DASHES

Three general types of dashes: (1) a hyphen, (2) an en dash and (3) an em dash. Examples of uses:

(1) A hyphen is used in a hyphenated word.

(2) An en dash would be typically used in a “from – to” situation as:

5:30 – 8:30 PM

The en dash should have a space on each side of it.

(3) An em dash is used as punctuation within a compound sentence when a dash is appropriate instead of a comma. While not incorrect to use a full space on each side of the em dash, the standard style is that there is no space on each side of it. However, I usually use no space and kern 20 to 30 units. The three types of dashes are typeset as follows:

-  (hyphen)   type a dash
–  (en dash)  option / dash
—  (em dash)  shift/option / dash

HANGING INDENT

A special type of indent occasionally used as a paragraph style, more frequently used instead of tabulation. The left side of the entire paragraph except for the first line is indented.

This is an example of a hanging indent, with the amount of the indent being equivalent to 1 pica.

INDENT

A technique used to indent an entire paragraph (which moves the text to a specific distance from the left margin) or only the first line of a paragraph. An indent may begin from the left margin or the right margin, except in the case of a first line indent which always begins from the left side. The indent technique, found in Paragraph > Formats in QuarkXPress, should always be used for indented paragraph style, not the tab key.

LEADING

Leading is set as a type attribute. In QuarkXPress, leading is considered to be a paragraph format function, and is found in the Formats dialog box of the Formats menu. A more immediate way of setting or changing the leading is in the measurements palette.

If one does not specify the leading, the default setting of “AUTO LEADING” applies. In most programs, auto leading is 120% of the point size in use. Auto leading is considered to be the standard, though this is usually a mistake, and professionals almost never use auto leading. The decision of how much leading to use should be based upon the font, the measure, and aesthetic considerations of the job. While there are many considerations, three basic rules of thumb when dealing with text size:

• Fonts with larger x-heights would require greater leading than fonts with small x-heights.
• A longer measure would require extra leading.
• A bold typeface would require extra leading.
Besides being incorrect, visually, auto leading can also present technical problems when setting type. For example, if an initial cap is being used, the leading of the initial cap will conflict with the leading of the text, and give you unequal leading styles. This can also happen if there is a bullet or dingbat on a line and the size of the dingbat is enlarged for design purposes. When dealing with display type or headlines, the philosophy of leading use is usually entirely different than with text.

**PARAGRAPH**

A passage or thought which is set off as a specific section within the text. Two standard treatments for paragraphs are:

- Indented: indent the first line only
- Block Style: skip a line or a specified amount of space between paragraphs with no indent. (See “space after”

(Occasionally, hanging indent paragraph style will be used. See “HANGING INDENT.”)

**OVERFLOW BOX**

In QuarkXPress, a small red box with an X in it, which may appear at the end of a text box. This is to alert you that there may be more text in the thread that you are not able to see. However, a text box may appear when there is a hard return at the end of the block of text, and occasionally for other reasons. It is best to consider it an alert, and you should check to make sure you are not leaving out any text that is meant to be in the job.

**PARAGRAPH RETURNS**

**HARD RETURN** (standard return) is an end of paragraph return. A return is activated by using the return key, which causes the insertion point to go to the next line from the point where the return is entered (even if you are not at the full end of a line.) Correctly used for end of a paragraph. This code will activate other commands that you have formatted as paragraph format commands, such as “space below or above” or “rule below or above” or “automatic drop cap.”

**SOFT RETURN** (Discretionary return) A return which allows you to break a line, but without setting off paragraph format commands. Activated by using shift/return.

**QUOTES**

**QUOTE STYLES** Always use appropriate beginning and ending double or single quote marks (“ ” & ‘ ’), not inch and foot marks (” ” & ′′ ). There are programs which have features such as “smart quotes” and “convert quotes” which do this automatically. However one must be careful not to type quotes where you do not want them such as in dimensions. Convert quotes will also put in a opening single quote before a particle, such as ‘twas, in some programs, when the correct form is a closing single quote. When using the manual technique to type quotes the procedure is as follows:

- “ (double opening quote) option / left bracket
- ” (double closing quote) shift / option / left bracket
- ‘ (single opening quote) option / right bracket
- ’ (single closing quote/apostrophe) shift/option / right bracket

**USE OF QUOTES WITH OTHER PUNCTUATION** A comma or period always goes inside the quote (before the ending quote mark). A colon or semi-colon, on the other hand, always goes outside the quote (following the ending quote mark). A question mark or exclamation mark goes inside or outside depending on whether or not they belong to the material within the quote.

**SHOW INVISIBLES**

This feature, when available, allows you to visually determine where you have placed spaces, hard returns, soft returns and tabs, and others. It is best to work in this mode while editing, to make sure you understand where all of the typesetting commands are located.
SPACE AFTER
“Space after” is a technique used to skip a space between paragraphs which is other than a full line space (usually less). It is also possible to have space between indented style paragraphs, whether a line space or “space after.” If the style of skipping a full line space is used, this can be accomplished by simply inserting an extra (hard or soft) return at the end of the line. However, the correct procedure would be to use “space after” and specify a full line space (which would be the same as the leading used.) In QuarkXPress, the space after is a feature found in the program’s “Style > Formats” box.

TAB (TABULATOR)
A carry over from typewriter days. Used whenever you need more than one word space; used to begin type at a specific point from the left or right margin; also used to set up charts using columns. Various formats of tabs are available: align left, align right, center, decimal (the latter being for tabulated columns of numbers.) Indent technique (not tab) is usually correct form to indent first lines of paragraphs and other paragraph styling. If you do not set the tabs, the default is usually 1/2” (3 picas).

(TIP: A tab “on the fly” can be accomplished by placing the insertion point with a click on a line in the position to which you want the following line to tab. Use Command back slash. All of the following lines will move to the position of the insertion point until you type a hard return. You may use soft returns as needed for custom line breaks. (This technique behaves more like a hanging indent technique than a tab.)

TEXT WRAP
In the typewriters of the past, when the operator would reach the end of the line, a manual carriage return was required. With word processing and typesetting, the line of type automatically wraps to the next line. With sophisticated layout programs, the number of characters before and after hyphenation can be controlled, as well as the number of successive hyphenated line breaks allowed.

WORD SPACE
The space between two words. Never use more than one space in conventional formatting. While traditional typewriter keyboard practice was to use two spaces following punctuation, only one space is correct with the proportional type width system used in professional typesetting.

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