

# Resources for Print Design

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When in doubt, keep it simple.

Pica measurements:

1 inch = 6 picas; 1 pica = 12 points

## Software Options

InDesign: industry standard, but expensive  
with high learning curve

Vellum: only available on Mac

Word: more readily available, but not made  
to be a layout program

Draft2Digital

Calibre

## Common Trim Sizes

4.25 × 6.87

5 × 8

5.25 × 8

5.5 × 8.5

6 × 9

## Favorite Fonts

*Body (serif)*

Arno Pro

Baskerville

Book Antiqua

Adobe Caslon Pro

Garamond

Goudy Old Style

Iowan Old Style

Palatino

## *Sans Serif*

Bell Gothic Std

Century Gothic

Enzo OT

Franklin Gothic

Gill Sans

Myriad Pro

## *Dingbats/Glyphs*

Andora Swash

Bergamont Ornaments

Springtime

## Websites

Websites to download fonts (make sure any  
site you download from is reputable, or you'll  
end up downloading more than just a font):

[Font Squirrel](#)

[DaFont](#)

[1001 Fonts](#)

[MyFonts](#)

## Exercise

Find a book published by traditional publishing house and count words per line (10–12 words per line), how many lines per page, where they start chapters (always right-hand page? Partway down the page?). Notice what you like and what you don't like and how they use proximity, alignment, repetition, and contrast.

# Typesetting Basics

## Margin Guidelines

Bottom margin: larger than top so the page is visually centered

Outside margin: enough room for the thumb to hold a page

Inside margin, or gutter, should be about 1 pica (.17") larger than outside margin

## Questions to ask when setting up margins:

### What size of book is it?

4.25 x 6.87, 5 x 8, 5.25 x 8, 5.5 x 8.5, 6 x 9

### How long is the book?

Length determined by word count, trim size

A book with 500 pages will need a bigger gutter (inside margin) than a book with 60 pages.

### How can I tell how many pages my book will be?

About 350 words fit on a 6x9 page with standard font sizes, spacing, and margins, so if you have 70k words in your manuscript,  $70,000/350=200$  pages approx.)

### Running header and/or footer?

Options: page with both, page with footer only, page with page number in header and no footer

**Note:** Depending on your font choice and size, you'll need to fiddle with the margins to reach the right line length (about 10–12 words per line). I recommend only using the first chapter to get the margins right, then set up a document with the margins you want and import the whole manuscript.

**My recommendation:** If no header, have same margin top and outside, larger on bottom, and the inside 1 pica larger than the outside margin. You want 10–12 words per line so your eyes can find the next line start easily as you read. If you're doing an 8.5x11 book, for example, you'd want two columns, or else your reader will spend half their time reading going from the end of one line to the start of the next.

## Example for no header, 6x9" trim

Font: Palatino 11.4 pts

Leading: 16.4 pts

First line indent: 1p4 (.22")

Top margin: 5p6 (.91")

Bottom: 6p6 (1.08")

Inside: 6p8 (1.11")

Outside: 5p8 (.94")

If you're including running headers/ footers: The baseline of running headers should sit at least 1 pica (.16") above the live area (text frame) and should be at least 1.5–2 picas (.25"–.33") away from the top edge of the paper. Spacing for running footers is similar, and should be at least 2 picas (.33") away from the bottom page edge.

## Running headers/footers

De-emphasize these from the body text so the eye stays on the body text. Do this by having space between the body and header/footer, making type smaller than the body font, using a contrasting font, or an italic or lighter face of the font.

## **Leading and Color**

Type with same point size should have the same leading (so all 11 pt sections should have the same leading). And to keep the “color” the same on the page for body text, keep the font size to leading the same ratio. So if you have 11 (font size)/14 (leading) body text, other text elements could be 10.5/13.5, 10/13, 9/12, 13/16, etc. Display type typically needs less leading.

## **Body Text**

Body text sizes range from 9 to 12 point (although you should use 12 point only if you have a young or a much older audience; try using 11.5 or a larger font instead). Appropriate leading usually starts at 2 points more than the text size and may go up to 4 or possibly 5 points. Leading should be less than 1.5 spacing (so if you have 10 point type, don't have 15 point leading unless you have extra long lines).

Indents should not be .5” (default tab position). Keep it to 1p4 (.22”) for normal line lengths, or 1p6 for longer lines (.25”)

If you choose to use space between paragraphs instead of an indent (common in nonfiction), pick a value that is about 1/2 – 2/3 of your leading. Be careful how your space between paragraphs combines with the space around block quotes, headings, etc. In other words, don't have a full extra line between paragraphs.

## **Question to ask:**

Who is my audience?

Is the text easily readable?

## **Chapter Start**

Will all chapters start on a right-hand page, or will they start wherever they land (left or right). Note: forcing every chapter to start on a right-hand page makes it easier to find/see chapters, but letting them fall where they land saves pages/cost.

How far down the page do you want the chapter number/title?

Any graphics or dingbats?

How much space is between chapter and body?

Do you want a drop-cap or first-line style on the first paragraph?

## **Font choice for chapter number/title:**

Who is your audience; what is your genre?

What fonts are used on my cover?

**My recommendation:** Reuse fonts when at all possible—as your cover designer to share the font with you (as long as the license agreement says you can). Use a font from your cover as your chapter number/title, then choose a body font that is compatible with it. Some body fonts are wide and squat, some are narrow, some are tall. Design a page and print it out, and see if you like how they complement each other. If there's a running header, I'd recommend removing it for the chapter start page.

For dingbats/glyphs, if you can easily pull something from the cover (ask the cover designer), or search fonts that have glyphs that match your style. (See list included in favorite fonts section.)

### ***Quotes or special text***

Indent on both sides of the paragraph the same amount as your paragraph indent. There should also be space above and below it, but again, only a fraction of the full leading size.

### ***Category/Genre guidelines for fonts and leading***

Middle Grade/Older target reader

Font size: closer to 12 pts okay

Leading: 3–5 pts larger than font size  
(so if 12 pt font, have 15–17 pt leading)

**Note:** Choose size of font (and then leading) depending on which font you choose—some are naturally larger and wider; some are smaller.

### ***Young Adult / Adult***

Font size: closer to 11 pts

Leading: 3–4 pts larger than font size  
(so 11.2 pt font, have 15.2 pt leading)

Note: Choose size of font (and then leading) depending on which font you choose—some are naturally larger and wider; some are smaller.

## **Keyboard Shortcuts for Word**

Keyboard shortcuts for Word on Windows:

<https://bit.ly/3aSTZ0J>

Keyboard shortcuts for Word on Mac

(see PDF download)

## **Anatomy of a Book Interior**

### **Front Matter**

**Half Title:** optional, included in hard cover binding because it's the page that will fall out first

**Full Title:** includes full title, author, publisher logo

**Copyright:** on reverse of full title, usually aligned to the bottom of the page

Google possible copyright paragraphs.

Here's the bare minimum:

© 2020 KayLynn Flanders

All rights reserved.

**Dedication:** usually in italics, can also be on copyright page to save space

**Non-Fiction:** Contents, Preface, Foreword, Introduction

### **Body**

Prologue, chapters, epilogue

### **Back Matter**

Acknowledgements

About the Author

Discussion questions

# Checklist

## Basic cleanup

- \*Turn on invisibles\*
- double spaces
- en dashes – (should only be between a range of numbers)
- em dashes — (including spaces around them)
- hyphens (for spelling)
- ellipses (multiple periods AND the special character “option +;” changed to ....)
- ^p(space)
- ^t (tab)
- ^p^p (only if you don’t use multiple returns as a section break)

## Typesetting

- Trim size
- Margins
- Header/footer
- Front matter
- Fix ellipses with thin spaces
- Italics/special formatting to character style
- Make styles/set fonts:
  - chapter number/title
  - basic paragraph
  - first paragraph (drop cap, line styles)
- Apply styles
- Watch for italics/special features
- Watch for section breaks
- Set scene breaks, any special formatting
- Delete any extra ^p (paragraph returns)
- Author photo in CMYK color or black and white (most print on demand com-

panies automatically change to black and white), 300 dpi so it isn’t pixelated.

## Copyfitting:

*Using kerning (letter spacing) and leading (line spacing) of a paragraph or page to adjust the details of the text*

**Widows:** make sure the last line of paragraph isn’t dangling on the next page

**Orphans:** make sure last word of a paragraph isn’t on line by itself (rule of thumb, if the word has fewer than six characters, either adjust the paragraph’s tracking so the last word is pulled up, or to push down the next-to-last word)

**Stacks:** same word stacked at line start or end

**Line endings:** check hyphenation in the right place

**Spacey lines:** adjust tracking for the entire paragraph (never by more than  $\pm 20$  units)

You want the overall color of the page to appear unified, so be careful in adjusting anything too far. And be aware that this is a bunch of adjusting until you get it right. Takes time, but worth it.

So to do this, I look at a page on the whole for dangling lines and words. Typically for orphans, anything less than four characters should either get pulled up or bring the previous word down with it.

## Export as a PDF

CHECK IT ALL AGAIN

Order a proof copy and check it again.

## **Details from example in presentation:**

Trim: 6x9

Margins: Top 5p6, Bottom: 6p3, Inside: 6p8,  
Outside: 5p8

Footer with auto page number: Gill Sans  
(light), 10.6 pt, 15.6 pts leading

Main title: Snell Roundhand, 60 pt font, 70  
pts leading, centered

Author: Gill Sans (light, all caps, extended  
by 50), 24pt font, 30 pts leading

Swishy McSwish (glyph/dingbat): Zapfino,  
24 pt, 24 pt leading

Copyright: Adobe Caslon Pro, 10.6pt, 15.6  
leading

Dedication: Adobe Caslon Pro (italic),  
13.6 pt, 18.6 leading

Chapter Title: Snell Roundhand, 36pt, 36  
pts leading

Glyph: Zapfino, 18pt, 18 pt leading

Drop cap: First letter drops 2 lines, Adobe  
Caslon Pro, first line style of small caps

Basic body paragraph: Adobe Caslon Pro,  
11.6pt, 16.6 pts leading, indent .22"

Watch for section breaks, italics, and spe-  
cial formatting

Special indented text: left and right indent  
of .22", .06" space above and below

Remember: no headers/footers on front  
matter or back matter.