

TOPICS

# Fine-tuning Paragraphs



I am seated in an office, surrounded by heads and bodies. My posture is consciously congruent to the shape of my hard chair. This is a cold room in University Administration, wood-walled, Remington-hung, double-windowed against the November heat, insulated from Administrative sounds by the reception area outside, at which Uncle Charles, Mr. deLint and I were lately received.

I am in here. Three faces have resolved into place above summer-weight sportcoats and half-Windsors across a polished pine conference table shiny with the spidery light of an Arizona noon. These are three Deans — of Admissions, Academic Affairs, Athletic Affairs. I do not know which face belongs to whom.

I believe I appear neutral, maybe even pleasant, though I've been coached to err on the side of neutrality and not attempt what would feel to me like a pleasant expression or smile.

I have committed to crossing my legs I hope carefully, ankle on knee, hands together in the lap of my slacks. My fingers are mated into a mirrored series of what manifests, to me, as the letter X. The interview room's other personnel include: the University's Director of Composition, its varsity tennis coach, and Academy prorector Mr. A. deLint. C.T. is beside me; the others sit, stand and stand, respectively, at the periphery of my focus. The tennis coach jingles pocket-change. There is something vaguely digestive about the room's odor. The high-traction sole of my complimentary Nike sneaker runs parallel to the wobbling loafer of my mother's half-brother, here in his capacity as Headmaster, sitting in the chair to what I hone is my immediate right, also facing me.

The Dean at left, a lean, impermanent quality of trial, is a personality-type I need of any response from. Passed a packet of computer he is speaking more or less "You are Harold Incandention approximately one r Academy, Enfield, Massacel reading glasses are recta

A: Reading

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B: Skimming

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C: Scanning

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INTERNATIONAL

India

Business fears Modi is failing his mandate

A dearth of "big bang" reforms has disappointed investors and industry

VICTOR MALLAT - NEW DELHI JAMES CARTREE - MUMBAI

Narendra Modi's honeymoon is nearing its end for the growing ranks of investors disappointed by the dearth of radical economic reforms undertaken during the Indian prime minister's first four months in office.

Marten Pieters, chief executive of Vodafone India, spared neither Mr Modi's Bharatiya Janata party government nor its Congress predecessor when he last week pronounced the country's vital telecom sector "simply a mess".

"If he wants to make India a manufacturing hub, we will need the big bang reforms," said Chursharan Das, former head of Procter & Gamble in India.

Mr Modi has taken more of the revolutionary steps business had hoped for, such as full privatisation of state companies or liberalisation of labour laws.

He never promised this, in any case, and Mr Modi does score high marks for re-energising the bureaucracy. Supporters, including BJP members of parliament, insist the new prime minister is pushing ahead steadily with economic

reforms that will create jobs, promote manufacturing and modernise India. "This is not 20-20," said one BJP, referring to the dramatic high-speed cricket game. "This is a five-day Test match."

In the meantime though, Mr Modi's government has backed out of a world trade accord sealed by its predecessor that was meant to trim red tape and reduce customs burdens. It has also failed to implement an increase in the price of natural gas paid to producers.

One problem identified by investors is that cabinet ministers lack experience and technological skill to run a \$1.8tn economy while decision-making is concentrated in the prime minister's office.

"It looks like we are planting a lot of hopes on just one individual," said Ran-mal Agrawala, head of General Electric in south Asia.

Oil and gas groups are deterred by the financial discipline in which successful explorers such as Cairn India have become embroiled. Nor are global power companies keen to enter the dysfunctional energy market, despite a huge projected electricity shortfall.

Half-four heavy, Britain's largest construction company by sales, quickly pulled out of India last year, having decided that it could not make money in a country whose previous government pledged to spend \$10bn on new infrastructure by 2017.

ANZ bank said the data "reinforced our view that China's growth momentum has decelerated faster than anticipated" on the back of a sluggish property market and slowing credit expansion. It added that China generally needed to achieve 8 per cent growth in industrial production to boost the economy by 7.5 per cent.

"Short of outright policy easing, China will likely miss the 7.5 per cent growth target this year, and a sharp economic slowdown will endanger the undergoing structural reforms," Liu Jigang and Zhou Hao, ANZ economists, wrote in a research note. "Chinese authorities should further relax monetary policy as soon as possible to prevent the growth momentum from decelerating further."

The Chinese economy grew 7.4 per cent in the first quarter of this year, but

accelerated to 7.5 per cent in the second quarter on the back of government stimulus measures. Speaking at the World Economic Forum in Tianjin this week, Li Keating, Chinese premier, said the government "will not be distracted by short-term fluctuations of individual indicators".

Some experts said the industrial production data reflected successful efforts to reduce the reliance on heavy industry, as President Xi Jinping pushes ahead with a series of economic reforms. Louis Kuijs, an economist at RBS bank, said there was "some truth" to that view, but he said the property slowdown that is having a "major drag" on the economy was driven by the market, not policy.

"In my view, the kind of slowdown suggested by the August numbers is probably too pronounced for the comfort of the government," said his colleague, the NBS released other data on Saturday that also pointed to a decelerating economy. Electricity production fell 2.2 per cent in August, marking the first decline in four years. Car sales grew 5.3 per cent, easing from the 8.1 per cent growth reported in July.

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Property developers have been offering big discounts - including to people who shop on Alibaba's Taobao - to help bolster weak volumes.

Her message is one of non-partisan politics in which she will seek support across party lines. This will be crucial. The Brazilian Socialist party and its coalition only have about 56 seats in Congress. They need more than 200 to help her win a second term.

At the rally in Caxias do Sul, which is held at the local Catholic church, locals march for Fica criança as she pitches this vision of a "new politics" free of vote-buying and outdated ideology. "We won't make personal attacks, we are not seeking to 'bring down' Dilma or Aécio," she says, even though opinion polls suggest she is on the verge of being just that.

While studying, she joined Chico Mendes, the Brazilian environmentalist who was assassinated while trying to stop deforestation by ranchers.

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A Silva government is proposing to overhaul Brazil's tax system, considered one of the key impediments to growth. No details are available.

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Dispatch, South America

Silva quenches Brazil's thirst for change

Outsider's non-partisan approach has impressed voters - and investors

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China Industrial data put growth target in doubt

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DEBETRI SEVASTOPULO - HONG KONG

Chinese industrial production expanded in August at its slowest pace since the global financial crisis, increasing pressure on the central government to hit its target of 7.5 per cent economic growth for 2014.

The National Bureau of Statistics said industrial activity had grown 6.9 per cent in August from the same month a year ago, a slower pace than the 9 per cent recorded in July. It blamed the lower growth on weak global demand and domestic pressures, including stresses in the housing market.

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6.9% Growth in China's industrial production in August

8.9% Decline in property sales volumes in August

South Africa unveils package for struggling state utility

South Africa announced a support package yesterday for Eskom, the struggling state utility, enabling it to raise about \$4.5bn in additional debt and also receive an equity injection from the government.

Eskom - by far Africa's biggest electricity producer - has been battling to keep the lights on as its grapples with wading thin reserve margins, an ageing infrastructure and a funding deficit.

A lack of electricity capacity has been blamed for stymieing new investment and growth in Africa's most developed economy. South Africa barely avoided a technical recession in the second quarter when growth in gross domestic product came in at 0.6 per cent.

The finance ministry said yesterday that the cabinet had approved a "package to support a strong and sustainable Eskom to ensure that the energy security of the country is maintained, as well as supporting GDP growth".

The treasury said the size of the capital injection would be revealed during budget announcements, adding that Eskom would increase its debt-raising plans by \$50bn (\$4.5bn) above the original R200bn medium-term plan.

Eskom's funding gap has been estimated at about \$225bn for the next four to five years.

This year, Eskom has been forced to implement scheduled power outages during the winter as it can no longer put off vital maintenance on its equipment.

The problems stem from years of poor planning and under-investment, which came to the fore when rolling blackouts in 2008 sent platinum and gold prices soaring and cost the country billions of dollars.

Eskom is spending more than R260bn on three new power plants, and renovating older ones, in the hope of avoiding a repeat of the 2008 crisis. But work on the plants has been much delayed, while their construction costs have gone way above budget.



## YEAR OF GLAD

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The Dean at left, a lean yellowish man whose fixed smile nevertheless has the impermanent quality of something stamped into uncooperative material, is a personality-type I've come lately to appreciate, the type who delays need of any response from me by relating my side of the story for me, to me. Passed a packet of computer-sheets by the shaggy lion of a Dean at center, he is speaking more or less to these pages, smiling down.

'You are Harold Incandenza, eighteen, date of secondary-school graduation approximately one month from now, attending the Enfield Tennis Academy, Enfield, Massachusetts, a boarding school, where you reside.' His reading glasses are rectangular, court-shaped, the sidelines at top and

he last week pronounced the country's vital telecoms sector "simply a mess". "Last year China invested \$50bn in its

legislation and rulings that have left multinationals confronted with surprise tax bills running into billions of dollars.

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## Dispatch. South America

# Silva quenches Brazil's thirst for change

Outsider's non-partisan approach has impressed voters - and investors

JOE LEAHY - SÃO PAULO

To see Marina Silva deliver a speech on the campaign trail for the Brazilian presidential election next month is to watch a woman transformed.

The fragile appearance of the environmentalist and former senator wrought by a tough childhood in a malarial Amazonian rubber plantation vanishes.

In its place come force and conviction as Ms Silva, a political outsider who is threatening to end the 12-year reign of Brazil's powerful centre-left Workers' party, or PT, links her compelling life story with Brazilians' thirst for change.

"I was illiterate until I was 16," she tells a party rally on a chilly night in mountainous Caxias do Sul in Brazil's southern Rio Grande do Sul state, recounting how she went on to earn a degree in history. "What makes the country grow is to have schools that are just as good for the poor as for the rich."

Until last month when the former presidential candidate of her coalition, Eduardo Campos, was killed in a plane crash, Ms Silva was not even in the running for Brazil's presidency.

Now polls show her beating incumbent Dilma Rousseff of the PT in the second round run-off on October 26 - although her lead has narrowed in recent days - and rendering Aécio Neves of the larger opposition PSDB party a distant third.

Ms Silva is riding a protest vote that emerged last year in nationwide demonstrations for better public services, analysts say. She combines the social consciousness of Luiz Inácio Lula da Silva, a former unionist from Brazil's poor northeast who ruled between 2003-2010 and is credited with lifting millions from poverty, with the economic orthodoxy of Fernando Henrique Cardoso, a former professor who was president between 1995 and 2002 and stabilised Brazil's runaway inflation.

"She represents a vote for change,"



Presidential hopeful Marina Silva arrives for a campaign event in Rio de Janeiro last week — Getty

### Agenda

#### A radical candidate with an orthodox economic vision

On inflation, Marina Silva aims to bring it down to the centre of the central bank's target of 4.5 per cent. Dilma Rousseff's government has been

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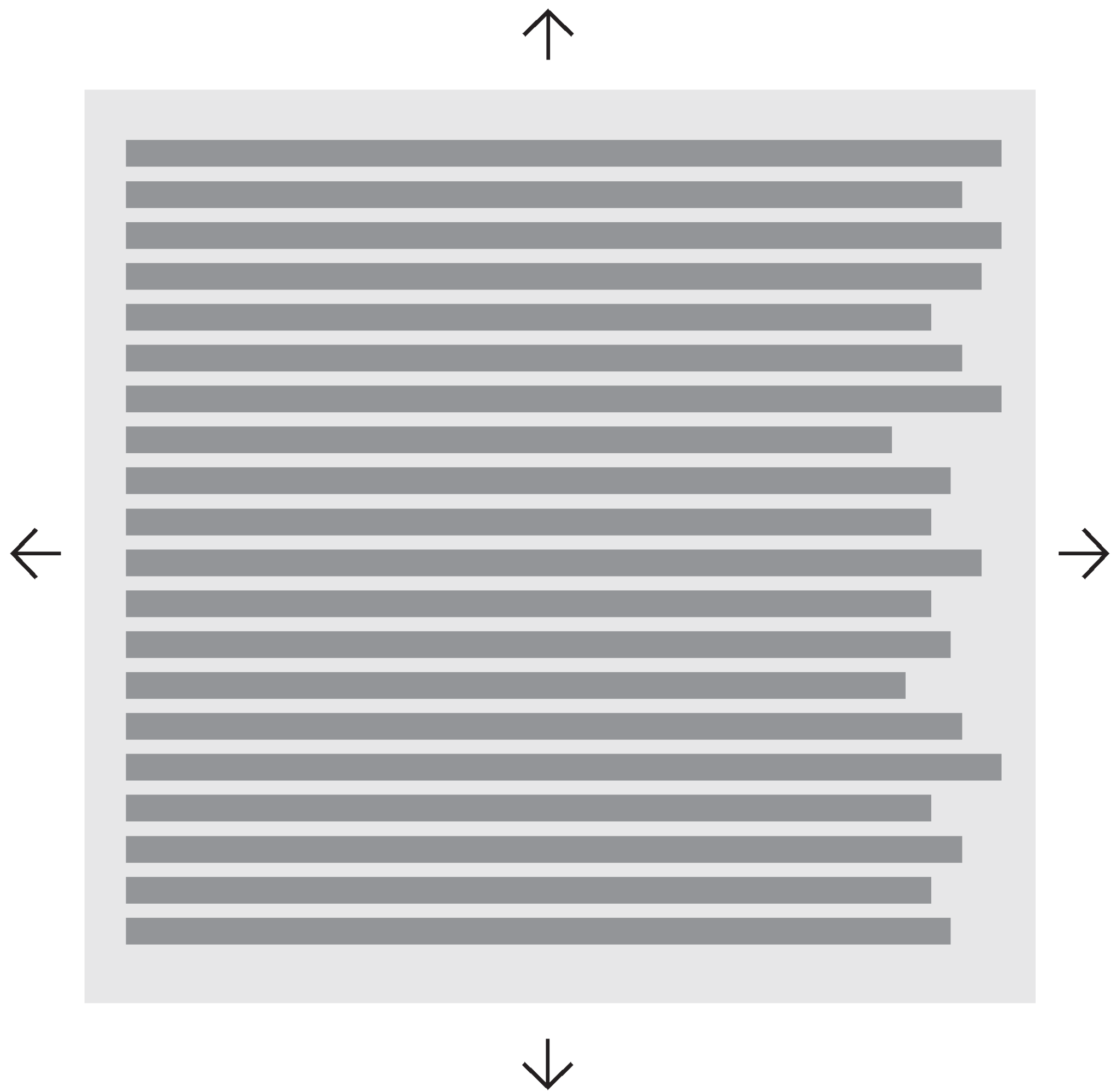
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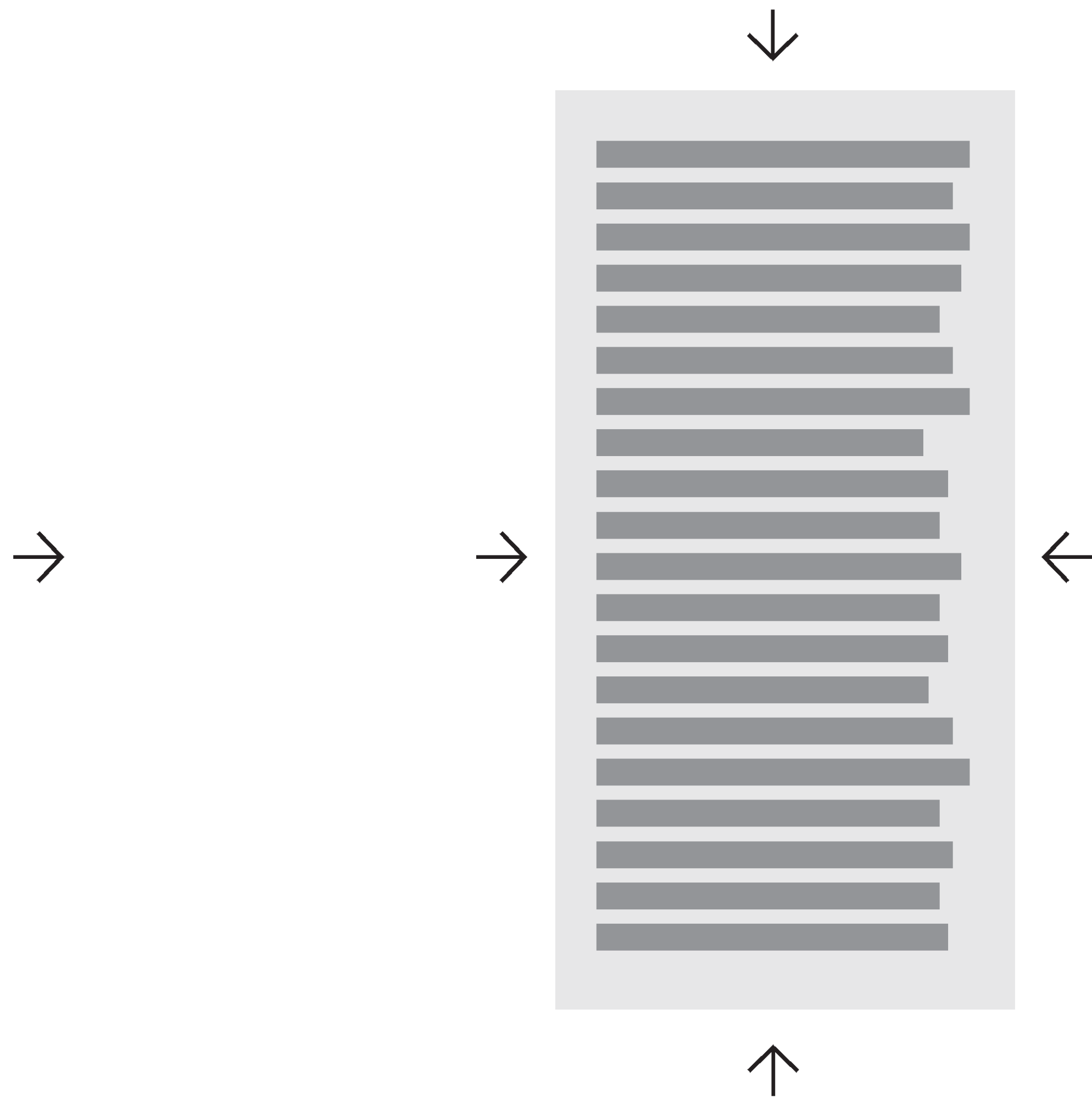
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fuga. Nam doloremporum



50 to 70 characters zone



Ta quo berciis eum que omni  
bea dolorer speritiur sum que  
nesciendi dolor aliquo verchit  
inventibus explacessit qui  
od ut autem quas qui dolum  
quiditia. Harchilliqui te  
saepribus, ipicit autemoluptat  
magnis ea ius ma volut qui illa  
nam, seceperum a quasper  
spissitem quae eaquosse ditio  
ptatqui sint quaepti ssedis ipiet  
et idebis re volorum entur,  
officias ditas dessum verunto  
occae voluptaqui beate istiam  
ape quis est, sum qui blaborpos  
excea sit, quas ma con parum  
quiducius mo int volum voloria  
taerum enti destia dolorib  
uscipsunt.



25 to 30 characters zone

## **Narrow columns:**

**25 to 30** characters  
(including white space);

**4 to 8** words (minimum).

*→ Choose type that works best in each situation.*

## *General rules for hyphenation*

- *No need to use hyphenation in a rag setting.*
- *Do use it for justified settings.*
- *Do not hyphenate Capitalized words.*
- *Make sure that there are at least 3 to 4 characters before and after the hyphenation.*



typographical advisor to Monotype, to inaccurately characterize Bembo, as he did with other historically-based typefaces by Monotype in the 1920s. Morison, according to Gehl, “... *insisted upon calling his historical reconstructions of the 1920s ‘recuttings’ of early types, when in fact most of them were beautiful new types inspired by handsome old ones.*”

☞ This observation strikes a familiar chord among type reviewers. Accuracy often hinges on semantics, so semantics are important.

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The lesson of the battle of Roncesvalles should have been: Do not to alienate the Basques. Yet somehow, in the ensuing centuries, Roland became the battle's hero—in time, even to the Basques. The Basques went on to other battles against Franks and both with and against Muslims, against the Vikings and even the Normans. With their small population, ambush remained a favorite technique. But throughout northern Navarra, folk legends developed that are still heard today of a local character, a giant of Herculean strength named Errolan—Roland. Basque myth had become Christianized.



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## *General rules for justification*

- *Turn on hyphenation for justified settings.*
- *Use the Justification controls in InDesign*
- *Keep “Letter Spacing” at 0% (otherwise it distorts tracking)*
- *“Word Spacing” settings can be adjusted, but:*
  - *The minimum setting can be adjusted more*
  - *The maximum setting should be adjusted less*



Wait a minute, what are you doing, Doc? I have to tell you about the future. Excuse me. That's a big bruise you have there. Marty, one rejection isn't the end of the world. Yeah, I'll keep that in mind. Listen, Doc. I'll get it back to you, alright? whoa, this is it, this is the part coming up, Doc. Whoa, whoa, okay. Pa, what is it? What is it, Pa? Calvin, why do you keep calling me Calvin? Uh listen, do you know where Riverside Drive is? Go. Marty, I always wear a suit to the office. You alright? Don't worry. As long as you hit that wire with the connecting hook at precisely 88 miles per hour, the instance the lightning strikes the tower, everything will be fine. Alright, let's set your destination time. This is the exact time you left. I'm gonna send you back at exactly the same time. It's be like you never left. Now, I painted a white line on the street way over there, that's where you start from. I've calculated the distance and wind resistance fresh to active from the moment the lightning strikes, at exactly 7 minutes and 22 seconds. When this alarm goes off you hit the gas. You extol me with a lot of confidence, Doc. Whoa, wait a minute, Doc, are you telling me that my mother has got the hots for me? That's George McFly?

no adjustment: min: 80% desired: 100% max: 133%

Wait a minute, what are you doing, Doc? I have to tell you about the future. Excuse me. That's a big bruise you have there. Marty, one rejection isn't the end of the world. Yeah, I'll keep that in mind. Listen, Doc. I'll get it back to you, alright? whoa, this is it, this is the part coming up, Doc. Whoa, whoa, okay. Pa, what is it? What is it, Pa? Calvin, why do you keep calling me Calvin? Uh listen, do you know where Riverside Drive is? Go. Marty, I always wear a suit to the office. You alright? Don't worry. As long as you hit that wire with the connecting hook at precisely 88 miles per hour, the instance the lightning strikes the tower, everything will be fine. Alright, let's set your destination time. This is the exact time you left. I'm gonna send you back at exactly the same time. It's be like you never left. Now, I painted a white line on the street way over there, that's where you start from. I've calculated the distance and wind resistance fresh to active from the moment the lightning strikes, at exactly 7 minutes and 22 seconds. When this alarm goes off you hit the gas. You extol me with a lot of confidence, Doc. Whoa, wait a minute, Doc, are you telling me that my mother has got the hots for me? That's George McFly?

adjusted: min: 60% desired: 100% max: 133%



## RAGS, LEFT ALIGNED TEXT

To Baldwin, the film was a series of cheap thrills, cinematic legerdemain designed to terrify and titillate white Americans, who would likely have little to no idea of what it was like to be treated as inhuman monsters, as gruesome things. “The mindless and hysterical banality of the evil presented in ‘*The Exorcist*’ is the most terrifying thing about the film,” he writes. “The Americans,” he continues, “should certainly know more about evil than that; if they pretend otherwise, they are lying, and any Black man...can call them on this lie; he who has been treated as the devil recognizes the devil when they meet.”



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## WATCH OUT FOR WIDOWS AND ORPHANS

There are probably hundreds of better examples around that show case uses of widows in **paragraphs**.

In fact, it's probably likely that

**the same goes for orphans.**

Even so, I wanted to create some visual aids for this article so it wasn't a huge stream of text that would bore people to death.



TOPICS

# Fine-tuning Details



## Quotes

These are “curly quotes”

Curly quotes have a left/right, open/closed orientation.

These are "straight quotes"

Straight quotes are straight hatch marks with no left/right orientation.

These are inch and foot marks: 6' 7.5"

*They are also also used as minute and second marks or prime and double prime marks, depending on context.*

If a font does not have primes you can use straight quotes and italicize them.

40° 26' 46" N

79° 58' 56" W



# Dashes

In a manuscript, two hyphens (--) are used to represent a full dash. This is a holdover from typewriters, whose keyboards had no full dashes. We always use a full dash—called an em-dash—in place of two hyphens.

An en-dash is used between two numerals to indicate duration, as in 1999–2000. The en-dash is slightly longer and slimmer than a hyphen.

The minus is like the en-dash, but is slimmer, and centered on numbers.

**em dash:** —

**en dash:** –

**hyphen:** -

**minus:** −



*Comparison of the dashes scaled up.*



## Dates

In dates use the en-dash to indicate the range, plus you may need to center that dash as often the dash is set too low.

This applies to any range, eg. pages, etc.

In contractions make sure to use the [closing single quote](#), and not the open single quote.

~~1859-2015~~

1859–2015

~~'89~~

'89



## Punctuation with capitals

Not this: `{[TITLE-PAGE]}`

But this: `{[TITLE-PAGE]}`

When using all-caps settings align your marks to the visual center of the caps.

`..(title-page)(TITLE)...`

Marks are usually centered  
to lowercase letters



# Numbers

1234567890

*Proportional lining*

1234567890

*Proportional old-style*

1 2 3 4 0 6 7 8 9 0

*Tabular old-style*

1 2 3 4 1 6 7 8 9 0

*Tabular lining*



# Numbers

PROPORTIONAL =  
VARIED WIDTHS

11	254	16	1	98
27	179	91	7	12

TABULAR =  
MONOSPACED

11	254	16	1	98
27	179	91	7	12

LINING NUMBERS =  
SAME HEIGHT AS UC LETTERS

What is the cost of *War and Peace*? The cover price of the Modern Library Classics paperback edition is \$15.00, discounted 32% by Amazon to \$10.50. But what about the human cost in terms of hours squandered reading a super-sized work of literary fiction? If you can read 400 words per minute, double the average, it will take you 1,476 minutes (24.6 hours) to read *War and Peace*. Devoting just four hours per day to the task, you could finish the work in a little over six days. If you earn \$7.25 per hour (minimum wage in the U.S.), the cost of reading *War and Peace* will be \$184.50 (€130.4716, £11.9391, or ¥17676.299).

ADOBE GARAMOND PRO includes both lining and non-lining numerals, allowing designers to choose a style in response to the circumstances of the project. The lining numerals appear large, because they have the height of capital letters.

OLD-STYLE NUMBERS =  
ASCENDERS + DESCENDERS

What is the cost of *War and Peace*? The cover price of the Modern Library Classics paperback edition is \$15.00, discounted 32% by Amazon to \$10.50. But what about the human cost in terms of hours squandered reading a super-sized work of literary fiction? If you can read 400 words per minute, double the average, it will take you 1,476 minutes (24.6 hours) to read *War and Peace*. Devoting just four hours per day to the task, you could finish the work in a little over six days. If you earn \$7.25 per hour (minimum wage in the U.S.), the cost of reading *War and Peace* will be \$184.50 (€130.4716, £11.9391, or ¥17676.299).

Non-lining numerals integrate visually with the text. Different math and currency symbols are designed to match the different numeral styles. Smaller currency symbols look better with non-lining numerals.



## Math

The proper way of displaying dimension is to use the correct inch and foot marks as well as to utilize the [multiplication sign](#). Use fractions if they are available. Most fonts will typically include at least  $\frac{1}{2}$  &  $\frac{1}{4}$ .

$$62\frac{1}{4}" \times 16\frac{1}{2}"$$

When setting mathematic formulas use the right glyph for minus, instead of a hyphen.

$$62-14=48$$

Many typefaces also include the division symbol.

$$50 \div 10 = 5$$

## Slash/Fractions

Forward slash & the fraction bar are different typographic forms with distinctly different purposes. The slash can be used as a substitute for the word **or** (tea/coffee, Y/N); as part of an abbreviation (such as w/ for with); and sometimes to replace a hyphen or a dash (chef/author/host).

The fraction bar is only used to separate the numerator and denominator in a fraction.

Their designs differ: the slash has a less extreme angle, and often extends below the baseline. It is frequently heavier than the fraction bar, which aligns with the baseline and cap height.







**ROMARE BEARDEN**

*The Dove*

1964

**MEDIUM**

Cut-and-pasted printed paper, gouache, pencil,  
and colored pencil on board

**DIMENSIONS**

13<sup>3</sup>/<sub>8</sub> × 18<sup>3</sup>/<sub>4</sub>" (33.8 × 47.5 cm)

**CREDIT**

Blanchette Hooker Rockefeller Fund

**OBJECT NUMBER**

377.1971

This is especially  
important in an  
art context.

## Drop Caps

**O**ne morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections.



**O**NE MORNING, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections.

Set the rest of the word after the drop/initial-cap in all caps, or small caps. This can stretch to the first clause.



## Hangin' Punctuation

meh→

“Hi. No, Marty, we’ve already agreed that having information about the future could be extremely dangerous. Even if your intentions are good, they could backfire drastically.”

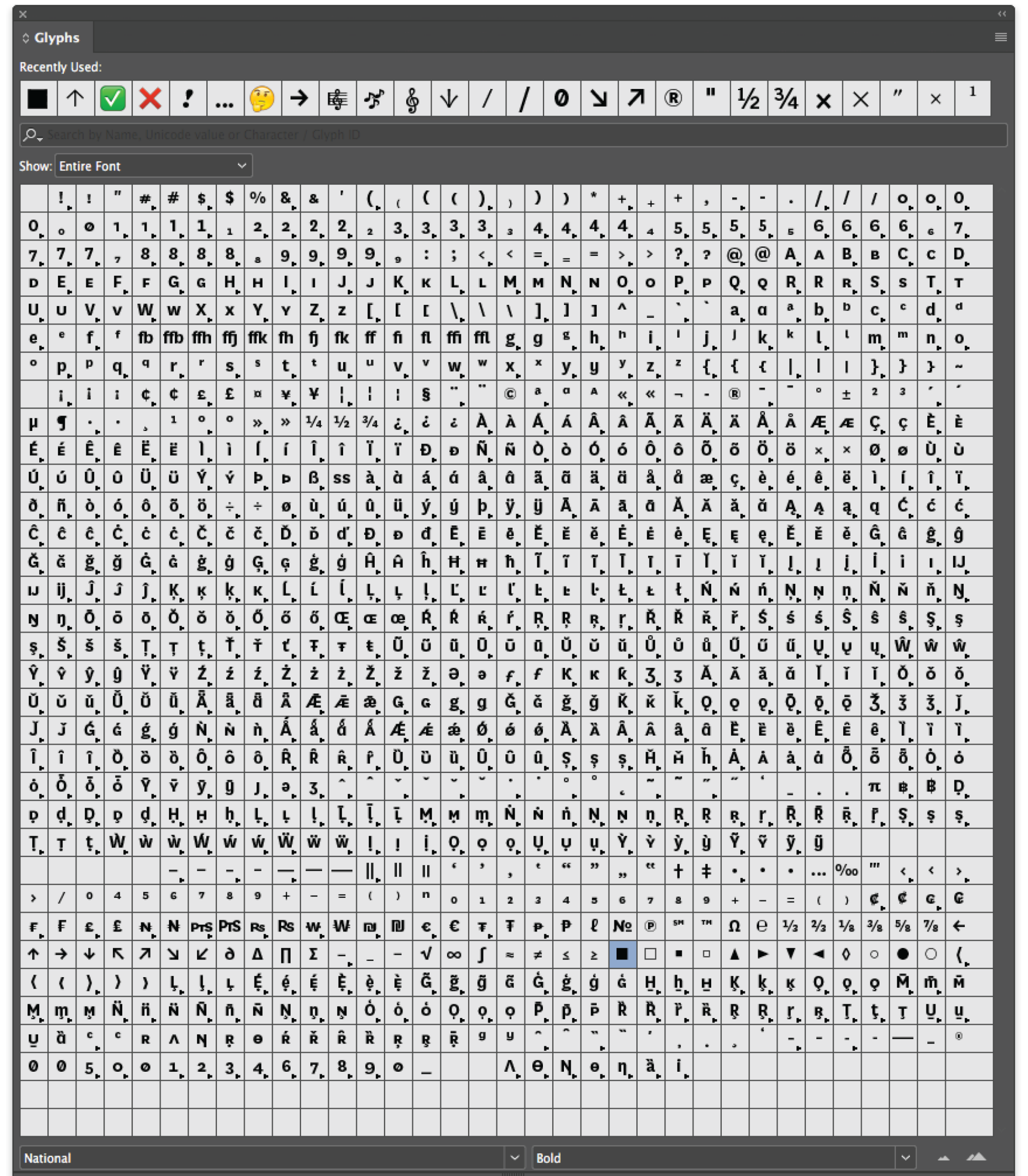
better→

“Hi. No, Marty, we’ve already agreed that having information about the future could be extremely dangerous. Even if your intentions are good, they could backfire drastically.”

Always strive to have all of the punctuation  
be visually aligned at the left edge.

Maintain the edge of the text by ‘hangin’  
all punctuation.

*How  
&  
where  
do I find  
this stuff?*





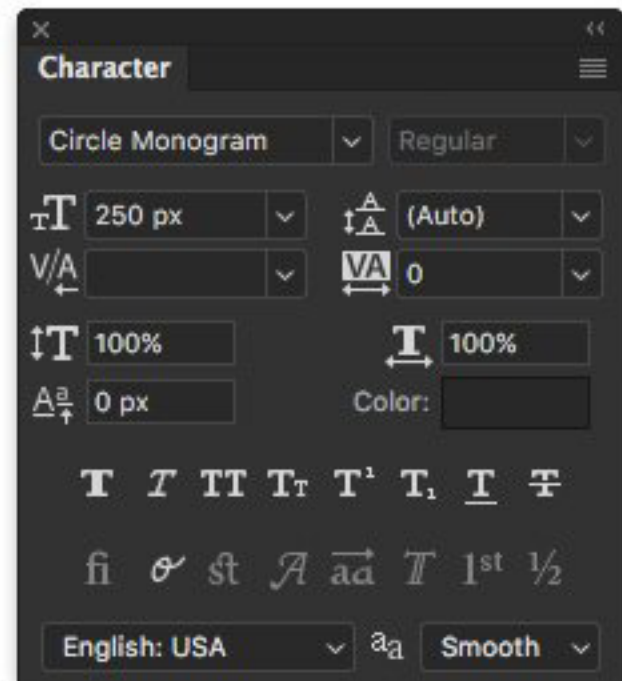
Windows Glyphs panel for Times New Roman font. The interface includes a search bar, a 'Show: Entire Font' dropdown, and a grid of characters. The 'Recently Used' bar at the top contains various symbols like arrows, checkmarks, and mathematical symbols. The main grid displays a wide range of characters, including standard Latin letters (A-Z, a-z), numbers (0-9), and various accented and special characters. The font is set to Times New Roman and Bold.

Windows Glyphs panel for Times New Roman font, showing a different set of characters. The interface is identical to the first panel, with a search bar, a 'Show: Entire Font' dropdown, and a grid of characters. The 'Recently Used' bar is the same. The main grid displays a different set of characters, including Cyrillic letters (Й, Ў, Ц, А, Б, В, Г, Д, Е, Ж, З, И, Й, К, Л, М, Н, О, П, Р, С, Т, У, Ф, Х, Ц, Ч, Ш, Щ, Ъ, Ы, Ь, Э, Ю), Greek letters (Α, Β, Γ, Δ, Ε, Ζ, Η, Θ, Ι, Κ, Λ, Μ, Ν, Ξ, Ο, Π, Ρ, Σ, Τ, Υ), and various symbols and ligatures. The font is set to Times New Roman and Bold.

# Photoshop

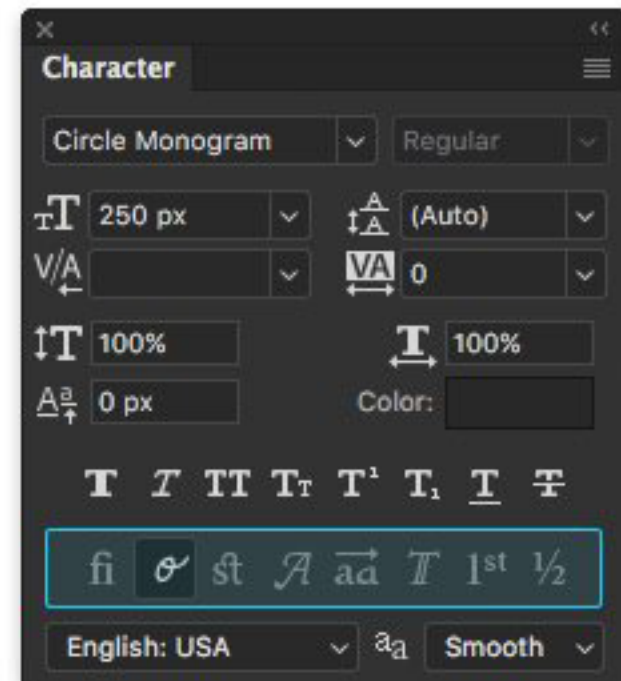
Before

ABC

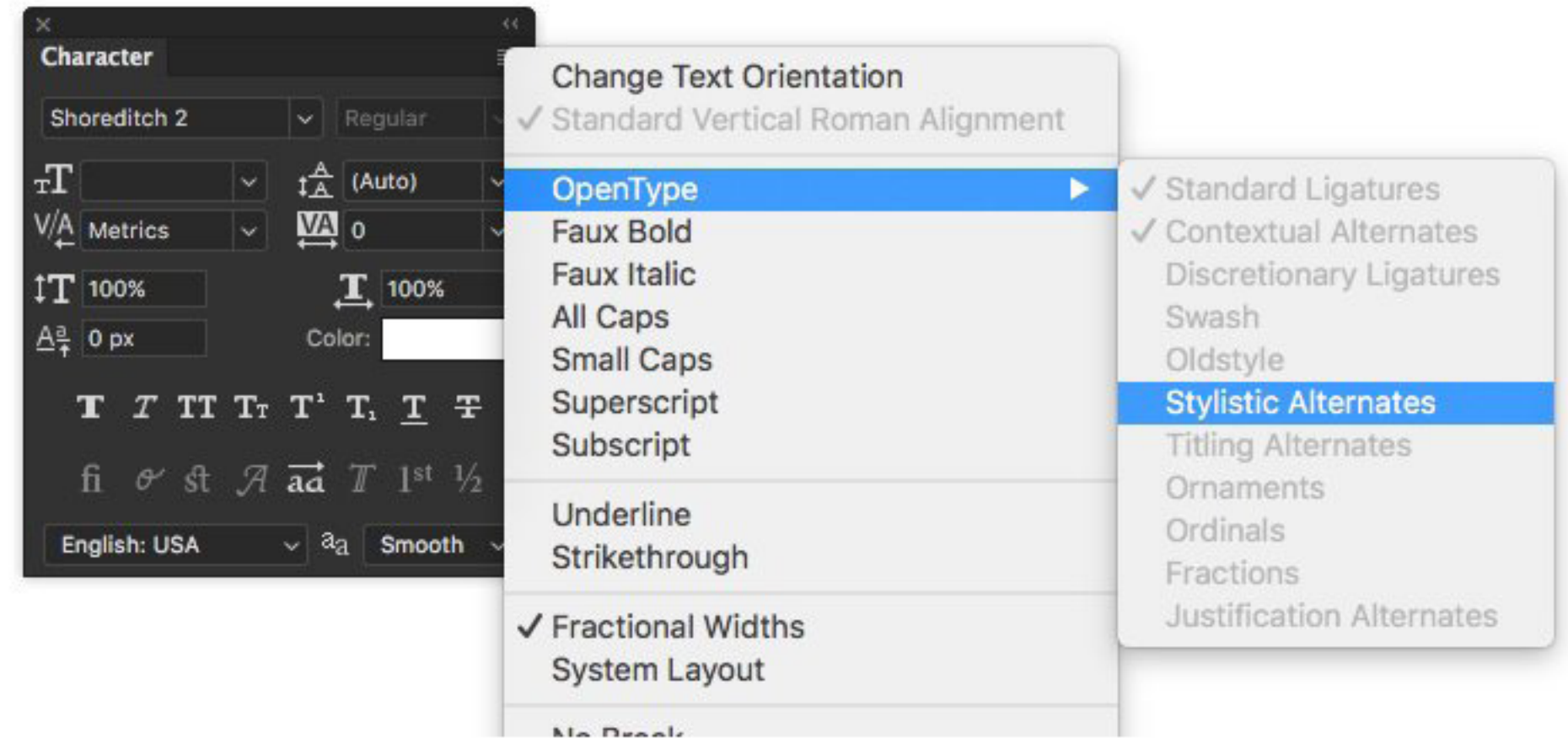


After

ABC



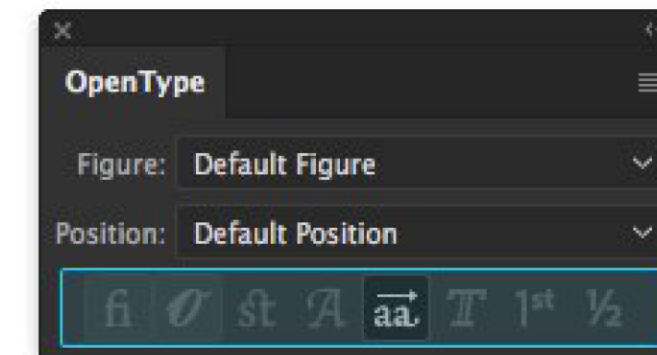
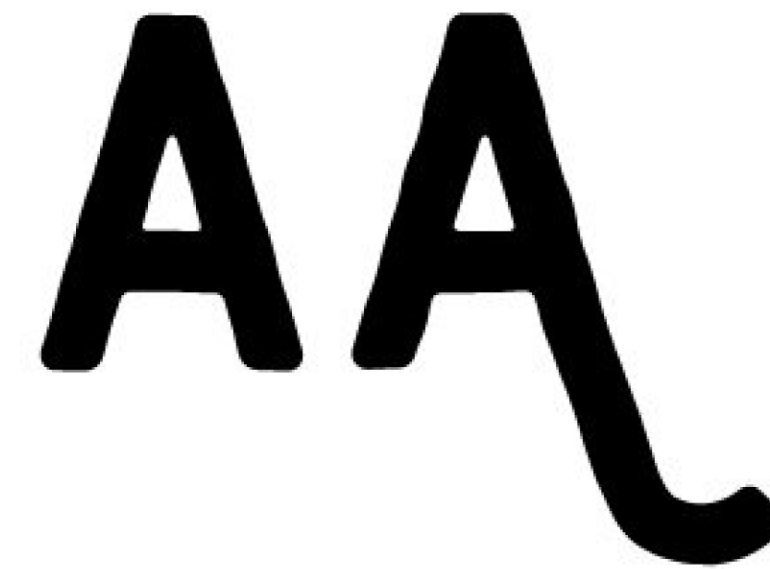
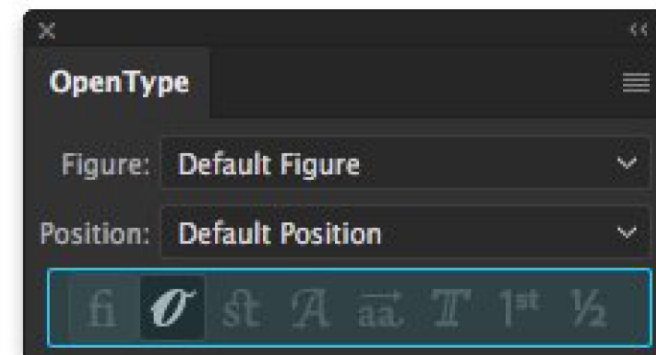
SHOREDITCH



*In the Character panel.*

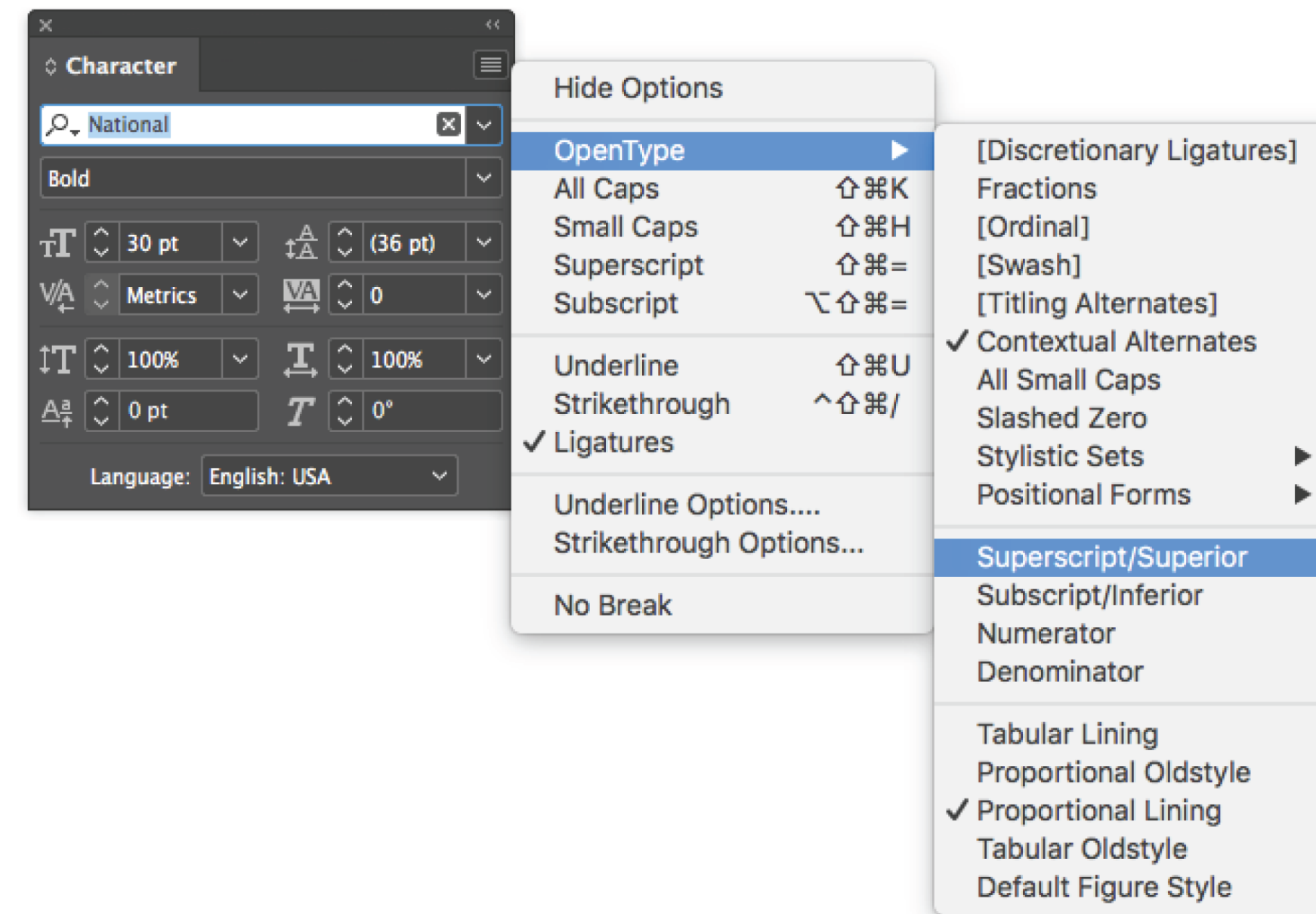


# Illustrator



*OpenType panel, via the Window > Type menu*

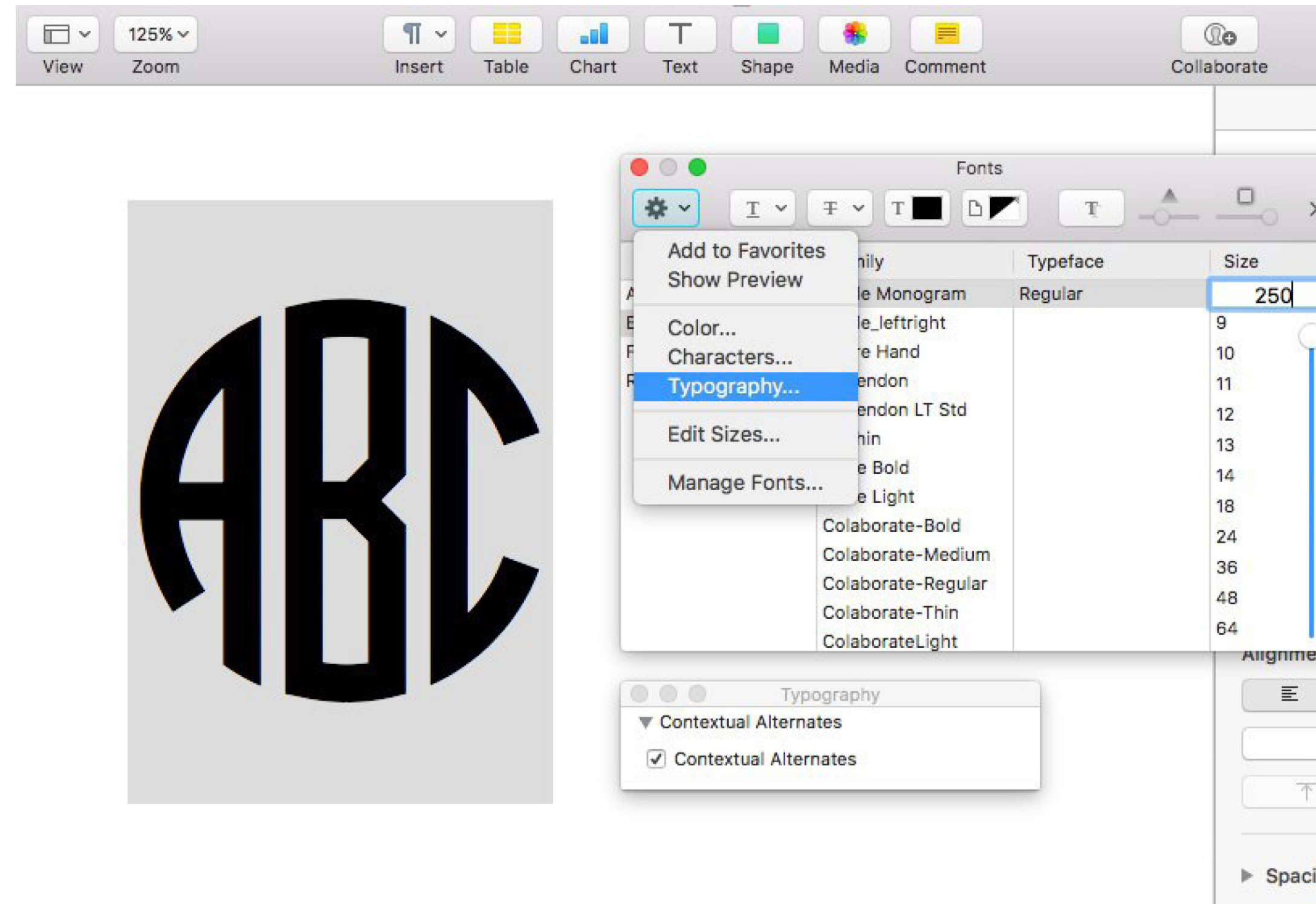
# InDesign



*In the Character panel, top menu.*

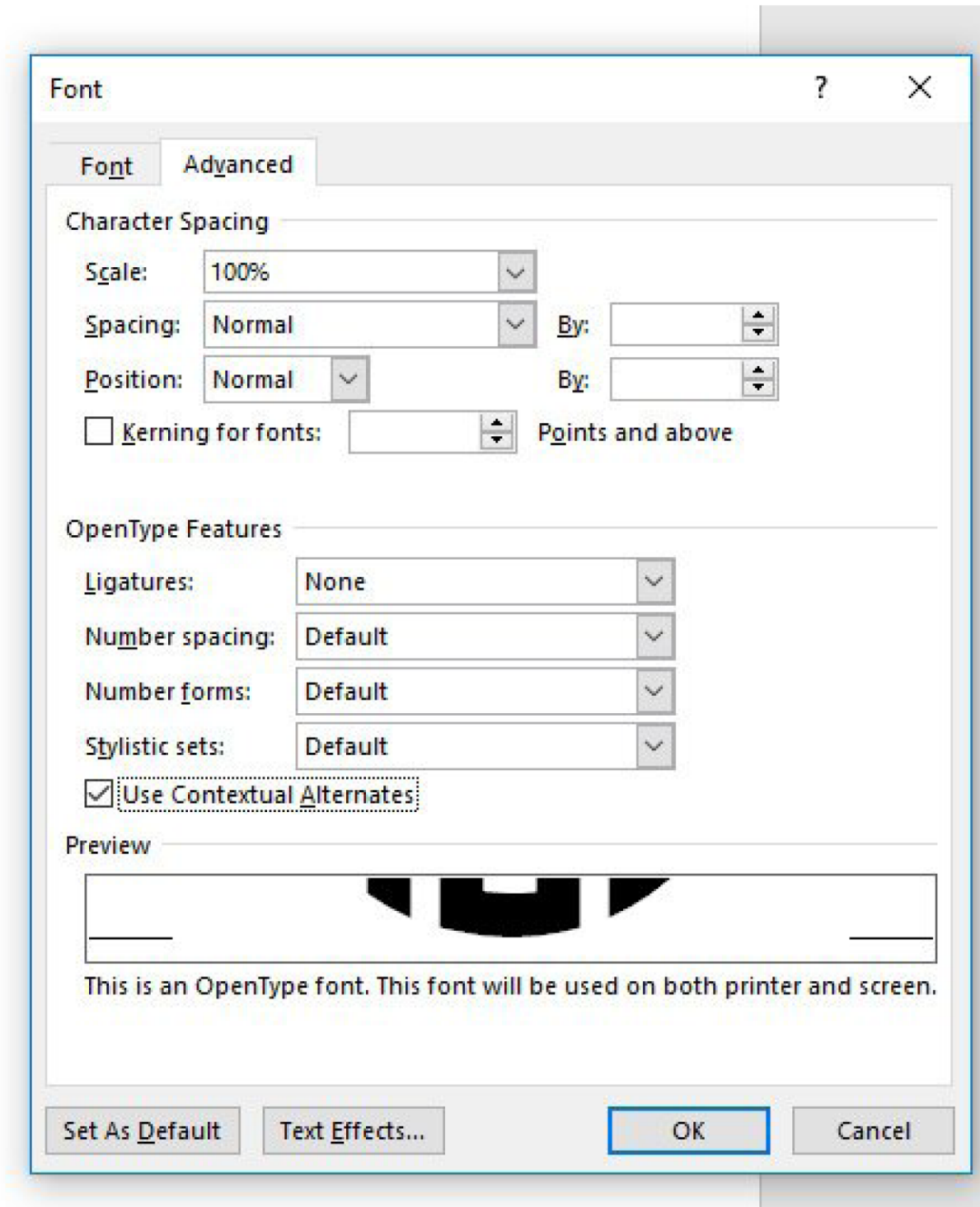


# Apple OS



*Fonts window via the Format menu or (CMD+T).  
Click the gear icon and select Typography*

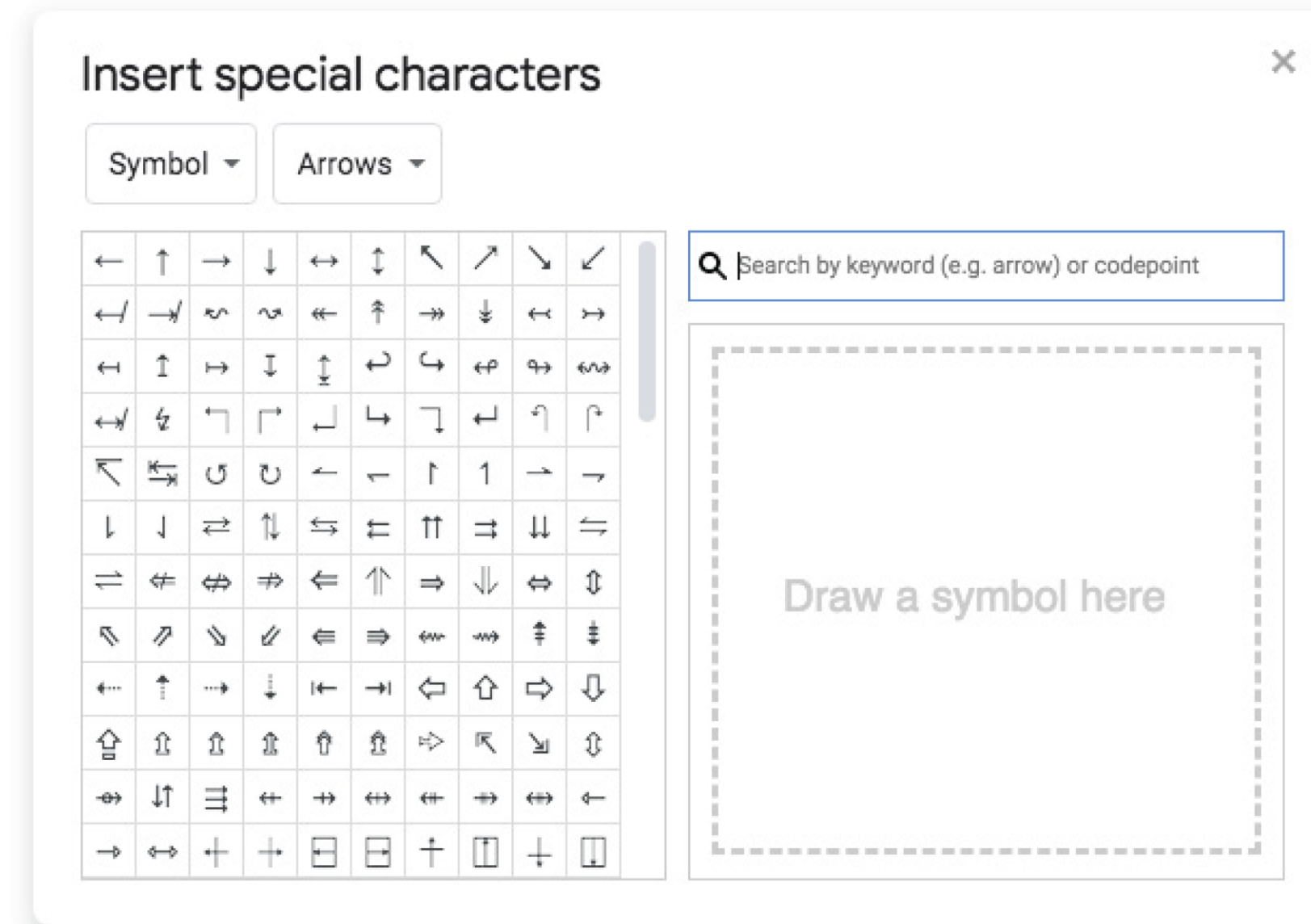
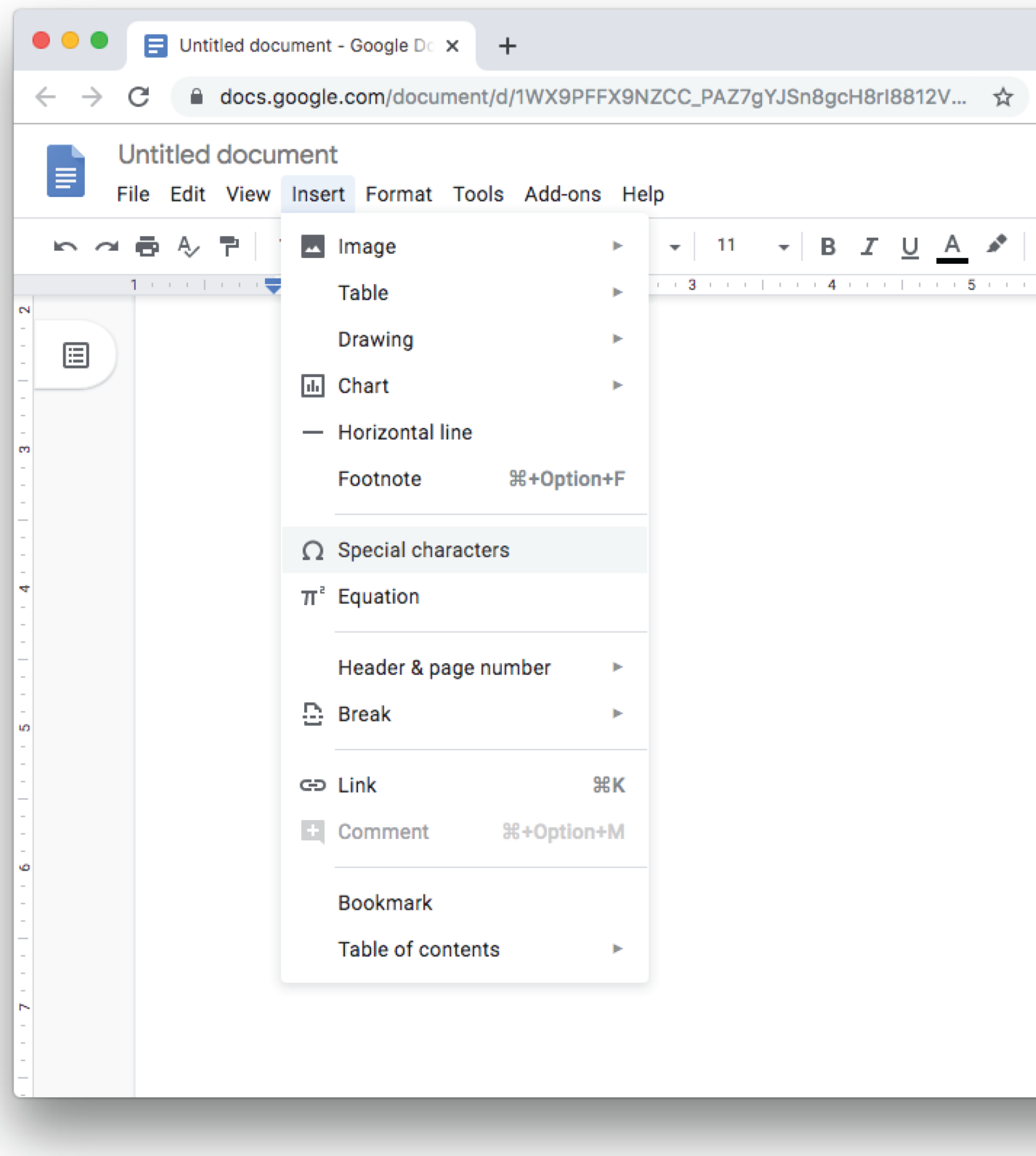
# Microsoft Word



*Format > Font, then go to the Advanced tab*



# Google Docs and Slides



*Insert > Special Character*

