

Guidelines for Comfortable Reading Text

(The Paragraph text)

Font Point Size, Leading and Column Width

Here are some guidelines to help you achieve the most comfortable relationship between these three size variables for paragraph text. The worst thing you can do: Please never make reading-text bold in my class. Captions, pull quotes, headlines, sub heads may all be bold, but not reading text (the paragraph text)!

Point size of the font is written over the leading, by the width of the column, in pica. A column that is 9 picas wide could have it's type set as small as 7 points with a leading of 8 points. This is written like this: 7/8 by 9.

Columns 9 pica wide:

These should all be aligned left, at this small size.

7/8 by 9

7/9 by 9,

8/9 by 9 to 8/10 by 9

9/11 by 9, up to 9/14

(use extra leading judiciously, use your intuition, because every design is different).

Columns 18 picas wide:

These could be aligned left or justified.

8/10 by 18

9/11 by 18

10/12 by 18

11/14 by 18

Some increased leading would be acceptable.

Columns 24 pica wide:

Justified or aligned left.

10/12 by 24

11/14 by 24

12/14 to 12/15 by 24

Columns 27 pica wide:

Justified or aligned left.

10/14 by 27

11/14 - 16 by 27

12/16