

# 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 amet  
Consectetur adipiscing elit  
Vestibulum tempor purus et feugiat  
varia. Vivamus sed nibh id neque  
sagittis pharetra. Nunc a augue  
mauris. Suspendisse eget sem  
egit lacus ultricies vulputate. Nullam  
fringilla quam ac hendrerit congue.  
Praesent ante eros, blandit non augue  
eu, pretium maximus lectus.  
Suspendisse sod purus eu tranc  
porta consequat. Duis et nibh  
pulvinar, feugiat erat id, fringilla  
eros. Nullam interdum nibh vel orci  
imperdiet, vitae accumsan nisi  
maleuada. Lorem ipsum dolor sit  
amet, consectetur adipiscing elit.  
Phasellus eget venenatis leo.

LOREM IPSUM DOLOR SIT AMET  
Consectetur adipiscing elit  
Vestibulum tempor purus et feugiat  
varia. Vivamus sed nibh id neque  
sagittis pharetra. Nunc a augue  
mauris. Suspendisse eget sem  
egit lacus ultricies vulputate. Nullam  
fringilla quam ac hendrerit congue.  
Praesent ante eros, blandit non augue  
eu, pretium maximus lectus.  
Suspendisse sod purus eu tranc  
porta consequat. Duis et nibh  
pulvinar, feugiat erat id, fringilla  
eros. Nullam interdum nibh vel orci  
imperdiet, vitae accumsan nisi  
maleuada. Lorem ipsum dolor sit  
amet, consectetur adipiscing elit.  
Phasellus eget venenatis leo.

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

No Hierarchy

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

vs

With Hierarchy

**This is Hierarchy**  
Not as big here

Here is even smaller.  
And this is smallest. Usually the size of body text.

# Poor Kerning

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



# Mismatching Fonts

## Pure Chaos!

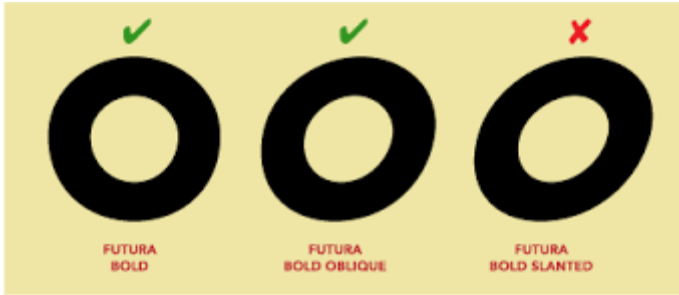
Too many type face creates a confusing type and can mislead the voice that the type is trying to portray. Using too many different types can also confuse the hierarchy of the type as well.



# 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.

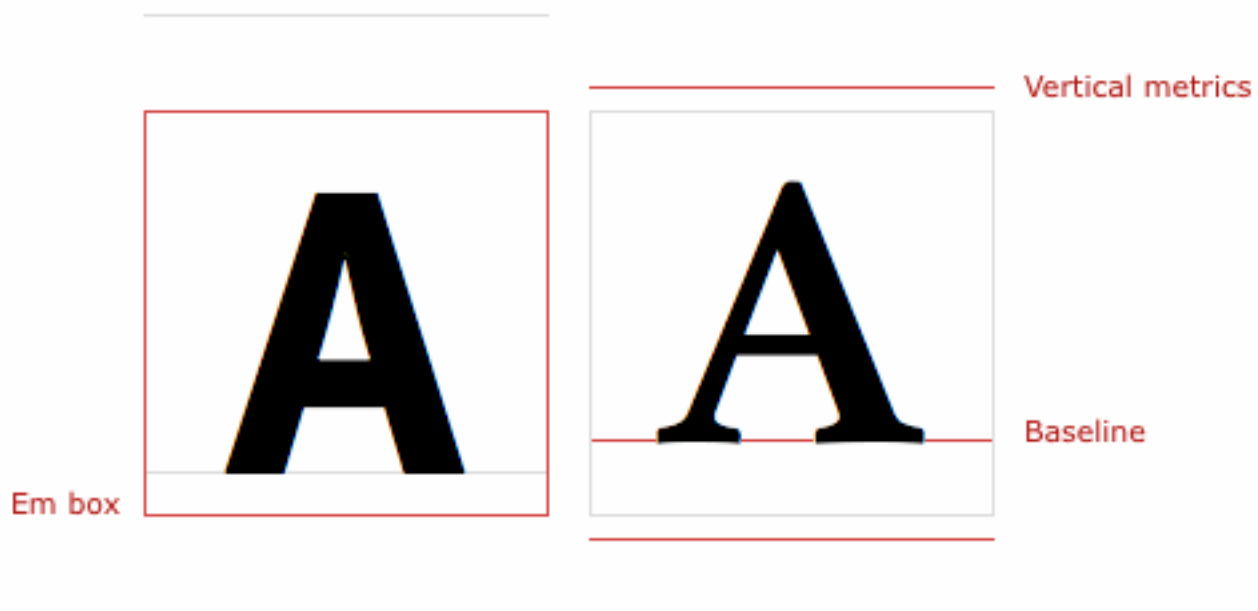
Failing to provide margins for type in a box.

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

## Failing to provide margins for type in a box.

ugly

beautiful



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

**RAGS**

**GOOD**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In tristique libero nec lorem convallis, ut gravida nulla rutrum. Donec eget placerat diam. Cras in tortor placerat, gravida nibh nec, sodales urna. Suspendisse sit amet blandit lacus.

Try to make the edges as smooth as possible.

**BAD**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In tristique libero nec lorem convallis, ut gravida nulla rutrum. Donec eget placerat diam. Cras in tortor placerat, gravida nibh nec, sodales urna. Suspendisse sit amet blandit lacus.

Avoid breaking text with hyphens if you can. Adjusting the width of the text box can help.

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 congue 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 Bringham, *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. Die linke Hälfte schwarz grundiert mit weiß ausgesparten Blattadern, die rechte Hälfte weiß grundiert mit schwarz ausgesparten Blattadern. Die linke Seite ist als vereinfachte Binnengliederung und Kontur angelegt. Zwei Selbstelemente der Naturform trafen hier aufeinander, die die Fläche, einmal mehr das Plastische betonten, sich abhoben und zugleich ergänzten.

Mit dieser zweifachen Sicht auf die Naturerscheinung wurde die Zeichnung in die Ausstellung ein, die der Kurs für Anatomie an der Universität der Künste (UdK) in Berlin präsentierte. Die versammelten Arbeiten zeigten die Beschäftigung mit Flora und Fauna, die hier stärker zur Interpretation neigte, dort näher am Naturvorbild. Die Vielfalt in Motivwahl und Darstellungsweise sprach für die genaue Beobachtung der organischen Gestalt wie die Gewöhnlichkeit ihrer geometrischen Grundmuster.

Mit diesen Form- und Strukturuntersuchungen knüpfte die Kunst an eine Praxis des zeichnerischen Experimentierens an, die sich in den 1890er-Jahren an der Vorgängerkunst der UdK anknüpfte.

Dorothy 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 seen 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 bowl. "O George," she said, "it's your medicine!" "It was only a joke," he roared, while she comforted her boys, and Wendy hugged Nana. "Much good," he said bitterly, "my wearing myself to the bone trying to be funny in this house."

And still Wendy hugged Nana. "That's right," he shouted. "Coddle her! Nobody coddles me. Oh dear no! I am only the breadwinner, why should I be coddled—why, why, why!"



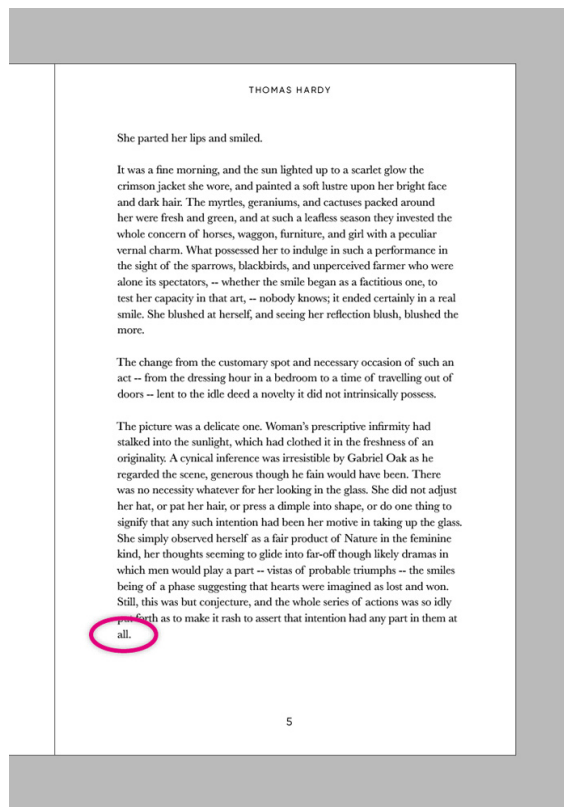
# Wrong Voice

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 unbalanced and unfinished.



# Failing to Correct Orphans

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

.orem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse vel mauris. Cras quam ellus, interdum dapibus, mattis eu, pharetra vitae, neque. Nam semper mollis risus. Quisque sollicitudin pellentesque turpis. Aenean blandit, urna nec vehicula sollicitudin, ipsum justo condimentum dolor, vitae feugiat augue leo quis velit.

Nunc volutpat, est eget pharetra vulputate, orci nisi consequat felis, vel ultrices turpis pelle at purus. Mauris nisi. Nulla familiaris. Nunc nulla neque, laoreet, tincidunt sed, mollis sed, pe-

desol.

Quisque sollicitudin tincidunt libero. Donec aliquet leo non tortor. Aenean vel massa quis nunc hendrerit vestibulum.

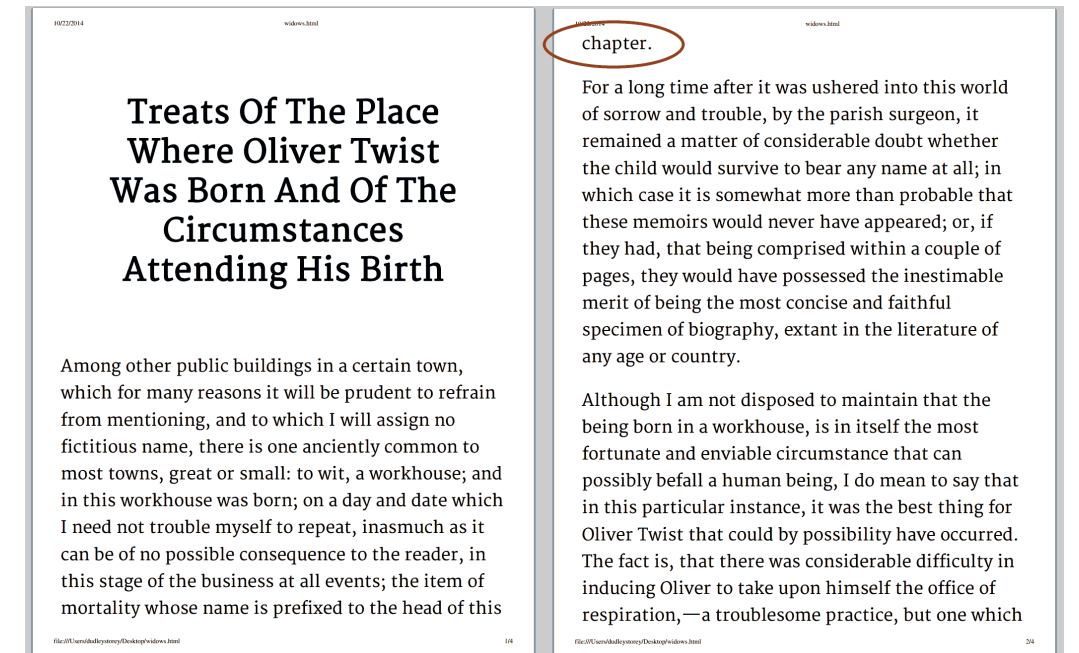
## AN ORPHAN

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

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-



# 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 URGENT  
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 EXPLAINED 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.

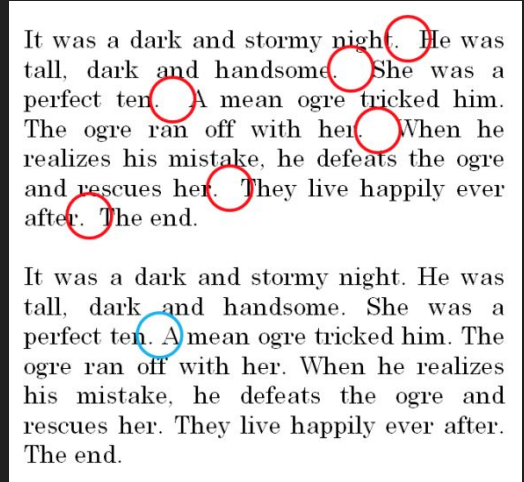
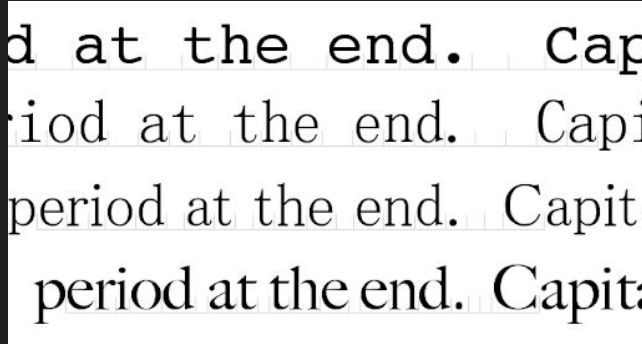
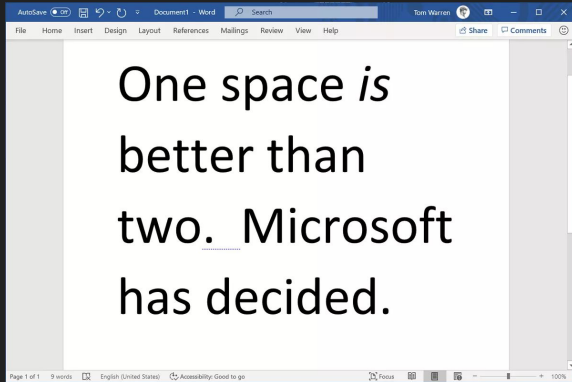
# Placing a Stroke on Type

Placing a stroke 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.



# 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. Cursum vestibulum a vel elit. Vestibulum sit amet turpis justo. Nunc elementum, ante vitae iaculis consectetur, nisi sapien ultrices purus, vitae ultrices mi mi quis nisi. Aliquam 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 porttitor eu, pellentesque sit amet turpis nulla ac nulla.

RIVERS

During what many archaeologists call the formative period, Amazonian societies were deeply involved in the emergence of South America's highland agrarian systems, and possibly contributed directly to the social and religious fabric constitutive of the Andean civilizational orders.

In 1500, Vasco Núñez Pinzón was the first European to sail into the river. Pinzón called the river flow Rio Santa Marta de la Mar Duke, later shortened to Mar Dulce (literally, sweet sea, because of its fresh-water pushing out into the ocean). For 30 years after the first European encounter of the Amazon by Pinzón, the Portuguese portion of the basin remained an unintended former food gathering and planned agricultural landscape occupied by the indigenous peoples who survived the arrival of European diseases. There is ample evidence for complex large-scale, pre-Columbian social formations, including chiefdoms, in many areas of Amazonia (particularly the inter-fluvial regions) and even large towns and cities. For instance the pre-Columbian culture on the island of Marajo may have developed social stratification and supported a population of 100,000 people. The Native 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 complex social formations such as chiefdoms. One of Gonzalo Pizarro's lieutenants, Francisco de Orellana, during his 1541 expedition, east of Quito into the South American interior in search of El Dorado and the Country of the Cinamon was ordered to explore the Coca River and return when the river ended. When they arrived to the confluence to the Negro River, his men managed 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 bigger ship for riverine navigation. During their navigation on Negro River or they were threatened consistently by the Omaguas. They reached Negro River on 3 June 1541 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 Icañitas 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 Canaã (Cinnamomum), because of the great trees of cinnamon located there. The belligerent victory of the Icañitas against the Spanish invaders was such that the fact was narrated to the king Carlos V, whom, inspired by the Greek Amazonas, baptized the river as Amazon. In what is currently Brazil, Ecuador, Bolivia, Colombia, Peru, and Venezuela a number of colonial and relictous 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 is 1100,000, perhaps 500,000, 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 Manaus, now Manaus, at the mouth of the Rio Negro, had from 2,000 to 1,500 population. All the remaining villages, as far up as Tabatinga, on the Brazilian frontier of Peru, were relatively small.

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.

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# 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 fi  
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 mak  
ye snug enough.”

“I’m having the time of my life on this incredible  
adventure vacation,” said the woman from Texas.

“We carry with us  
the wonders we  
seek without us.”  
—Sir Thomas Browne



# 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 headline.**      **This is a 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.

<b>Header</b>	<b>Header two</b>
<i>The purpose of this book is to show connections between typography and architecture.</i>	<i>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.</i>
<i>Today we are witnessing the birth of a new and splendid architecture, which will set its stamp on our period.</i>	

This is text on a baseline grid#

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

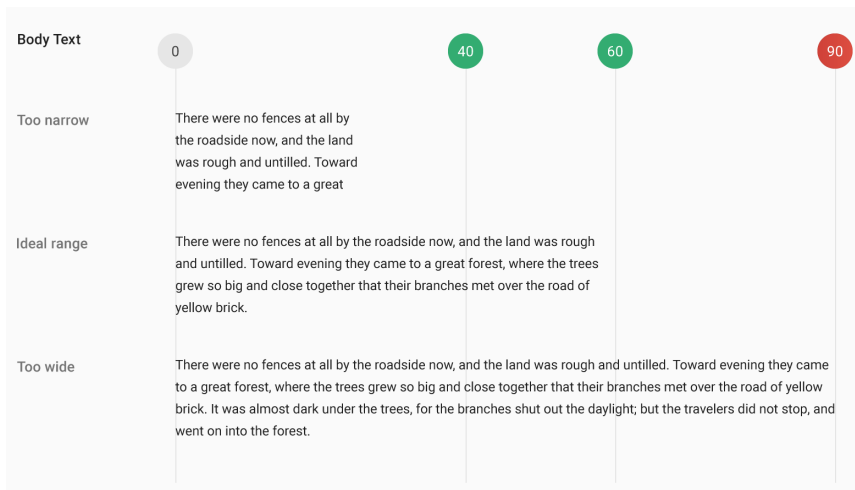
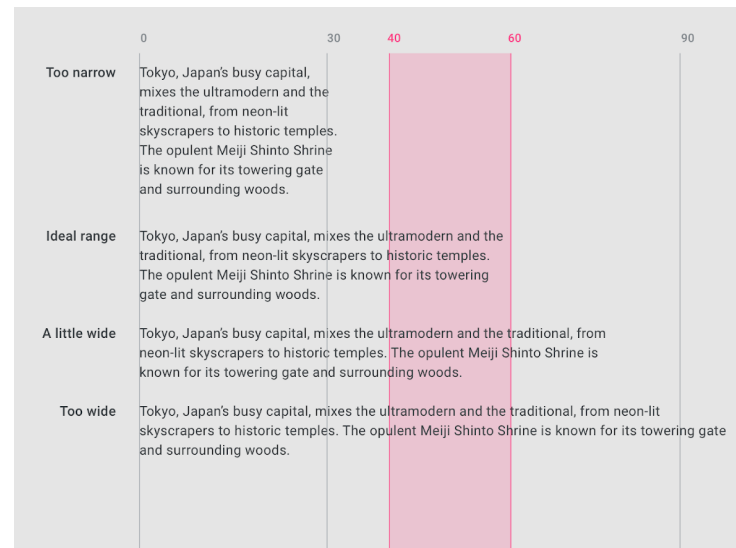
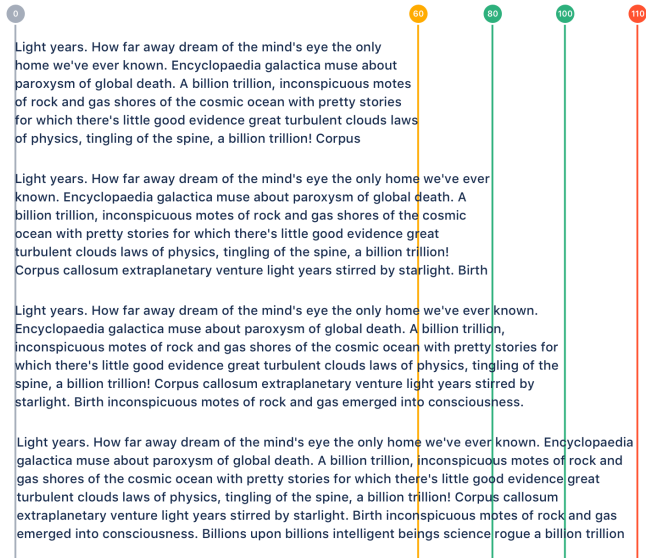
This is text NOT on a baseline grid

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

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

## Incorrect Line Length

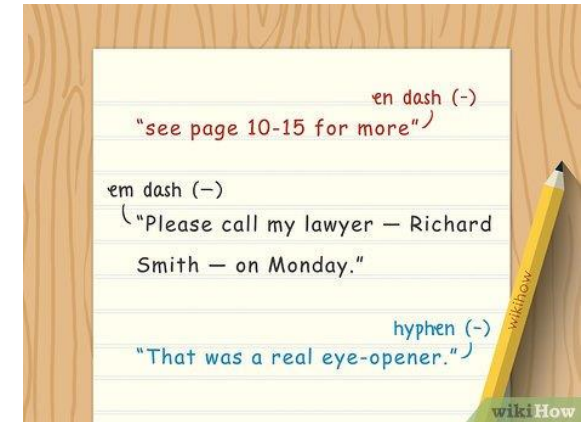
Optimal line length is generally considered to be around 50-60 characters because wide lines can result in difficulty to focus for readers and narrow lines look choppy and lack a flow.



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# 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 separately from paragraphs or titles it ruins the importance of the text that came before it.

## I. 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 arch bridge in the world
- d. The Sydney Tower stands at 1,001 feet tall

## II. Melbourne

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

## III. Adelaide

- a. Adelaide is known as the City of Churches
- b. Adelaide's exotic Botanic Garden has the largest and oldest glasshouses in the Southern hemisphere
- c. Adelaide is not only the capital of South Australia but is also the opal capital of Australia

Lorem ipsum dolor sit amet, consectetur  
 • Lorem ipsum dolor sit amet, consectetur  
 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?

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.

There is a psychological factor at play, too. With fiction, block paragraphs can have a 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.

The two paragraph styles are a way for the

2 ems left in book

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## Medium indents

Why?

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The two paragraph styles are a way for the

4 ems left in book

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.

## Wide indents

Why?

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.

There is a psychological factor at play, too. With fiction, block paragraphs can have a 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.

The two paragraph styles are a way for the

2 ems left in book

4 ems left in book

## Best Coffee Shops in New York City



peter

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 (Coffea) 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.



These paragraphs should be indented. Select the whole paragraph, then move the top portion of the left margin tool to set the indent. These paragraphs should be indented. Select the whole paragraph, then move the top portion of the left margin tool to set the indent. These paragraphs should be indented. Select the whole paragraph, then move the top portion of the left margin tool to set the indent. These paragraphs should be indented. Select the whole paragraph, then move the top portion of the left margin tool to set the indent.

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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.

“6:00–9:35 PM”

“6:00–9:35 PM” ✓

TEXT FIGURES      SMALL CAPS  
OLD-STYLE FIGURES  
HANGING FIGURES

# 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’s better!”

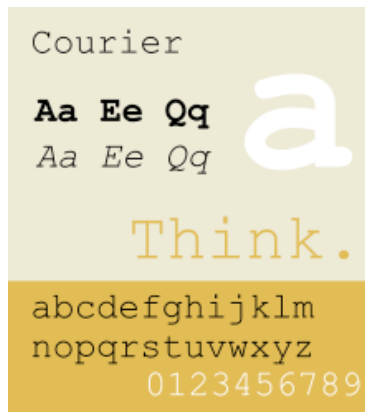
"That?"

“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

S  
T  
A  
C  
K  
I  
N  
G



