

Lab Assignment #4 - Avoiding Bad Typography!

- Go to <http://ilovetypography.com>, choose an article and copy & paste it into an Illustrator and InDesign file.
- Set your file up with two columns of equal size, choose an easy to read font and set the article in 9pt type.
- Set the headline in 20 pt, any font.
- Choose a partner - go through the following list locating & using each of these items in your documents. Be sure you BOTH understand each item before you check off an item and move on. If you get stuck, please ask for help!
- Make notes to help you if you learn something new.

ILLUSTRATOR

INDESIGN

MINIMUM TYPOGRAPHIC MANAGEMENT:

- | | | |
|-------------------------------------|-------------------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | 1. Locate & use Spell Check in both Illustrator & InDesign |
| <input type="checkbox"/> | <input type="checkbox"/> | 2. Locate the Find & Replace feature in both Illustrator & InDesign |
| <input type="checkbox"/> | <input type="checkbox"/> | 3. Kern the headline & any dates/numbers both Illustrator & InDesign |
| <input type="checkbox"/> | <input type="checkbox"/> | 4. Eliminate Typographic Widows & Orphans . |
| <input type="checkbox"/> | <input type="checkbox"/> | 5. Choose "Justified" alignment - look for and remove "rivers" |
| <input type="checkbox"/> | <input type="checkbox"/> | Choose Right or Left alignment - adjust the ragged edge so that it forms pleasing shapes. |
| <input type="checkbox"/> | <input type="checkbox"/> | 6. Use correct dashes (practice making En & Em dashes) |
| <input type="checkbox"/> | <input type="checkbox"/> | 7. Find the Preference in InDesign to "Use Typographers Quotes" |
| <input type="checkbox"/> | <input type="checkbox"/> | Create Typographers quotes in Illustrator and InDesign using shift + option + open or close bracket |
| <input type="checkbox"/> | <input type="checkbox"/> | 8. Use the Align tools in Illustrator (on the back of this sheet, describe what each of these icons do)  |
| <input type="checkbox"/> | <input type="checkbox"/> | Use the Align tools in InDesign, then go to View>>Guides>>Baseline grid , then, adjust it in Preferences . |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | 9. Character & Paragraph Style Sheets – Freebie – we'll discuss these more later! |
| <input type="checkbox"/> | <input type="checkbox"/> | 10. Use Find & Replace to find instances of fi, replace with the proper ligature . |
| <input type="checkbox"/> | <input type="checkbox"/> | 11. Experiment with how to make special characters like é (option e + e), å, ú, or find them in the glyphs pallet. |
| <input type="checkbox"/> | <input type="checkbox"/> | 12. Create a large Initial Cap & follow with some form of Diminuendo following |
| <input type="checkbox"/> | <input type="checkbox"/> | 13. Adjust the line length to optimal line length for readability |
| <input type="checkbox"/> | <input type="checkbox"/> | 14. Adjust the leading |
| <input type="checkbox"/> | <input type="checkbox"/> | 15. Use typographic variables to create forms of emphasis |

Print out both your documents, and turn in along with your completed checklist for credit.