The ABCs of Publishing
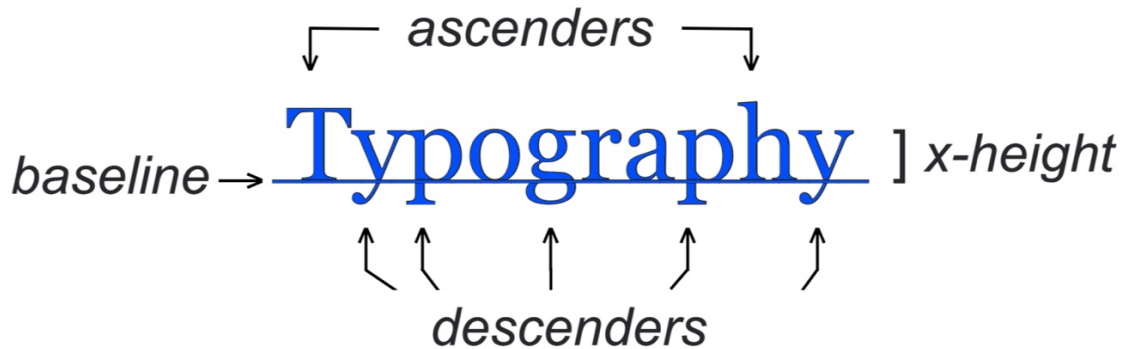
The ABCs of Typography

x-height — the height or main body of a lowercase letter, excluding ascenders and descenders

ascender — the upward stroke of a letter that extends above the x-height or main body of a letter (examples: b, d, f, h, k, l and t)

descender — the downward stroke or "tail" of a lowercase letter that extends below the baseline (examples: g, j, p, q and y)

baseline — the imaginary line upon which characters sit, excluding their descenders

serif — a small stroke at the end of a main letter stroke, ascender or descender (examples: Bookman, Garamond, Times New Roman)

sans serif — type without serifs (examples: Arial, Helvetica, Futura)

The ABCs of Punctuation

"Smart quotes"
"Vertical quotes"

smart quotes — curly or slanted quotation marks; considered more professional than the straight, vertical quotation marks used to symbolize inches; the same goes for curly or slanted apostrophes, with vertical apostrophes being used to symbolize feet

diacritical marks — accent marks that denote phonetic distinctions in many languages (examples: é, ñ, ü)

em dash — a long dash (like the preceding one) often typed as a double hyphen; in typography an em dash measures the width of a capital M in a given type size; often used to set off words or phrases, or as an alternative to a colon

en dash — a dash wider than a hyphen but half as wide as an em dash; often used to separate ranges such as dates and times (like 1999–2000); in a given type size an en dash measures the width of a lowercase n or half the width of a capital M

leaders — repeating characters such as a series of dots that precede some text; frequently used to separate chapter or section titles and their starting page numbers in tables of contents (like Chapter 2 . . . . 10)

The ABCs of Paragraph Formats

- This list item "hangs."
- This one does as well.

hanging indent — a paragraph with the first line flush left or "hanging" into the margin and the remaining lines indented further away; often used for bulleted or numbered lists

line spacing or **leading** — the vertical spacing between lines of type

justified — type that aligns on both the left and right edges

ragged left — type that aligns on the right (flush right) but not on the left

ragged right — type that aligns on the left (flush left) but not on the right

hard hyphen — a hyphen that prints no matter where it falls in a line of text; should never be used at the end of a line that may change with future edits

soft hyphen — a hyphen that appears on a computer screen but prints only when it falls at the end of a line of text; sometimes called a discretionary hyphen

The ABCs of Page Elements

canvas

brushes

easel

palette
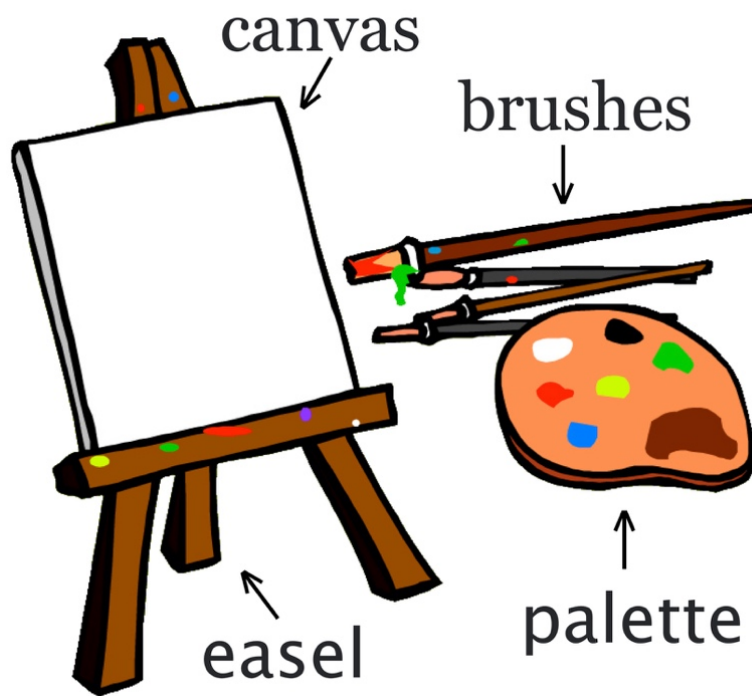
callouts — labels identifying individual areas or elements in a piece of art or on a photo

header or **running head** — a block or line of information, such as a document, book or chapter title, that repeats at the top of several pages in a document or book

footer or **trailer** — a block or line of information, such as a page number, that repeats at the bottom of several pages in a document or book

run-in head — a heading that appears on the same line as the text that follows it

pull quotes — enlarged quotes or segments from the primary text used to catch a reader's attention or to emphasize a point

sidebar — a block of information that supplements a story or the primary text; often boxed or screened or set in a contrasting font for visual separation

The ABCs of Page Layout

"Now you say you're lonely. You cry the whole night through. Well you can cry me a river. Cry me a river. I cried a river over you."

↑
river

river — a distracting line of white space flowing vertically through a block of text; more likely with justified type; often fixable by tracking a portion of text

track – the adjustment of spacing between letters throughout a specified range of characters or words to improve the optical spacing and overall look of the type

kern — the adjustment of spacing between pairs of letters to improve the optical spacing and overall look of the type

**two-page spread** — a set of left- and right-hand pages that face each other

white space – the blank space, margins or open areas on a page

gutter — the white space between the pages of a two-page spread *or* the space between columns

recto — a right-hand page; the page most often used for a title page, to start a section or to start a chapter on

verso — a left-hand page; might also be considered the back side of a page

The ABCs of Printing
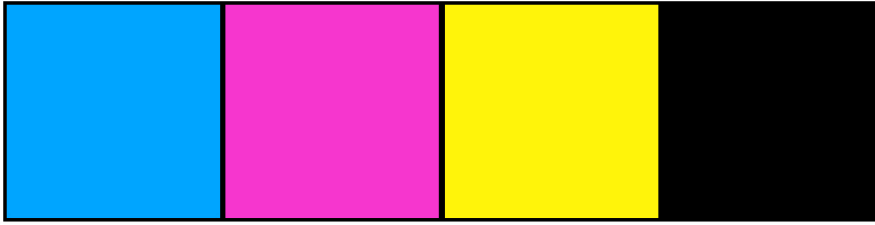
CMYK — in four-color printing the C refers to cyan/blue, the M refers to magenta/red, the Y refers to yellow and the K refers to black; different percentages of each will produce any color visible to the human eye

dpi — dots per inch; the higher the number, the better the resolution and sharper the image; 300 dpi is typical standard minimum for printing

house stock — paper a commercial printer uses frequently enough to buy in large quantities and keep on hand, as opposed to specially ordered paper; tends to be less expensive for the customer

trim size — the final cut size of a printed piece

live area — the portion of a page where the printed text and/or image appears

AAs — author's alterations — the changes an author makes after a printer has printed a proof; changes that require additional work on the printer's part for which the author is charged

The ABCs of Book Publishing

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ISBN (International Standard Book Number) — the unique number assigned to each new book, edition or format of the same book

SAN (standard address number) — the unique number assigned to each publisher; important for payments from booksellers to get to the correct publisher

front matter or **preliminaries** — the portions of a book that precede the main text (examples: title page, dedication, table of contents, foreword, preface)

back or **end matter** — the portions of a book that follow the main text (examples: appendices, index, author bio, order form)

distributor — a company whose salespeople try to get the books it represents into bookstores and libraries and sometimes other outlets

wholesaler — a company that buys and warehouses large quantities of books and sells them directly to bookstores and libraries

The ABCs of Publishing Personnel

literary agent — a person who serves as a "matchmaker" between a writer and a publisher, negotiates a book contract and sends payments from the publisher to the writer; reputable agents tend to be members of AAR (the Association of Authors' Representatives)

publicist — a person who works with writers to generate interest in their books by arranging interviews, speaking engagements, book club talks and the like; publicists lend more credibility to writers than writers have when pitching their own books

publisher — the person or company that pays for the right to publish a book and oversees its printing, binding and distribution; nearly all legitimate publishers pay the authors of their books rather than charge the authors to publish them

acquisitions editor or **developmental editor** — the editor who acquires an author's book and shepherds it through the entire publishing process as well as addressing "big picture" issues such as a book's organization and final length

copyeditor — an editor who checks the "picky little details" of grammar, spelling and punctuation, and ensures that books adhere to the publisher's "house style"

printer — the person or company that does the physical printing and often binding of a printed book

aggregator — the person or company that converts a digital document into ebook files that various reading devices can display