Reproduce these four pages in a Microsoft Word (Mac) file and save.

1. A variety of typefaces and sizes.

Arial 72pt

Arial Black 40pt

Arial Narrow 48pt

Times New Roman 48pt

Baskerville 32pt

Courier New 48pt

Adobe Garamond Pro 25pt

Helvetica 55.5pt

(Clue: Insert > Symbol > Advanced Browser … Special Characters 42pt)

— — - © ® ™ ¶ …

(N.B. The last symbol is an **ellipsis** *not* three full stops.)

2. Variations within a type family

lower case

CAPITALS/UPPER CASE

SMALL CAPITALS

Bold

Extra Bold or Black Font

Italics

Compressed

Expanded to 150%

Reversed Out

3. Alignment

<div align="center">

This text is **centred** and
useful for headings and other
bits of text you want to stand out. But if you go on too long
you'll lose your reader's attention because of its
irregularity.

</div>

This text is **left-aligned** (or **ragged right**) and is the most common alignment for letters and other simple typed forms of communication. The good thing about this alignment is that it always wraps back to the same point and that the word spacing is regular so reading is easy.

This text is **justified**. It also starts at the same point on each line but can create problems of irregular word spacing when words like   'antidisestablishmentarianism'   or 'supercalifragilisticexpialidocious' are used close together.

This   text   is   **force   justified**;   and   the   problems   speak   for themselves,   don't   they?

<div align="right">

This text is **right aligned** and great for effect
but can be difficult to read because
the starting
point for each line is different.

</div>

Poets sometimes   write
        in **asymmetric**   alignment

        for reasons only discernable to
                                themselves
        and a few   editors

4. Spacing

Kerning (slight overlap between letters)

VALVE   unkerned

VALVE   kerned

Letter Spacing

LETTERSPACINGCANBEADJUSTED

T O   C R E A T E   I N T E R E S T I N G   E F F E C T S

AS   CAN   WORD   SPACING

Leading (say 'ledding')

Leading is the term we use to refer to line spacing in printing. It derives from the practice of putting thin strips of lead between the old lines of type to create spaces between lines. These four lines are in 14-point Calibri with 2 points of lead between the lines. Therefore the leading is said to be 16 points (font size + lead size).

These lines are in the same font but are spaced at 10 points of lead, therefore the

leading is 24 points. You will notice that the vertical spacing between the lines is

significantly greater than in the preceding paragraph.