

# Irvine Royal Academy—Technical Department

# S3/S4 Graphic Communication

**Text** 

This is text along a path

### **Use of Text**

In Desk Top Publishing, text is used in many different ways. You will need to learn the various terms used to describe different aspects of its use.

### **Columns**

In books, magazines and newspapers, text is arranged into **Columns**, often one in a small book, two in a larger book or magazine, and perhaps six or so in a large broadsheet newspaper. The gap between the columns is called at **Gutter**. The gap down the left and right side of a page is called a **Margin**. The space at the top is a **Header**. A **Footer is** at the bottom of the page, and may include a **Folio**, or **Page Number**.

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There now is your insular city of the Manhattoes, belted round by wharves as Indian isles by coral reefs—commerce surrounds it with her surf. Right and left, the streets take you waterward. Its extreme downtown is the battery, where that noble mole

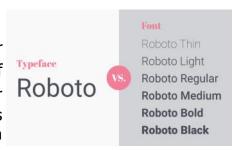
### **Justification**

Justification describes the layout of the text in a column. It can be arranged **Left, Centre, Right** or **Fully Justified**. These describe where the text is lined up, eg. This paragraph is **Left Justified**.

Sometimes paragraphs can be **Right Justified**, like this one, but this is often just used next to a picture, where the text may be the **Caption** or words describing the details of the picture.

## **Font or Typeface?**

A style of text, such as STENCIL, Arial Black or COPPERPLATE, is described as a Typeface. Different kinds of text of the same font, such as Different Sizes, BOLD, or Italic is described as a Font. By the way, this paragraph has been Fully Justified. Typefaces can be divided into three main types— Sans Serif fonts, which are simple in style, Serif Fonts, which have the little flicks at the end, and Fun Fonts, which are more elaborate, and mainly used for Headings. Serif fonts are easier to read in large paragraphs. Sans Serif fonts are often used for headings. They are also regarded as being more modern, but they can all be used to create different layouts.



Fun Font with Centre

Justification



#### Text Wrap

Where an illustration on a page has the text following its shape, this is known as **Text Wrap.** It is often used in magazines.

### Flow Text Along a Path

This is the term used to describe where a line of text has been made to follow a curved line or around an object.

#### **Drop Capital**

Drop Capitals are large letters at the start of a paragraph. They are used to attract your attention to the start of a piece of writing, and sometimes to break up the monotony of large blocks of text. A **Raised Capital** is a large letter that sticks up out of the line of text.