



Changing fonts... good or bad?

Have I gone off my rocker, just for changing fonts for this newsletter, just because I didn't like the way one character looked? Perhaps I'm just being petty.

And then after I made the change, the font looked too heavy. I changed again. Then, it was the question mark that I didn't like. I changed again. I do believe I found the right one for the job.

All the paragraph styles have been updated to for the new font choice. Paragraph styles are absolutely fabulous.

So this is where I started up on the desktop. The font didn't show up. I'm thinking "What, I have to download for the desktop too?" No, I had to go to the type manger and activate the fonts. I am so Jonesing for a design production job again. I need the practice of dealing with these little details that set me back by only using the features once in a while.

I'm going to jump back to paragraph styles and why they are so awesome. Aside from they just are, I'm going to do a deep dive into the awesomeness of this feature. The first two newsletters had a slightly different font. There was something I did not like about that one font, so I spent time last night trying out new fonts. This document has four paragraph styles, and those styles give detailed specifications on how the type will appear when it's used. Font family, font weight, font size, font leading, font color, left/right justification, space before/after a paragraph and if you're familiar with all the paragraph options, the list goes on.

Starting with font family, if I chose to change a font from Times New Roman to Garamond Premier Pro, or the other way round, it's as simple as editing the paragraph style. Take a look at the two fonts with character styles applied to them, (that is so the paragraph style doesn't start a riot about something within the style being different). Times New Roman is slightly heavier than Garamond Premier Pro. Changing the font on a paragraph style, changes it throughout the document. Not only does it update the style, it updates the styles based on the style.

I just now edited the character style for Garamond Premier Pro to have a green background instead of a yellow one. This

will keep the two character styles from colliding with each other and playing tricks on you eyes.

In addition to paragraph/character styles, there are styles to be applied to tables and cells. Object styles are another feature that can make the designers job easier.

All of these style options, for type, tables and objects are quickly applied, repeatable, reusable in other documents, and allow for quick editing to change appearances. The hardest and longest process of using styles is the setup process. Even if you know the specifications of a style, sometimes finding the features in massive dialog is what it is, the frustrating part. Once these styles are set up, pre-flight and save a packaged version of the file. Then save a copy of the file as a template and a copy in IMDL format and place them inside the packaged document. The template is for new versions of the document. The IMDL is for those rare occasions when the original or template file cannot be opened. Yes, that has happened once in a while, maybe twice.

The Packaged document keeps you from losing track of placed documents. First job in a real print shop, the previous designer had a folder call logos. And in the style of Windows 3.1, file names had a naming format of #####.###. There were no long file names. It were as though I had landed in the hot seat of design. I went from amateur to professional in under a minute. Locating files was the worst of it. I'd update a layout, and package the file in order to keep everything together. I was using Pagemaker at the time and I'd see these file formats called pmg. What, you may want to know is a pmg file? Aldus version of eps file, it stood for Pagemaker group. Spent hours one afternoon after my regular work was done, and looked through every book in the shop and found 2 two line paragraph explaining it. I found out that I could open the files in Illustrator. I felt empowered.

I'm going to end here, I have more thoughts on character styles and templates. A mistake proof process.

I have art for sale, or merch if you want to call it that. Please see my Merch Webpage for more details.

<http://picassel.com/merch.html>

Have a great day!

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