

BELLEROPHON PRODUCTIONS



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Type Management and Design Services

File Clean-Up

Style Sheets

Word processing files, particularly those texts which have had collaborative writing and editing, and that have been subject to extensive cut and paste from external sources will likely have erroneous style sheets embedded. These styles are typically masked by localized formatting yet remain underlying and can cause problems in format, color, fonts, attributes, and so on. These styles are carefully and systematically reviewed and removed.

Localized Formatting

A customary practice in recent years among authors and some copyeditors is to communicate book elements with localized word processor formatting—a quasi-design technique. Localized formatting interferes with the application of designed style sheets so it is removed and replaced with coding. Paragraph specifications are predominantly applied with styles and codes.

For more of the proactive approach taken see the [precomposition checklist](#).

Coding

Print-optimized text is normally coded using style sheets set in < > and named as an .html tag or an acronym made clear in meaning. The codes/styles are designed to be understood and replaced by a class of web-based cascad-

ing style sheets (CSS). Elements are defined in accordance with *The Chicago Manual of Style*. The *Publication Manual of the American Psychological Association* (APA) is consulted for scientific and research type manuscripts. Text can be coded to the publishers style. The purpose and intent of the coding is to develop a structure that can multi-function, i.e., the construct is such that the text is adaptable for print- or web-optimization. [Here](#) is an example of coded styles. Some .xml is available.

Print-Optimized Text

Text destined for print is composed in either Quark XPress™ or Adobe® InDesign® page layout programs. Type 1 postscript fonts are used for vector type. Pull-down attributes e.g., italic and bold are removed and replaced with fonts specifically built for the family. Attention is given to the hyphenation and justification settings, as well as word and character spacing, to accommodate the uniqueness of individual type families. Graphics are created as vector-based line art or 266 or 300 ppi raster images; grayscale or cmyk mode as applicable. Hyphenation can be customized for texts with unusual or discipline-related terms.

Web-Optimized Text

Html coding is done in an .html editor—Taco HTML edit—generally conforming to .html 4.01 transitional. Coding is validated to World Wide

Web Consortium (W3C) standards. Text styling is accomplished with cascading style sheets to W3C standards. Html can be exported from Microsoft® Word or Quark Xpress™ however the validity of .html from wysiwyg programs is in question as to accuracy when repurposing to formats such as .azw or .mobi.

The purpose and intent of using CSS in conjunction with .html is to precisely control the format of the books elements so they appear as a book would traditionally, i.e., with leading, paragraph spacing, alignment and such carefully controlled. [Here](#) is an example chapter of a book typeset in .html.

Portable Document Format (.pdf)

Pdf files can be provided in a myriad of options as the publisher or editorial director requests. In all cases fonts will be nested during distillation for sure and accurate imaging. Some general guidelines follow.

High Resolution

Files destined for high resolution output at a service bureau, offset lithographer, or print-on-demand will be created according to the specifications given by the printer if available. In general the postscript will be distilled leaving the graphics as they were created, i.e., with resolution and color mode suitable for image-setting and plate-making. If not specified by the printer, crop marks will be offset 30 points. The document will be given a 1½" margin beyond the final trim.

Low Resolution

Pdf files with raster graphics that are destined for email attachments or fast loading websites are downsampled to 72 ppi. If the intent is to print to a desktop printer, and the document is a 5½×8½", 6×9", or 7×10" it can be postscripted to center on 8½×11" so as not to scale when printed. Documents for online distribution will not have crops.

Character Entities/Mathematical Characters

Html [character](#) and [mathematical](#) entities are coded to W3C standards. Print-optimized text will have the appropriate symbols created by keyboard strokes or special fonts.

Lists

Table of Contents

The table of contents can be generated by pooling instances of style sheets. This is an excellent way to confirm accurate application of head levels. Including all levels of headers makes for a comprehensive listing.

Tables/Figures/Charts

As with the table of contents this can be automatically generated. The use of a style such as <th> (table head) is all that is required for this to be accomplished.

Index

Markers can be inserted in index terms—up to four levels including cross-references. This may not be the preferred method of professional indexers who have regard for the art form or in instances when analytical complexity rule it out. However it can be adequate in certain circumstances. The markers facilitate links from the index to text in documents intended to be web-optimized.

Text Display Art

Twenty-four [examples](#) of text art are displayed at this site. Other styles can be custom-made. Standard layer effect features built into Adobe® Photoshop® are available.

Other

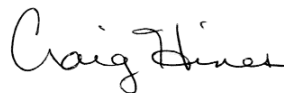
[House type families.](#)

[Client list.](#)

[Price chart.](#)

[Sample spec sheet.](#)

Signed,



Craig Hines, owner