

MSO:

Preparing content

A lot of time is often spent formatting content sent to us by clients, and time is money you could avoid paying by following some simple guidelines:

1. Double Returns

Do you hit the 'return' or the 'enter' key twice between paragraphs or after headlines?

Using two spaces leaves way too much space between each paragraph - it looks disconnected. We always remove them and add paragraph space, this feature is available in word so it will save us time and you money to use paragraph spacing.

2. Two Spaces After Punctuation

Do you add two spaces after each sentence?

This is an out-of-date practice left over from the typewriter days – using only one space is the correct way. We have to remove them anyway and the automated Find & Change function will sometimes get rid of things it shouldn't!

3. 12 Point Type

Do you use the default 12 point type?

For most typefaces, 12 point is a bit too large for body copy. Compare a 10, 11 and 12 point passage of text and tell me which one looks more professional! We will set your type anyway, but to get a good idea of the amount of content that will be involved in your document, set it at 10 or 11 point for body copy and specify your target audience so we know which size will be most suitable.

4. Underline

Do you underline?

Never use the underline feature, it is a law. Only for hyper links on the web is this allowed. Underlining was a way for typewriters back in the day to highlight text because they couldn't set italics! If it is not a hyperlink, italicise it.

5. Bad Grammar & Spelling

Do you check the copy before sending?

Not spell checking your work and not using the right grammar is one of designs biggest problems. If copy is provided to us by the client we expect that it is correct. It is part of our procedure to spell-check it and we will check it during the proofing process but – **the ultimate responsibility for correct grammar and spelling lies with the client.**

6. ALL CAPS

Do you use all caps?

All caps is more difficult to read and this is because we recognise a word not only by it's letters, but by the shape of the whole word. When text is in all caps, every word has the same shape so we have to read every letter by itself. All caps is fine sometimes, for example as a brand byline, a short statement or when using type as image, but generally when you are trying to emphasise something, try using bold or italics.

7. Hyphens For Bullets

Do you use bullets for hyphens?

This is a typewriter habit and is unprofessional. Try using dots or dingbats.

8. Using different fonts

Do you spend time choosing typefaces?

You do not need to use different typefaces to set your copy in Arial or something simple like this is fine, most copy comes from a PC based computer that uses different types of fonts anyway, so often they will not translate to our Mac's. If you have brand guidelines or specific typeface requirements let use know and we can accommodate these in the design.

9. Putting images in word

Do you put images into the word file?

Often we receive the copy and images in same document, then we have to extract your images and re-save them into Photoshop into the correct file format, resolution and colour system. It is easier for us to receive these images as separate files and it will also save you time putting them into the word file in the first place. Just indicate in the text document where the image will be and use the name of the actual image file, rather than a general description.

10. Image resolution and web files

Do you grab images off the net to send to us for print?

Images from the internet are rarely suitable for print, the resolution is too low and will appear pixilated in print. Usually you can tell if it is too small for print by its file size, for example the average logo displayed on a website is around 40kb. This is too small for print! You also need to get permission to use images off the internet so it is not the best source of content on a few different levels. For print we need files to be finished size (the physical dimensions that it will appear in the publication) and be around 300dpi, this is called the resolution of an image.