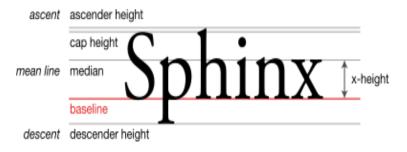Journalism and Mass Communication Honours Course

Semester 2

Paper: CC3(Reporting and Editing for Print media)

Topic: Typography and style

Typography is the basic tool of a sub-editor with which he dresses up copy for attractive printing. It is the art of printing with types, a set of principles for the use of elements that put ink on paper. News treatment is related to typography, the graphic art of printing with types, the tool of the back shop of a newspaper with which the sub-editor works and the philosophy behind good text editing. Typography has always been the foundation stone of publication design. A publication's choice of typefaces directly influences how easily people read. A publication. Type also influences the ease with which people find their way around a publication and how enjoyable they find reading it.

Type is measured in points. Point size is measured from the top of the base that contains the letter to the bottom. This means that the printed image of a 72pt capital letter is no less than an inch beacuse of the shoulder, the extra distance from the letter to the top of the base. Lower case 72 pts letter without an ascender or descender are significantly smaller than the capital letter. In other worda, the point size of a letter has relatively little to do with its actual print size. In newspapers, type is used for body text, captions, story summaries, quotes and headlines. Traditionally, body text and captions come in sizes from 5pt through to 10pt. Though 4.75 pt and 12pt are also used. Headlines are traditionally set in 14pt and 18pt. The x-height is the height of that character, but has come to mean the height of the text without ascenders or descenders. The x-height influences the ease with which people read a publication and the size in which the body text is set.

Types are letter forms. Types have ethnic or family names that indicate different designs. A font also called a typeface is set of letters, numbers and other special symbols that share a particular appearance. A specific symbol in a font is called a character. Each font has a name like newyork, Monaco, Geneva, futura, optima etc. Type is also said to have varying weights. That is, the type face can be printed in its standard, or Roman, form or in variations known as **bold,** *italics* and ***bold italics.***

Serif and sans serif:

Type is either serif or sans serif. Serifs are the small extra bits on the ends of letters. Sans type generally has simpler design. Serif is easier to read in body text. Serif faces have tiny finishing strokes or fine crosslines at the top and foot of the letters. Sans serif are monotones without serifs. Sans is a French term which means without. Serifs are chiselled ends while sans faces are rounded in form. Sans serif forms typically appear less formal than serif fonts. Readers are more familiar to serifs as most of the books are printed in serif fonts.

Monospace or proportinal font:

In a monospace font, all of the characters are given equal amount of horizontal space. In a proportional font, each character is given only as much horizontal space as it needs, so a lowercase 'l' doesn't take up as much rom as capital 'W'.