No Clear Hierarchy

If the most important parts of a text are not made prevalent with large/bold text, or something else to make it stand out, it will be difficult for readers to understand what is meant to be most important.

Lorem ipsum dolor sit arnet Consectetur adipiscing elit Vestibulum tempor purus et feuglat varius. Vivernus sed nibh id neque sagittis pharetza. Nutic a auguemauris. Suspendisse eget sem eget lacus ultricies vulputate. Nollam finibus quam ac hendrerit congue. Proin ante cros, blandit non augue eu, pretium maximus lectus. Suspendisse sed purus eu nuncporta consegnat. Duis et nibhpubrinar, feugiat erat id, finibuseros. Nullarn interdum nibh yel orciimperdict, vitae accumsan nisi. malesuada. Lorem ipsum dolor sit amet, consectetur adiriscing elit. Phasellus eget venenatis leo.

LOREM IPSUM DOLOR SIT AMET

Conscience adjuscing all

Vesificialum Sensor purus et reugiat, varius, Vavanus edn ribbi in enque sagith painetra. Nara a aspare marris, Surpentista e egit sen eget lausi ettricies subpatale. Narlam finiban quan a Lendrerit congue. Präin ante erec. bitudi non sugue eu, pretuim maximus lectus. Surpentisse ede parus au num perta consequal. Duis et nibb pulvirar, feugiat erat id. finibas eros. Maltan interedum nibb val erd imperdiet, vitue acoursan eisi makaunda. Lome impundeler sit anet, consecteur adipiccing elit. Phasellus ends. Old Wives' Tales: fact or fiction? What you need to know to stay healthy by Rochelle Davidson 1. Chicken soup will cure your cold. It might not cure a cold, but it will help. This centuries-old home remedy is not just an old wives' tale. Scientists believe that chicken soup may reduce inflammation of the lungs by slowing down the activity of white blood cells that can cause the inflammation. 2. Feed a cold, starve a fever. There is no definitive research on this, although fasting will weaken you when you should be preserving your strength. Even if you don't feel like

eating, at least have some something simple, like soup, toast, or a baked

This is Hierarchy Not as big here Here is even smaller. VS And this is smallest. Usually the size of body text.

No Hierarchy

This is Hierarchy Not as big here

Here is even smaller, and the is unshot. Usually the size of body test

With Hierarchy

Poor Kerning

Letters have too much or too little space creating unusual breaks or missing breaks in the words.







Mismatching Fonts Pure Chaos!

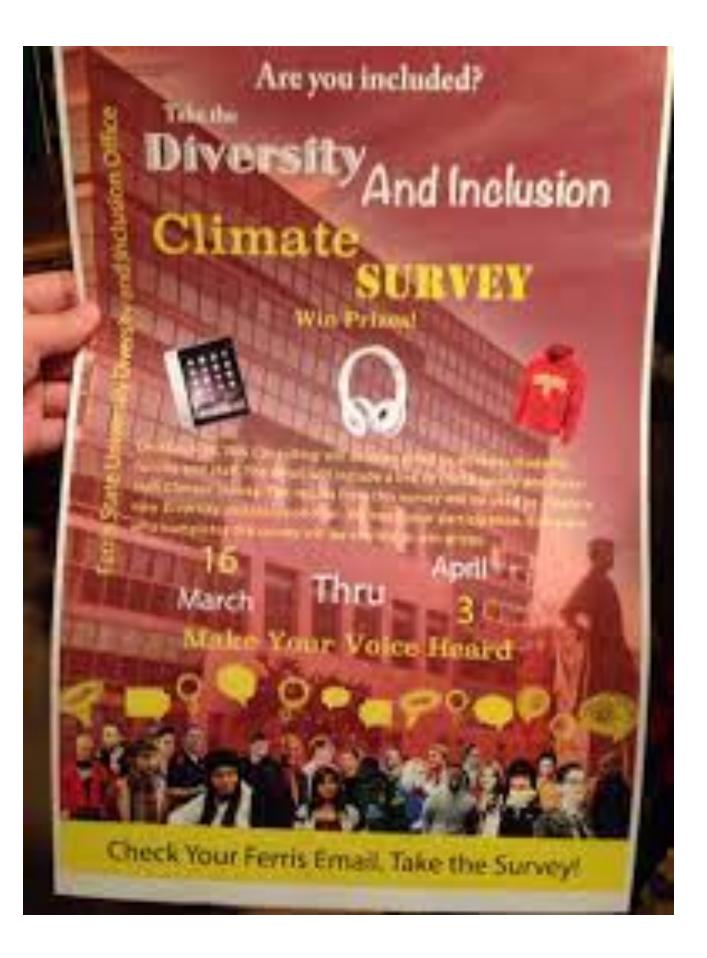
Too many type face creates a confusing type and can mislead the voice that the type is trying to portray. Using too many different types can also confuse the hierarchy of the type as well.



WHEN August 9th at Sundown FREE EVENT WHEN Szing the South Beach Resort

Food Trucks, Games Gully & Live Entertainment Support Local Businesses





1. POOR COLORS AND CONTRAST

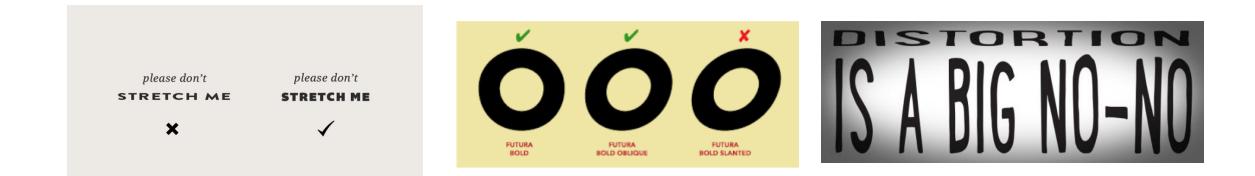
• Fonts and backgrounds directly require appropriate colors and contrast. This is obviously helpful for users to read content quickly and clearly.











Distorted Typeface

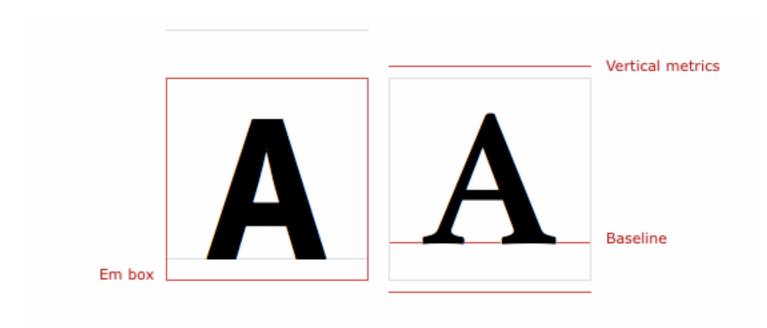
• By not paying attention to scaling, letters are left looking distorted. This causes them to look funny, and sometimes illegible so the audience cannot read the piece itself. Failing to provide margins for type in a box.

When the text is all over the place, or uneven becaue the text box does not have margins.

Failing to provide margins for type in a box.

beautiful

ugly



16px text with 20px line-height 16px text with 40px line-height

Bad Rags

A paragraph that has longer sentences on the right side of creating distracting shapes of white space.

Good rag

Bad rag



Pellentesque habitant morbi tristique senectus et. Eu non diam phasellus vestibulum lorem sed risus ultricies. Rutrum tellus pellentesque eu tincidunt tortor. Diam vel quam elementum pulvinar etiam non. Vestibulum rhoncus est pellentesque elit ullamcorper dignissim cras. Suspendisse interdum consectetur libero id faucibus. Euismod lacinia at quis risus sed vulputate. Eget mi proin sed libero enim sed. Non nisi est sit amet facilisis magna. Neque egestas congue quisque egestas diam. Pellentesque habitant morbi tristique senectus et. Eu non diam phasellus vestibulum lorem sed risus ultricies. Rutrum tellus pellentesque eu tincidunt tortor. Diam vel quam elementum pulvinar etiam non. Vestibulum rhoncus est pellentesque elit ullamcorper dignissim cras. Suspendisse interdum consectetur libero id faucibus. Euismod lacinia at quis risus sed vulputate. Eget mi proin sed libero enim sed. Non nisi est sit amet facilisis magna. Neque egestas conque quisque egestas diam.

bad rag

"If you divide the world into them and us, and history into ours and theirs, or if you think of history as something only you and your affiliates possess, then no matter what you know, no matter how noble your intentions, you have taken one step toward the destruction of the world.

good rag

"If you divide the world into them and us, and history into ours and theirs, or if you think of history as something only you and your affiliates possess, then no matter what you know, no matter how noble your intentions, you have taken one step toward the destruction of the world.

 Robert Bringhurst, The Tree of Meaning: Thirteen Talks

Indenting the First Paragraph

It is a typographical rule to not set an indent for the first line of the first paragraph of a text, the one that starts right after the headline (the indentation should start with the second paragraph).

Der Nährboden

Es begann mit der Zeichnung eines Laubblattes Blatthälfte schwarz grundiert mit weiß ausgesparten Bla linke nahezu spiegelsymmetrisch, jedoch als vereinfa aus Binnengliederung und Kontur angelegt. Zwei Sel lungsweisen der Naturform trafen hier aufeinander, di die Fläche, einmal mehr das Plastische betonten, sich s abhoben und zugleich ergänzten.

Mit dieser zweifachen Sicht auf die Naturerscheir Zeichnung in die Ausstellung ein, die der Kurs für Ana nen beim Rundgang der Universität der Künste (UdK) in präsentierte. Die versammelten Arbeiten zeigten die schäftigung mit Flora und Fauna, die hier stärker zu A Interpretation neigte, dort näher am Naturvorbild ve Vielfalt in Motivwahl und Darstellungsweise sprachen die genaue Beobachtung der organischen Gestalt wie genwärtigung ihrer geometrischen Grundmuster.

Mit diesen Form- und Strukturuntersuchungen k dierenden unbewusst an eine Praxis des zeichnerise ums an, die sich in den 1890er-Jahren an der Vorgäng Udk der Untermisiehten sich in Badia en Kunstgauter **D**orothy did not know what to say to this, for all the people seemed to think her a witch, and she knew very well she was only an ordinary little girl who had come by the chance of a cyclone into a strange land.

When she had tired watching the dancing, Boq led her into the house, where he gave her a room with a pretty bed in it. The sheets were made of blue cloth, and Dorothy slept soundly in them till morning, with Toto curled up on the blue rug beside her.

She ate a hearty breakfast, and watched a wee Munchkin baby, who played with Toto and pulled his tail and crowed and laughed in a way that greatly amused Dorothy. Toto was a fine curiosity to all the people, for they had never see a dog before.

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Mr. Darling was frightfully ashamed of himself, but he would not give in. In a horrid silence Mrs. Darling smelt the bowi. "O George," she said, "it's your medicine?" "It was only a joke," he roared, while she comforted her boys, and Wendy hugged Nans. "Much good," he said bitterly, "my wearing myself to the bone trying to be funny in this house." And still Wendy hugged Nans. "That's right," he

shouted. "Coddle her! Nobody coddles ms. Oh dear no! I am only the breadwinner, why should I be coddled-why, why, why!"

Wrong Voice

The typeface doesn't match the content of the message, becoming confusing to viewers. There should be unity between the typeface and the content.





Failing to Correct Widows

• A widow is when the last line in a paragraph is very short, this is considered an error in typography and should be corrected. Failure to correct these can make type look unbalances and unfinished.

THOMAS HARDY

She parted her lips and smiled.

It was a fine morning, and the sun lighted up to a scarlet glow the crimson jacket she wore, and painted a soft hustre upon her bright face and dark hait. The myrtles, geraruinus, and cactures packed around her were fresh and green, and at such a leafless season they invested the whole concern of horses, waggon, furniture, and girl with a peculiar vernal charm. What possessed her to indulge in such a performance in the sight of the sparrows, blackbirds, and unperceived farmer who were alone its spectators, - whether the smile began as a factitious one, to test her capacity in that art, - nobody knows; it ended certainly in a real smile. She blushed at herself, and seeing her reflection blush, blushed the more.

The change from the customary spot and necessary occasion of such an act -- from the dressing hour in a bedroom to a time of travelling out of doors -- lent to the idle deed a novelty it did not intrinsically possess.

The picture was a delicate one. Woman's prescriptive infirmity had stalked into the sunlight, which had cloched it in the freshness of an originality. A cynical inference was irresistible by Gabriel Oak as he regarded the scene, generous though he fain would have been. There was no necessity whatever for her looking in the glass. She did not adjust her hat, or pats her hair, or press a dimple into shape, or do one thing to signify that any such intention had been her movie in taking up the glass. She simply observed herself as a fair product of Nature in the familine kind, her thoughts seeming to glide into far-off though likely dramas in which men would play a part – visits of probable trimphs – the smilles being of a phase suggesting that hearts were imagined as lost and won. Still, this was but conjecture, and the whole series of actions was so idly when her though it rath to assert that intention had any part in them at s?

WIDOW

Equis doluptumquid qui omnissim fugianit ius ditium et am aliquae la sitiam, quis dolupta nonsers perum, si idunto tem vellaborrum fugias expeles truntios nossinum dollora sequiae. Eped que solor sequi dolorei cidipsandae qui cullam aruptatur? Qui dolupta sit elicte vellate niassum res quo exped mi, te latis poribus pre intiam ipsam cum repre veni beatem aut voluptasped quates aut accabor aci voloria perae prestiae voluptat excest pa soluptur, simusaped expedi nullandit precae rem. Nam sam ut et dus ne nonem inveliqui bea dolorenis inctotat esciis ex eat.

Evel eos de quiducimilia sunt, officiti arum fuga. Obis nit alit, nossequas rempor alissum voluptu sdanita temolor ibusciis am reped et, voluptatem utature ipid que dolo te nobis nos et esti corectas venis sum vendelest, vernatur. Equis doluptumquid qui omnissim fugianit. Onsers perum, si idunto tem vellaborrum fugias expeles truntios nossinum dollora sequiae. Eped que solor sequi dolorei cidipsandae qui cullam aruptatur? Qui dolupta sit elicte vellate niassum res quo exped mi, te latis poribus pre intiam ipsam cum repre veni beatem aut voluptasped quates aut accabor aci voloria perae prestiae voluptat excest pa soluptur, simusaped expedi nullandit precae rem. Nam sam ut et dus ne nonem inveliqui bea dolorenis inctotat esciis ex eat.

Equis doluptumquid qui omnissim fugianit ius ditium et am aliquae la sitiam, quis dolupta nonsers perum, si idunto tem vellaborrum fugias expeles truntios nossinum dollora sequiae. Eped que solor sequi dolorei cidipsandae qui cullam aruptatur? Qui dolupta sit elicte vellate niassum res quo exped mi, te latis poribus pre intiam ipsam cum repre veni beatem aut voluptasped quates aut accabor aci voloria perae.

Failing to Correct Orphans

Orphans appear near the top of a page, separted from the rest of the paragraph.

desol.

.orem ipsum dolor sit amet, conectetuer adipiscing elit. Suspenlisse vel mauris. Cras quam ellus, interdum dapibus, mattis u, pharetra vitae, neque. Nam emper mollis risus. Quisque solicitudin pellentesque turpis. Aeiean blandit, urna nec vehicula ollicitudin, ipsum justo condinentum dolor, vitae feugiat aujue leo quis velit.

Nunc volutpat, est eget phaetra vulputate, orci nisi consejuat felis, vel ultrices turpis pele at purus. Mauris nisi. Nulla fa-:ilisi. Nunc nulla negue, laoreet i, tincidunt sed, mollis sed, pe-

8

Quisque sollicitudin ti ncidun libero. Donec aliquet leo non to tor. Aenean vel massa quis nun hendrerit vestibulum.

9

AN ORPHAN

This is dummy copy. You're not really supposed to read dummy copy, it is just a place holder for people who need some type to visualize what the actual copy might look like if it were real content. If you want to read, I might suggest a good book, perhaps Hemingway or Melville. That's why they call it

Treats Of The Place Where Oliver Twist Was Born And Of The Circumstances Attending His Birth

which for many reasons it will be prudent to refrain from mentioning, and to which I will assign no fictitious name, there is one anciently common to most towns, great or small: to wit, a workhouse; and in this workhouse was born; on a day and date which I need not trouble myself to repeat, inasmuch as it can be of no possible consequence to the reader, in this stage of the business at all events; the item of mortality whose name is prefixed to the head of this

dummy copy. This is dummy copy.

You're not really supposed to read dummy copy, it is just a place holder for people who need some type to visualize what the actual copy might look like if it were real content. If you want to read, I might suggest a good book, perhaps Hemingway or Mel-

Among other public buildings in a certain town,

chapter.

For a long time after it was ushered into this world of sorrow and trouble, by the parish surgeon, it remained a matter of considerable doubt whether the child would survive to bear any name at all; in which case it is somewhat more than probable that these memoirs would never have appeared; or, if they had, that being comprised within a couple of pages, they would have possessed the inestimable merit of being the most concise and faithful specimen of biography, extant in the literature of any age or country.

Although I am not disposed to maintain that the being born in a workhouse, is in itself the most fortunate and enviable circumstance that can possibly befall a human being. I do mean to say that in this particular instance, it was the best thing for Oliver Twist that could by possibility have occurred. The fact is, that there was considerable difficulty in inducing Oliver to take upon himself the office of respiration,—a troublesome practice, but one which

Don't Type in All Caps

Typing in all caps, especially in paragraphs, can make your words harder to read and can set the wrong tone.

BECAUSE WE SEE WORDS AS SHAPE BIG RECTANGULAR BLOCKS OF ALL CAPS TAKE US MUCH LONGER TO PROCESS. IN AN EMERGENCY, THAT EXTRA TIME TO DECIPHER AN URGEN MESSAGE MAY COME AT A COST.

Because we see words as shapes, big rectangular blocks of all caps take us much longer to process. In an emergency, that extra time to decipher an urgent message may come at a cost. CAPITALIZING FULL PARAGRAPHS IS BAD. THIS IS EVEN HARDER TO READ WHEN IT'S BOLDEN. ARE YOU HAVING FUN READING THIS?

A PACULA SHAPE WAS APPROCHING FROM THE SOUTHEN VALLY GRADULE THEY DISTINGWISH A RESENTLY DESIGHED AIROPLANE CIRCLING ABOUGH THE MACHINE TOUCHED DOWN WITH PROSION IN THE ROUGH MOUNTINOUS REGION WITHOUT EVEN SCRAPPING IT'S SURFACE THE CHILDREN SUROUNDED THE PILOT WHO EXPLANED THAT HIS ALTIMETRER AND TEMPRICHED GAUGE WHERE DAMAGED AND HE WAS ANCSHOS ABOUT INCREASING ALTITUED IN THESES FREZZING CONDISIONS FROM THE ALPINE SCHOOL HE TELEPHONED HIS BASE REQUESTING SPARE INSTRUMENTS TO BE DELIVERED AND FITTED AMEADEALE THE CHILDREN VEIED THE REPAIRS WITH ENPHUSEASAM ESPEALY WHEN THEY WERE TAKEN IN GROUPS FOR AN UNFORGETABLE FLIGHT BEFOR THE PILOTS FINAL DEPARTSHER. 31% errors.

Placing a Stroke on Type

Placing a stoke on type is generally avoided because it causes unwanted rounded corners and decreases legibility.







Extra Space After a Sentence

Two spaces are typed after punctuation instead of one. Was once done when using a typewriter but is no longer necessary.

One space *is* better than two. Microsoft has decided.

ge 1 of 1 9 words 🔟 English (United States) C Accessibil

Tom Warren

N Scour BR III IS

d at the end. Cap iod at the end. Capi period at the end. Capita period at the end. Capita It was a dark and stormy night. He was tall, dark and handsome. She was a perfect ten. A mean ogre tricked him. The ogre ran off with her. When he realizes his mistake, he defeats the ogre and rescues her. They live happily ever after. The end.

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Not Correcting Rivers

Rivers are gaps that form when there are large spaces between words that line up in a paragraph and create a "river" of blank space throughout the text.

Aliquam et cursus nunc, a condimentum justo. Maecenas non mollis nisi. Nunc volutpat cursus dui, sit amet gravida ligula dictum at, Maecenas in ante pretium, fringilla tortor ut, luctus erat./Nam eu laoreet odio Vestibulum vulputate erat eu tortor tincidunt vehicula at non odio.) Cras quis suscipit turpis a iaculis massa (Pellentesque) ultricies lectus quam, vitae tristique dolor tristique sed. Donec id risus feugiat eros cursa vestibulum a vel elit. Vestibulum sit amet turpis justo. Nunc elementum, ante vitae iaculis consectetur, nist sapien ultrices purus, vitae ultrices mi mi quis nisl. Aliguam erat volutpat.

Sed luctus sapien non posuere egestas. Suspendisse vehicula venenatis tellus eget posuere. Cras quis arcu id ligula porta dictum non ac lorem. Vivamus eu pretium metus. Nunc tristique tincidunt tellus ut hendrerit. Duis sed justo bibendum, dictum justo in, euismod nisi. Nunc a velit vel nibh ullamcorper dictum ut sit amet tortor. (Interdum et malesuada fames ac ante ipsum) primis in faucibus. Morbi euismod bibendum fermentum. Sed purus orci, sagittis eu portitor eu, pellentesque sit amet turpis nulla ac nulla. During what many archaeologists call the formative period, Amazonian societies were deep- ly involved in the emergence of South America's highland agrarian sys- tems, and possi- bly contributed directly to the social and religious fabric constitutive of the Andean civilizational orders.

In 1500, Vicente Ya- ñez Pinzón was the first European to sail into the river. Pinzón called the river flow Río Santa María de la Mar Duke, later shortened to Mar Dulce (literally, sweet sea, because of its freshwater pushing out into the ocean). For 350 years after the first European encounter of the Ama- zon by Pinzón, the Portuguese portion of the basin remained an untended former food gath- ering and planned agricultural landscape occupied by the indigenous peo- ples who survived the arrival of European diseases. There is ample evi- dence for complex large-scale, pre-Columbian social formations, includ- ing chiefdoms, in many areas of Amazonia (particu- larly the inter-fluvial regions) and even large towns and cities.For instance the pre-Columbian culture on the island of Marajo may have developed so- cial stratification and supported a population of 100,000 people. The Na- tive Americans of the Amazon rain forest may have used Terra preta to make the land suitable for the large scale agriculture needed to support large populations and com- plex social formations such as chiefdoms. One of Gon- zalo Pizarro's lieuten- ants, Francisco de Orellana, during his RAI expedi- tion, east of Ouito into the South American interior in search of El Dorado and the Country of the Cinnamon was ordered to explore the Coca River and return when the river ended. When they arrived to the confluence to the Napo River, his men menaced to mutiny if they did not continue. On 26 December 1541, he accepted to be elected chief of the new expedition and to conquest new lands in name of the king. The 49 men began to build a big- ger ship for riverine navigation. Dur-ing their navigation on Napo Riv- er they were threatened consistently by the Omaguas. They reached Negro River on 3 June 1542 and there I finally arrived to the Amazon River, that was so named because they were attacked by fierce female warriors like the mythological Amazons. The icamiabas Indians dominated the area close to the Amazon River, rich in gold. When Orellana went down the river in search of gold, descends Andes (in 1541), the river was still called Grande Rio, Mar Dulce or Rio da Canela (Cinnamon), because of the great trees of cinnamon located there. The belligerent victory of the icamiabas against the Spanish invaders was such that the fact was narrated to the king Carlos V, whom, inspired by the Greek Amazons, baptized the river as Amazon In what is currently Brazil, Ecua- dor, Bolivia, Colombia, Peru, and Ven- ezuela a number of colonial and religious settlements were established along the banks of primary rivers and tributaries for the purpose of trade, slaving and evangelization among the indigenous peoples of the vast rain forest. The total population of the Brazilian portion of the Amazon basin in 1850 was perhaps 300,000, of whom about two-thirds comprised by Europeans and slaves, the slaves amounting to about 25,000. In Brazil, the principal commercial city, Para (now Belém), had from 10,000 to 12,000 inhabitants, including slaves. The town of Manáos, now Manaus, at the mouth of the Rio Negro, had from 1.000 to 1,500 population. All the remaining villages, as far up as Ta- batinga, on the Brazilian frontier of Peru, were relatively small.

Rivers of whitespace can form when spaces are aligned several lines. across Naturally, enlarged spacing increases chances of these alignments. Traditional methods could add space between letters, which made spacing between words smaller generally and less likely to line up and create rivers. The Linotype couldn't add space between letters. This resulted in much larger spaces, and created more rivers.

Rivers of whitespace can form when spaces are aligned across several lines. Naturally, enlarged spacing increases chances of these alignments. Traditional methods could add space between letters, which made spacing between words smaller generally and less likely to line up and create rivers. The Linotype couldn't add space between letters. This resulted in much larger spaces, and created more rivers.

Not Using Hanging Punctuation

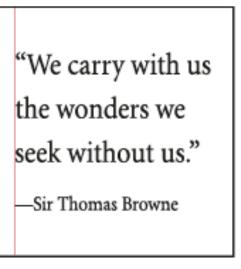
If you do not hang a punctuation, it makes the words look unaligned.

Hung —

"Just as you please; I'm sorry I cant spare ye a tablecloth for mattress, and it's a plaguy rough board here"—feeling of t knots and notches. "But wait a bit, Skrimshander; I've got carpenter's plane there in the bar—wait, I say, and I'll mak ye snug enough."

Not Hung → "Just as you please; I'm sorry I cant spare ye a tablecloth a mattress, and it's a plaguy rough board here"—feeling o the knots and notches. "But wait a bit, Skrimshander; I've a carpenter's plane there in the bar—wait, I say, and I'll ma ye snug enough."

"I'm having the time of my life on this incredible adventure vacation," said the woman from Texas.



Inconsistent Baseline

Body copy, headers, and sub-heads on one page should align with the text on the next page.

		This is my text from Illustrator.	This is the same thing in Sketch :(
	size: 64sp line-height: 72sp	This is a	This is a
		headline.	headline.
	size: 24sp line-height: 32sp	This is a secondary line with multiple lines of text.	This is a secondary line with multiple lines of text.

Header

Header two

The purpose of this book is to show connections between typography and architecture.

Today we are witnessing the birth of a new and splendid architecture, which will set its stamp on our period.

Anyone who has recognized the deep underlying similarity between typography and architecture and has understood the true nature of new architecture can no longer doubt that the future will belong to the new typography and not the old.

This is text on a baseline grid#

This is what text between rows of text. aligned to a baseline grid looks like. Note This is what text how everything lines aligned to a baseline up between columns grid looks like.# and has equal spacing

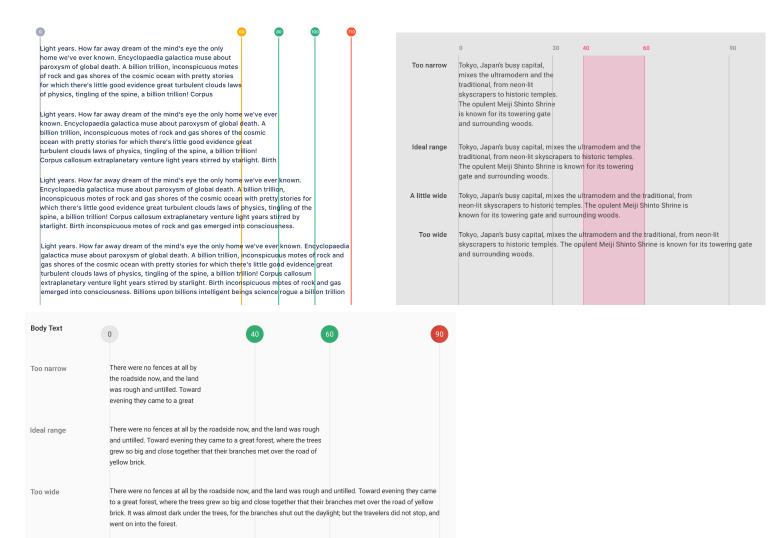
This is text NOT on a baseline grid

This is what text with This is what text with no no grid can look like. grid can look like. See See how columns are jagged and text has inconsistent spacing.

how columns are jagged and text has inconsistent spacing.

Incorrect Line Length

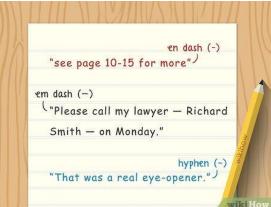
Optimal line length is generally considered to be around 50-60 characters because wide lines can result in difficulty to focus for readers and narrow lines look choppy and lack a flow.



FAILING TO USE EM-DASH WHEN NEEDED

Not to be confused with hyphons (-) or en-dashes (-), em-dashes (-) are used to show a break in a sentence, create emphasis, and to indicate interruption.





Pardon—what!?

Failing to Indent Bulleted Lists

When people don't indent bullet points indented seprately from paragraphs or titles it ruins the importance of the text that came before it.

Sydney

- a. Receives over 10 million domestic and international visitors each year
- b. Is Australia's largest city
- c. The Sydney Harbour Bridge is the widest long-span bridge and tallest steel and bridge in the world
- d. The Sydney Tower stands at 1,001 feet tail

. Melbourne

- Melbourne is the only only in the world that has five international standard sporting facilities
- b. Melbourne's famous trainway system is the largest outside Europe and the fourth largest in the world
- Luna Park in St Kilda is the world's oldest amusement park under private management

II. Adelaide

- a. Adelaide is known as the City of Churches
- Adelade's exotic flotance Garden has the largest and oldest glasshouses in the Southernhemisphere
- Adelaide is not only the capital of South Australia but is also the opal capital of Australia

- Lorem ipsum dolor sit amet, consectetuer
- Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh
- Duis autem vel eum iriure
- Souvlaki ignitus carborundum e
- Defacto lingo est igpay atinlay. Marquee selectus non provisio incongruous feline

How the goals will be addressed

Some of these goals were achieved within the redesign. Some I will have to work at long term.

- Improve visual design
- Introduce more colour
- Add more images to posts
- Have images in the post archive
- Write more design content

Essentially, when I looked at the website, in its current form, it felt embarrassing. Which is a good thing, I designed it 4–5 years ago.

Too Deep of an Indent (More than 2 ems)

Indenting a paragraph more than the size of 2 letter M's (2 ems).

Narrow indents

In the majority of ebooks, paragraphs have two styles: indented and block. The prevailing wisdom is that fiction should have indented paragraphs and non-fiction looks best with block style. Why?

used to seeing text presented a certain way and when it isn't, it takes them a few moments to adjust.

With fiction, block paragraphs can have a author forgot to indent the paragraphs. Block paragraphs also have a denser appearance. In non-fiction that density can add subtle weight

2 mins left in book

two styles: indented and block. The prevailing wisdom is that fiction should have indented paragraphs and non-fiction looks best with block style. Medium indents

48% 4 mins left in book

Tradition, mostly, is my guess. Readers are used to seeing text presented a certain way and when it isn't, it takes them a few moments to adjust.

With fiction, block paragraphs can have a There is a psychological factor at play, too. vaguely "unfinished" appearance, as if the vaguely "unfinished" appearance, as if the author forgot to indent the paragraphs. Block paragraphs also have a denser appearance. In non-fiction that density can add subtle weight to the writing.

In the majority of ebooks, paragraphs In the majority of ebooks, paragraphs have have two styles: indented and block. The prevailing wisdom is that fiction should have indented paragraphs and non-fiction looks best with block style.

why? Wide indents

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The two paragraph styles are a way for the

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The two paragraph styles are a way for 2 mins left in book

Best Coffee Shops in New York City

0 poter January 4, 2017 Edit

Looking for the best coffee shops in New York City? We have compiled the ultimate list of coffee shops in New York City. You will find some of the most wonderful coffee shops in this list. Also we have the best ideas on how to find and locate coffee shops in new york city.

Coffee is a plant (Coffee) and the name of the drink that is made from this plant. The coffee plant is a bush or tree that can grow up to ten meters (about 32 feet) high, but is usually cut shorter.

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Not Setting AM & PM in Small Caps

Small caps are short capital letters designed to blend with lowercase text that create emphasis but are less dominant than all uppercase text.

5:00 AM to 8:00 AM ✓ 5:00 AM to 8:00 AM

Open weekdays: 9 AM to 9 PM ✓ My train leaves at 3:15 PM.



Default Apostrophe or Quote Marks Not adjusting the directional flow of an apostrophe or quotation mark to suit the typeface used in a project can ruin the overall tone of the project.

"This isn't right" "That?" "That's better!" "This."

Just because I don't *react*, doesn't mean I didn't *notice*.

Stacking Letters

- Placing letters vertically underneath each other.
- Monospaced typefaces are an exception due to the fixed width.



S T A C K I N G

STACKING





