COM356/ENG310  
4/25/19

Quick tips on readability (proper use of legible type). We saw some of these when we discussed design principles and legibility vs. readability:

1. Appropriate size of type
2. Enough leading and paragraph spacing
3. Line length (also known as “measure”) should be short. One rule of thumb is (point-size)\*1.5 = line length in picas. So 10 point = 15 picas (2.5 inches). Others are 70 characters per line or 45ems per line
4. Tracking is good; maybe loose tracking on uppercase header text, e.g.
5. Good contrast among typefaces (see Chapter 12: size, weight, structure, form, direction, color) and with background color
6. Good proportion/hierarchy/contrast in size
7. Don’t **bold** body text
8. Don’t *italicize* body text
9. Don’t center body text
10. Don’t USE ALL CAPS EXCEPT MAYBE FOR ONE OR TWO WORDS (TRY SMALL CAPS); see p. 161
11. Don’t underline text (use italics)
12. Avoid widows and orphans (Q: What do these terms mean?)