

DESN 155 – COMPUTER PAGE LAYOUT

EXERCISE 3 – PART 1

1. HOW TO PROOFREAD

2. Grammar and spellchecker in some software catches only *some mistakes*. To catch other less obvious errors you need to visually proofread your document. Visual proofreading of text and layout occurs at many stages, from early drafts to prepress and press proofs of the final typeset document.

3. RUN SPELL CHECKER!

1. **Read before proofing.** Read the entire document through once to get an overall feel for content and layout before you proofread for errors.

2. **Proofread text.** Proofread the document checking for punctuation and spelling irregularities (including consistent use of alternate spellings based on any style guide used by the organization).

4. 3. **Read aloud.** Proofread the entire document, including headlines and other text by reading it aloud. If possible, have another person listen and read along while you read aloud. This is a good way to catch missing words or doubled words.

5. 4. **Read backwards.** Proofread headlines, subheads, pull-quotes, and callouts **backwards** focusing on the words instead of trying to read for comprehension.

5. **Doublecheck names.** Check spelling of all names and company names.

6. **Doublecheck numbers.**

a. Check all numbers carefully.

b. Call phone numbers to verify.

c. If addition, subtraction, or other math operations appear in text, doublecheck the figures.

3. Tips:

- **Proof from a printed source.** It is best to print your document and proofread a hard copy rather than relying on the on-screen representation, even when proofreading Web pages.
- **Why to Use Proofreading Marks** Just because most of your work is done on the computer doesn't mean marking up a hard copy is obsolete.
- There are some types of errors that only become obvious when seen in print. *Don't rely solely on what you see on-screen.*
- Proofreaders' proofreading marks **provide consistency** and help to **avoid miscommunication**. Whether sharing work with others or proofing your own work, proper use of proofreaders' marks saves time and frustration.
- **How to Use Proofreaders' Proofreading Marks** There's no need to memorize every one of the dozens of symbols used in proofreading. You'll become familiar with the most frequently used symbols quickly enough. Keep this list handy for everything else.

7. Look for inconsistencies. Check for consistent use of small caps for abbreviations and acronyms as well as consistent use of italics (for book titles, foreign phrases, etc.).

8. **Proof graphics and captions.** Check artwork and ensure that it is placed correctly. Proofread captions and look at artwork to ensure the correct captions are with each photo.

9. **Look at the fonts.** Check for changes in fonts within text and consistent font usage for headlines and captions.

10. **Look at spacing.** Check for consistent spacing between elements such as headlines and body copy or gutters between columns of text.

11. **Look for trapped white space.** In justified text, especially, look for rivers of white space and awkward hyphenation.

12. **Work from beginning to end.** When making corrections to text that includes changing line endings (tracking, font size changes, etc.) start at the beginning of the document and work towards the end.

13. **Have a proofreading partner.** If possible, have another person proofread or assist you when you proofread your own work.

Mr. Wise DEMO

LETTER SIZE, PORTRAIT WITH 1/8" BLEEDS, 1/2" BOTTOM SLUG WITH NAME .5" MARGINS
TEXT FRAME: 7.5" X 8.5"
PLACE: "HOW TO PROOFREAD" COPY
LOAD PROVIDED COLOR SWATCHES

BACKGROUND: R=217 G=146 B=85 20% TINT

CREATE THE FOLLOWING **PARAGRAPH** STYLES AND FORMAT THE TEXT

1. **HEAD** Based on Body, Heavy Italic, 24 pt. Color R=191 G=73 B=31, all caps, .25" space after Paragraph, Rule below with offset .125", span columns
2. **DECK** Based on Body, Demi Bold 13/16, color R=217 G=146 B=85, drop cap 3 lines with 1 character, .125" space after paragraph, span columns
3. **SUBHEAD** Based on Body, Bold Italic, 16 pt, color R=191 G=73 B=31, .125" space after and space before paragraph, span columns
4. **BODY** Avenir Next Condensed Medium, 11/13
5. **NUMBERED LIST** Based on Body, .25" left indent, -.25" first line indent, .0625" space after paragraph, list numbered
6. **BULLETED LIST** Based on Body, .25" left indent, -.25" first line indent, .125" space after paragraph, list bulleted

CREATE THE FOLLOWING **CHARACTER** STYLES AND FORMAT THE TEXT

- A. **BOLD** Bold, color R=22 G=180 B=242 (Blue text in body copy)
- B. **DEMI ITALIC** Avenir Next Condensed Demi Bold Italic (within Deck)
- C. **ITALIC** Medium Italic (within Body)
- D. **DROP CAP** Tiffany Heavy Italic, color R=22 G=180 B=242 (in Deck)

