

PARAGRAPH SETTINGS

Determining paragraph settings depends on the amount of text, type size, and line length. The designer must select the correct formats to fit the copy in the restrictions of the page layout.

Forcing the type to fit into unsuitable arrangements results in poor typography and discourages readability and reader interaction.

There are four primary styles of paragraph settings: Centered, Left, Right, and Justified

CENTERED

Centered text is positioned at an equal distance between two columns or margins. It is ragged along both sides. Centered type is often employed on invitations, title pages, certificates, and tomb stones.

Centering is not recommended for longer texts because readability is hampered by the lack of a flushed edge.

As beginning design it can be hard not to want to center text and all the graphics.



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FLUSH LEFT

Flush left text is evenly aligned along the left side, and the right side of the text is ragged.

Word spaces do not fluctuate, so there are never big holes inside the lines of text. This format, which was rarely used before the twentieth century, respects the flow of language rather than submitting to the law of the box.

FLUSH LEFT

Despite its advantages however, the flush left format is fraught with danger. Above all, the designer must work hard to control the appearance of the rag along the left edge. A good rag looks pleasantly uneven, with no lines that are excessively long or short and with hyphenation kept to an absolute minimum.

A rag is considered “bad” when it looks too even (or too uneven), or when it begins to form regular shapes like wedges, moons, or diving boards.

RAGGED LINES

Ragged line endings are considered optimal if they create an organic unforced “ripple” down the edge of the paragraph, without pronounced indents or bulges.

Which paragraphs suffer from bad rag?

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Paragraph 1

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Paragraph 2

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Paragraph 3

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Paragraph 4

This is what your paragraphs should look like



What does the rag
do to this layout?



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When dealing with left justified text in layouts you can start the paragraph further in from the left side of the page.

Why is that?

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What is the difference between the previous example and this example?

How does the location of the paragraph effect the layout?

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FLUSH RIGHT

Flush right text is set solid along the right edge with a ragged left. Readability is lessened because the beginning of each line are ragged.

It is common wisdom among typographers that flush right text is hard to read, because it forces the reader's eye to find a new position at the start of each line. The flush right setting is rarely employed for long bodies of text. Used in smaller blocks, however, flush right text forms effective marginal notes, sidebars, pull quotes, or other passages that comment on a main body or image.

When dealing with right justified text in layouts you can start the paragraph further in from the right side of the page.

Why is that?

Is this harder to read than flush left text?

Why?

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“Used in smaller blocks, however, flush right text forms effective marginal notes, sidebars, pull quotes, or other passages that comment on a main body or image.”



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JUSTIFIED

Justified paragraphs are flush along both right and left edges. Working with justified text is difficult because without careful attention to type size and line length, visible holes called rivers often appear.

Hyphenation breaks up long words and helps keep the lines of text tightly packed. Letterspacing can also be used to adjust a line.

Justified text creates a nice even column that is easy to align with, but it is very hard to achieve this because of rivers

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MIXING PARAGRAPHS

Layouts may feature the use of one or a combination of paragraph settings. However, take caution when mixing paragraph settings; creating inconsistent visual relationships could lead to disorder, and a scattered presentation of thoughts that can be difficult for the viewer to follow.

MIXING PARAGRAPHS *comes easy*

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ALIGNMENT

New designers tend to put text and graphics on the page wherever there happens to be space, often without regard to any other items on the page. What this creates is a slightly messy kitchen effect.

There is a cup here, a plate there, a napkin on the floor, a pot in the sink, a spill on the floor. It doesn't take much to clean up the slightly messy kitchen as well it does not take much to clean up a slightly messy design that has weak alignment.

ALIGNMENT

The principle of alignment states that nothing should be placed on the page arbitrarily. Every item should have a visual connection with something else on the page. The principle of alignment forces you to be conscientious.

YOU CAN NO LONGER THROW THINGS ON A PAGE WHEREVER THERE HAPPENS TO BE ROOM.

ALIGNMENT

When items are aligned on the page, it creates a stronger cohesive unit. Even when aligned elements are physically separated from each other, there is an invisible line that connects them, both in your eye and in your mind. The principle of alignment is what tells the reader that the elements belong to the same piece.

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The principle of alignment states that nothing should be placed on the page arbitrarily. Every item should have a visual connection with something else on the page. The principle of alignment forces you to be conscience.

When items are aligned on the page, it creates a stronger cohesive unit. even when aligned elements are physically separated from each other, there is an invisible line that connects them, both in your eye and in your mind. The principle of alignment is what tells the reader that the elements belong to the same piece.

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WHEN IS A FOREST MORE THAN A FOREST

BY: JAKE READING

a photo essay about how a forest is
more than just trees and dirt.



When is a forest more than a forest

A photo essay about how a forest is more than just trees and dirt.



by: Jake Reading

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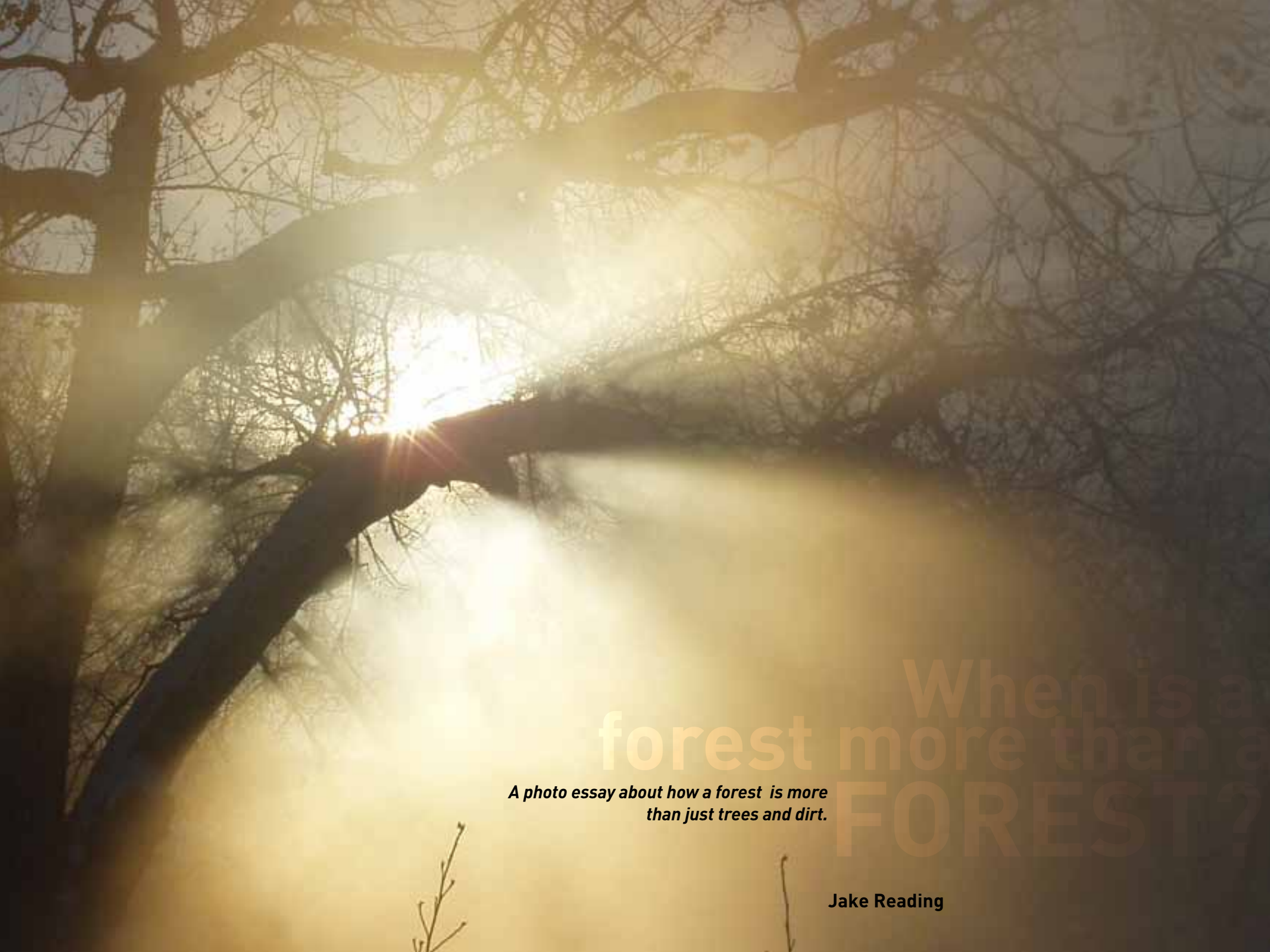
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When is a forest more than a forest

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When is a
forest more than a
FOREST?

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By: Max Vanik

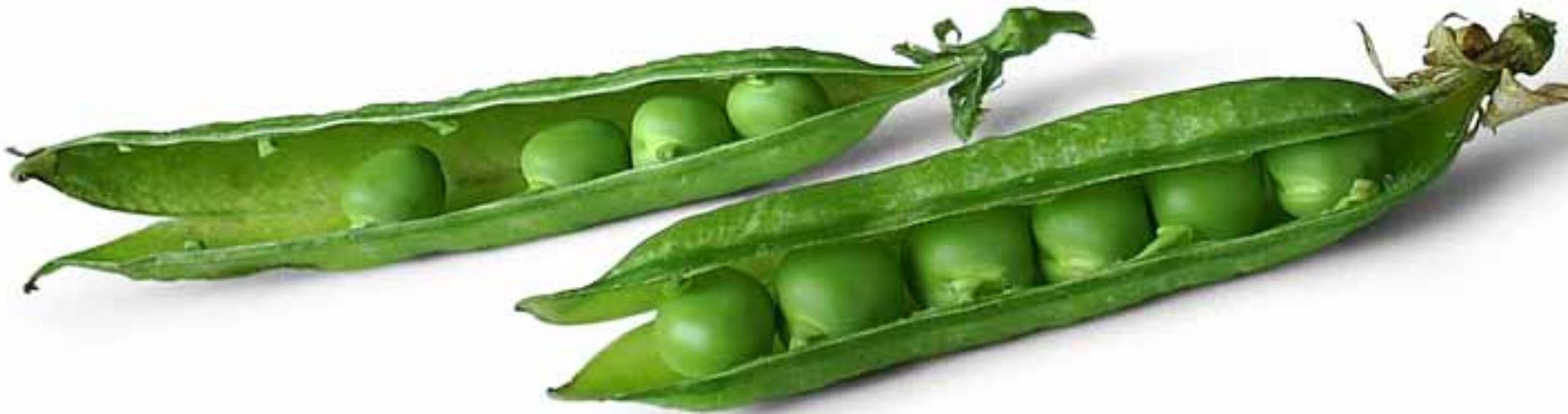
EAT YOUR *Peas*

This phrase that as a kid I heard all the time. “eat your blank, it’s good for you.” How many times did you actually eat what ever your parents were trying to make you eat? None, in my experience. This article will show you how to eat food that you are supposed to eat without hating it.

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By: Max Vanik

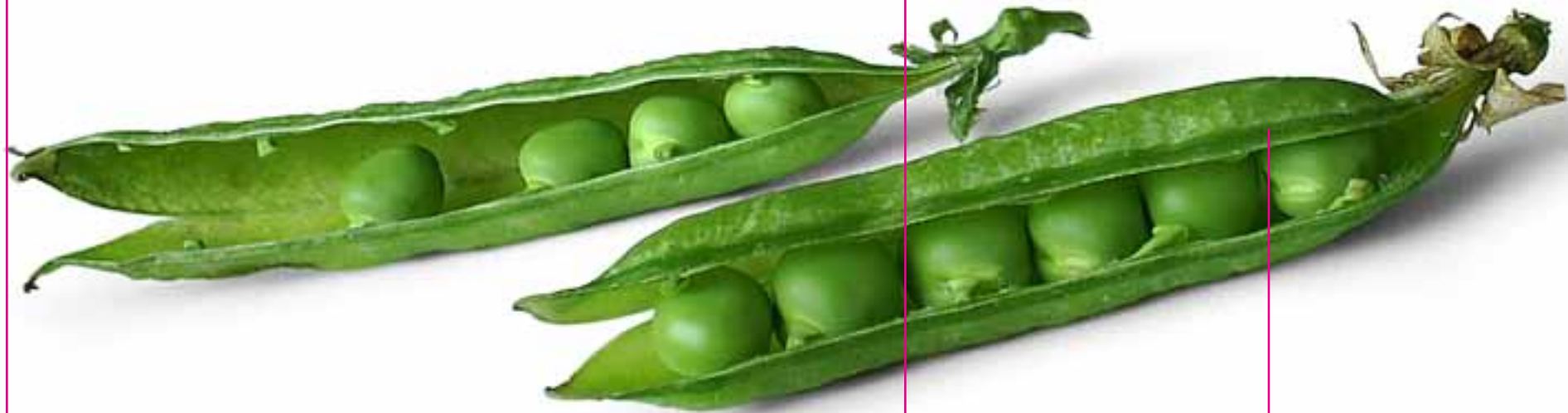
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ASSIGNMENTS

1. Work on Project 3. Concepts and comps are due next week for review.
2. Remember to put week 5 InDesign Tutorials on the server.

All projects need to be finished in InDesign.