–)

The en dash is used to represent a span or range of numbers, dates, or time. There should be no space between the en dash and the adjacent material. En dashes can also be used between words to represent conflict, connection, or direction.

The hyphen (-)

The hyphen is used for word division and to

form certain compound terms and to join digits in phone numbers. In print, it is also used to hyphenate difference in fit type.

Parentheses, Brackets & Braces

Parentheses ()

Parentheses are always used in pairs and allow a writer to provide additional information.

Brackets []

Brackets allow the insertion of editorial material inside quotations.

Angle Brackets < >

Angle brackets are a dying species—in the early days of the internet, angle brackets were sometimes used to enclose an email or web

address—today is rarely used.

Braces { }

Also known as curly brackets, these marks are used in programming languages, mathematical expressions, and some musical notation.

Other Points

Apostrophe (')

This punctuation mark is used in three ways: for contractions, plurals, and possessives.

Quotation Marks (")

Quotation marks are primarily used to indicate material that is being reproduced word for word, as well as some other important uses.

Ellipsis (. . .)

An ellipsis is a set of three periods and can indicate a pause or an omission. Each period should have a single space on either side, except when adjacent to a quotation mark, in which case there should be no space.

Slash (/)

Also known as the virgule, has several uses, most of which should be avoided in formal writing.

Open type & True Type

Have you ever downloaded a font and notice the TTF and OTF format? Have you ever wondered what the difference between them is?

.otf and .ttf are font formats.

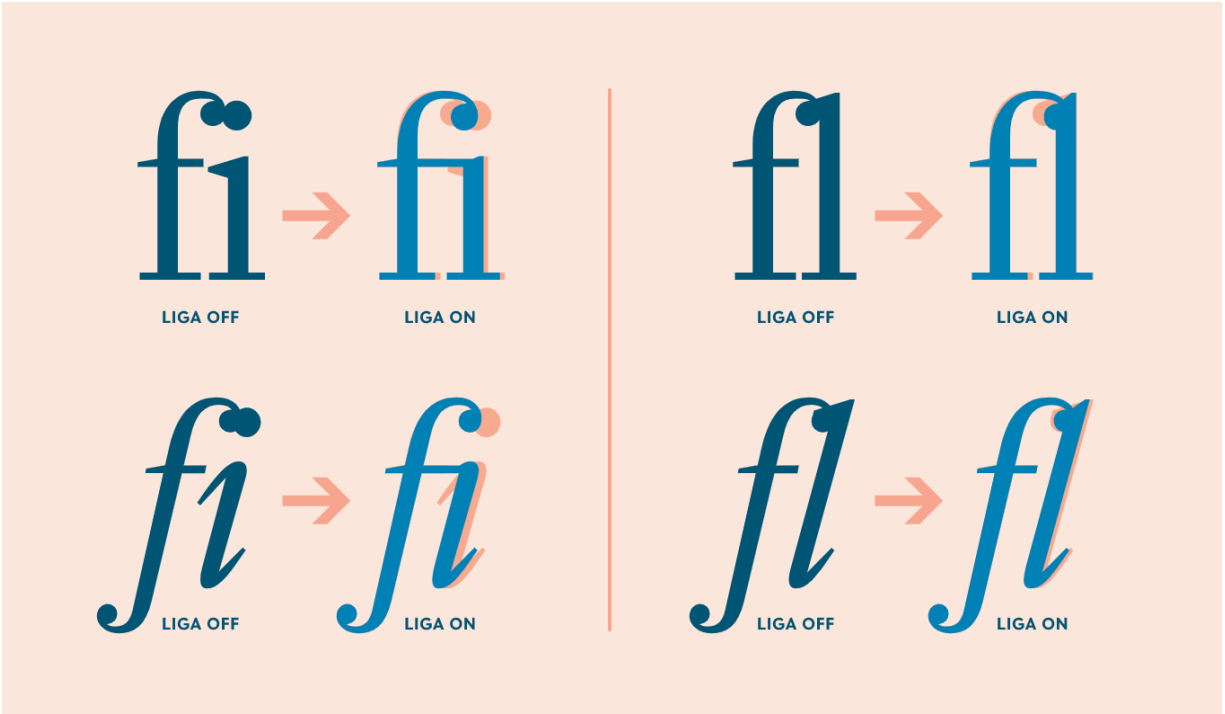
TTF or TrueType Font was a joint effort by both Apple and Microsoft in the 80's. Both computer companies needed a format that both Apple and Microsoft computers could both use natively. They also needed a format that could be read by printers.

OTF or OpenType Font was also a joint effort between Adobe and Microsoft. OTF is also cross platform and included both the display and printer font data in a single package.

However, OTF extends further than TTF and offers more capabilities.

One of these is the ability to store more characters. Up to 65,000. Since this format offered so much additional storage, designers were able to add much more extras to their fonts:

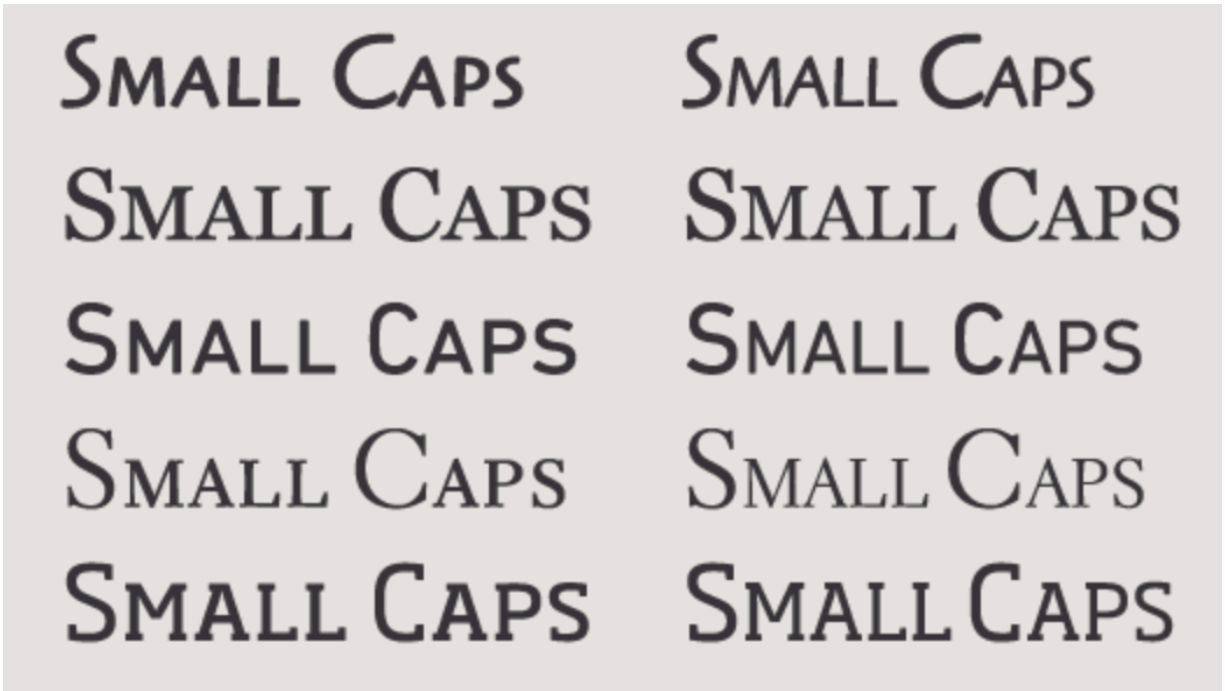
Ligatures



Glyphs



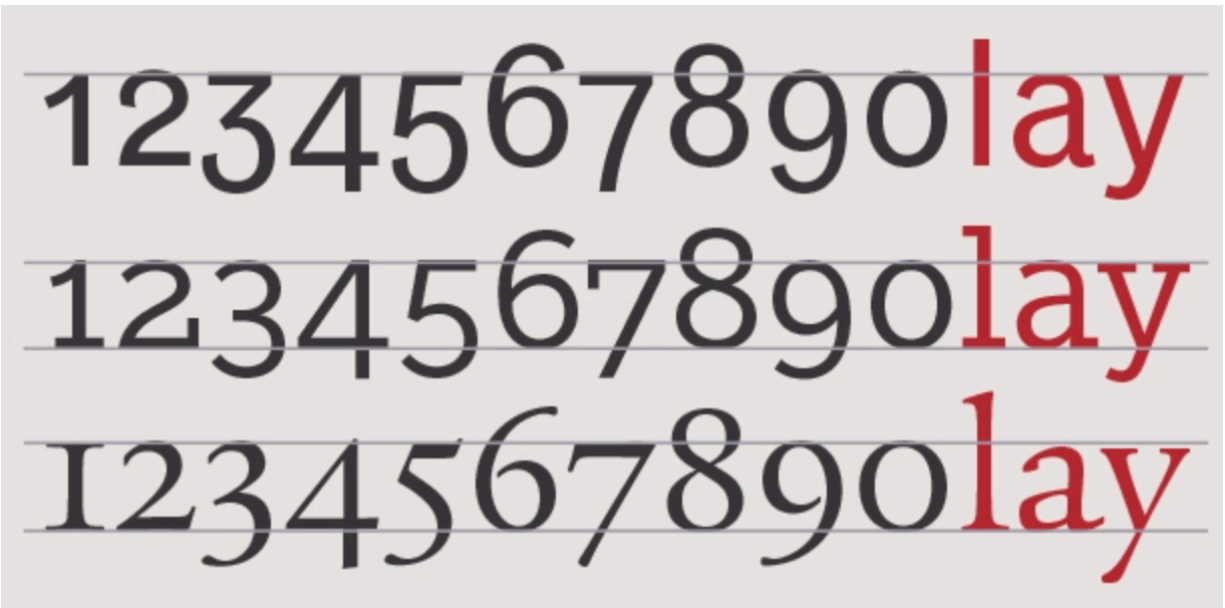
Small caps



Alternate characters



Old style figures



With TTF these additions would of had to be added as additional fonts. With OTF they can be in the same file as the font file and thus be easily accessible.

To put it simply, OTF is the superior font format because it allows for additional features for typesetters to take advantage of.