



## What Most Often Happens

When you receive a document from an outside source (or when you word process it yourself) it is normally saved as a document (.doc) file by whatever software you are using. While this preserves the WYSIWYG (What You See Is What You Get) screen image, remember it is only that. It is a screen image or a desktop printer output. It almost never translates into line for line output in typography.

These word-processed files contain extraneous codes; many which may make the document look peculiar in a layout package such as QuarkXpress, InDesign, or PageMaker. Even more importantly, they must be removed from the file for further processing through an imagesetter, etc.

Very often there are other more subtle errors which may not seem important but which can cause the various output devices used in graphic communications to give unpredictable results.

## Two Never, Never Rules

There are really two basic unbendable rules for proper composition for typographic output:

- **NEVER** hit the space bar more than once-**NOT EVER!** Not between sentences, not anywhere!

- **NEVER** hit multiple carriage returns-**NOT EVER!** If you want more space after a given part of the composition the layout package and style sheets will handle it.

Do not set margins or try to make your typewritten document have columns like the intended final output. Don't try to "justify" the type. Don't try to "center" the type lines" Don't, Don't, Don't!

## A Simpler Way

The purpose of this demonstration is to illustrate just how it is possible to place unformatted text (.txt) files into a page layout program and then place universal formatting styles to all parts of the document.

The system is simple. Just place the document into your formatted page which includes margins, columns, etc. Normally, the page layout package, in the case Adobe PageMaker, will place the text on to the page, beginning with the first column. If the appropriate choices are made before placing the text the package will automatically flow the text from column to column until it reaches the end of the document.

An interesting feature of this process is that the document size is dynamic. PageMaker will add sufficient pages to accommodate your text up to 999 pages.

## Formatting Styles

### *The Body of the Composition First*

Once this is done it is time to format the text. Go to the page top of the page and click on the Type menu box. In the dropdown menu, select the Define Styles box.

This will open up the Styles Pallet where you will select "New." This action will bring up another menu where you can define all aspects of your proposed typography, i.e., fact (font), size, color, horizontal scale, etc.

It is suggested that you name this "body copy", "text copy", or something similar. Your setup may already have predefined default information for these categories, merely select them and modify them to suit your needs. Add as many other categories as you will need. The number of styles that can be created is limited only by available memory on your system and nobody ever exceeds what is allowed.