

a practical look at printing

with MS Word BY TIM O'TOOLE

Here's an example of a publication which mimics the high-priced printer software, working with Microsoft Word. Notice how the subtitle of the headline is very snug with the title. MS Word can approximate this, but to get it this close, you will have to use a graphics program.

Make good use of white space, sans serif type for captions, and serif type for body, unequal column widths, and even column-within-a-column.

The typography itself is the only graphic element on this page.

With appropriate use of white space, your eyes don't mind reading the finer print in the smaller columns.

Visual presentation of the text is the draw, not the content itself.

We start off with a **drop cap** (a basic feature of MS Word) and set the leading at 24 point, to separate the lines more than the default distance.

Then we insert a text box without visible border, which can imitate a multi-column display in the succeeding paragraphs.

Please note that MS Word does not allow you to create columns within a text box.

Instead we are allowed to insert a TABLE – in this case a table with two columns, and only one row.

The minor drawback here is that you will have to watch how things unfold, because it will not automatically roll over to the second column when you run out of space. That also means you must plan your paragraphs and sentence endings. Forget about hyphenation between words from column one and column two.

You must also be careful when editing the copy on the main part of the page (the preceding paragraphs and left-most column), because that can cause the drop cap to shift, or move the text box down a line or two.

It is heartening to note that:

-) The bullet feature is supported within tables,
-) For those instances where you wish to list out items,
-) Thereby continuing the illusion that this page is all part of,
-) One big happy family.

Just remember to turn the bullets off when you are done with them.

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