



HOUSE STYLE

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HOUSE STYLE

Copy Preparation

The reading of copy by an experienced person before keyboarding. The object being to find and mark all discrepancies and variations within the copy so that the keyboard operator understands the requirements or style of the job. This can be very helpful when more than one person is setting the job, e.g. magazines, newspapers bookwork or booklets etc.

House Style

The purpose of a style in printing is to present all inconsistencies in the copy in a consistent style throughout the job. It will provide guidance and example of typographic practices for the use of:

Customers
DTP operators
Printers Representatives

When all people concerned with print production are familiar with the 'style' of text, it saves time and helps 'good relations' with the client.

There is a time honoured rule which is religiously adhered to in every printing office, *when in doubt follow copy*.

There are many authors who preoccupied with their trend of thought, have little consideration as to whether they are being uniform in their punctuation or in things like the employment of the hyphen in compound adjectives or the use of capitals.

The style of the house is not a demand to alter author's copy but rather the means of achieving its good presentation. Since a printer's style of the house aims at presenting the work of one particular establishment in a uniform manner, it follows that the house style of different clients varies slightly.

General Arrangement of Text

10-12 words per line.

Single space after full point (full-stop).

Keep word spacing to a minimum.

Break word at the end of a line rather than leave unduly wide spaces. Keep dates, time, addresses and names of people and their titles on the same line.

Punctuation

The very elaborate punctuation of the early part of the century was a reflection of the somewhat ponderous method of living when culture meant having unlimited time. Short and more concise punctuation is practiced today and is a reflection on the way of life.

Capitals

The indiscriminate use of capitals is to be avoided. Capitalise proper names, streets, countries, political parties and religious denominations.

Conservative party
Roman Catholic church
Points of a compass are now set in lowercase

Italics

Name of books, newspapers, periodicals, plays, operas, films, radio and television features should be set in italic.

The *Daily Express*, the *Listener*
The Times and *The Scotsman*

Numbers

Numbers under 100 spell out.

Dates: begin at day, ascend to month, ascend to year,
e.g. 19th May 1862.

Telephone numbers: 0121-578 4633 or 0564 773610.

Exceptions

The number 2,000,000 - use words, two million

A person age: forty seven years old

Spell out numbers when beginning a sentence

Abbreviations

7.30am 7.30a.m.

7mm 7 mm

J. A. Major J.A.Major JA Major

BA(Hons) B.A.(Hons) B.A. (Hons)

Alternative Spelling

Tends to be a problem with copy originated in America, follow Oxford Dictionary for spelling.

Color
Organization
Fertilizer
Practise or Practice

Widows and Orphans

Widow page which *ends* with a single word or hyphenated word at the bottom of the page.

Orphan page which *starts* with a single word or end of sentence.

It looks better to have at least two lines of a paragraph at the top or bottom of the page. Make sure that headings do not appear as the last line of a page. They should have at least two lines following them and more in the case of major headings.

Word Division

The nature of text is such that a word will frequently have to be broken or divided at the end of the line. This occurs most commonly when setting within a short measure. There are some very strange and in many cases unacceptable word division to be seen daily in newspapers, magazines etc. The frequency of such aberrations is very often due to automatic hyphenation in the software not being adjusted.

As a guiding principle, the first part of the word which is at the end of the line should suggest the second part which is carried over.

photo - graphy
chem - istry

General Guide to Word Division

Words of six letters or less should not be divided.

Words of one syllable should not be divided

Compound words should only be divided into their original components, e.g. pick-pocket, under-estimate

If two consonants come together the break should come between them, e.g. run - ning

Divide a word after a vowel, e.g. genera - tion

In present participles the ing should be carried over,
e.g. focus - ing

Break of two letter prefixes and suffixes should be avoided,
e.g. be- fore, defend - ed

QUESTIONS ON HOUSE STYLE

- (1) What is the main feature of a 'house style' ?
- (2) How many spaces should be used after a full-stop ?
- (3) Give an example of an item which should be kept on the same line when typesetting ?
- (4) When using numbers in the text what is the general rule ?
- (5) To avoid widows and orphans, give an example of how they can be avoided ?
- (6) What causes poor hyphenation, which can be seen in newspapers and magazines ?
- (7) When dividing words which need to be hyphenated at the end of a line, give an example of rules which can be applied ?