COM356/ENG310

4/30/19

Quick tips on copyfitting (and breaking up gray space in most cases):

1. Add art of some kind (graphics such as rules, boxes, dingbats, ornaments, or photos)
2. Write primary and secondary heds and work with sizes, number of lines
3. Add pull quotes (also called callouts)
4. Add a “house ad” (join our association, send us an article, etc.)
5. Add rules (lines) and spacing
6. Add or remove paragraph returns
7. Add initial (drop or raised) caps [control palette, ¶ properties]
8. Rewrite (or delete) text
9. Add subheds in the story (usually bold, with space before/after)
10. Change the leading (maybe between paragraphs; otherwise be careful with this)
11. Resize a column slightly (also sort of a cheat)
12. Change point size (also a cheat)