

Typography Checklist

Anyone who works with type design knows that it isn't just a matter of typing and letting everything fall where it lands. Good typography requires a very keen eye and attention to every little detail. Below are a few reminders for those who forgot what they learned in typography class. The next time you are about to hit the print or send button, how about going through this quick list to see if everything is correct. Don't settle for sloppy typography.

- Eliminate extra spaces between sentences or other areas,
- Use smart quotes (curly quotes) rather than prime marks.
- Use hyphens, en and em dashes properly.
- Avoid computer generated SMALL CAPS.
- Don't overuse ALL CAPS. Be conservative.
- Get rid of stacked text at ends of lines.
- Size type appropriately for the audience.
- If using justified type, eliminate white rivers.
- Don't over-track type just to get it to fit nicely in the paragraph.
- Consistently kern and watch for the V, W and A characters.
- Apply hung punctuation when using quotations.
- Optically align text when necessary. Don't rely on the computer.
- Check for proper and vertical alignment.
- Make sure you have consistent word spacing.
- Align initial caps properly, if using them.
- Adjust bad ragging, avoiding shapely lines and gaping holes.
- Eliminate widows and orphans.
- Keep hyphens to a minimum (2 per paragraph).
- Be consistent in numerals; either lining or old style figures.
- Use diagonal fractions rather than a large backslash.
- Adjust glyphs and other symbols as necessary for good alignment.
- Proofread after using spell check. It doesn't catch everything.