# SCIENTIFIC AND TECHNICAL TRANSLATION EDITING

**Lecture 7**

## Compositional Rules in Editing

*"Right and wrong do not exist in graphic design. There is only effective and non-effective communication."* (Peter Bilak, Illegibility)

Compositional rules are far more important than they are traditionally regarded as such. To a great extent, a well-chosen composition provides a successful message.

Any message consists of compositional units. Such units are called rubrics (or subject headings). A set of rubrics of one message is called rubrication. The type of rubrication determinesthe model of its compositional structure (e.g. an interview, an order, an article, a summary).

The way in which written material is arranged and prepared for printing is called typography. Typography focuses on the characteristics of a typeface, the shapes of the individual characters, and the aesthetics of a particular font. Text composition deals with how fonts are arranged on the page. It involves manipulating text placement and altering the visual appearance of the text.

The parts of almost any kind of a document can be broken down into five main sections: Titles (заголовки), Body (власне текст), Navigation (текстові зв'язки), Artwork (ілюстрації), and Credits (автори, редактор і т.ін.).

### 1. Titles

Typically headlines and titles are larger and more prominent than other text. These visual cues signal the start of a book, a magazine, an article, or a major division in a publication such as chapter of a book or a sub-section of a report.

Secondary headings include **kickers, decks, and subheads**.

The**kicker** is a short phrase found set above the headline (often seen in newsletters and magazines). Usually set in a smaller type than the headline, the kicker can serve as an introduction or as a type of section heading to identify a regular column, for instance. Kickers provide visual signposts or visual cues that let readers know where they are and where they are going. The kicker is a form of visual signpost that helps a

reader assess an article before committing to reading the whole thing. It gives a small hint as to what is to come or helps identify the type of article they are about to read.

The**deck** (often known as blurb) is one or more lines of text found between the headline and the body of the article. The deck elaborates or expands on the headline and topic of the accompanying text. Decks are set in a typeface that is sized somewhere between the headline and body text to provide contrast.

**Subheads** are one of several types of **heads** that are both an editorial tool and a design feature in page composition. They are sometimes described as mini-headlines. Subheads break text into meaningful sections, aid readability by breaking up large blocks of text, make it easier for readers to skim an article for relevant information, and also add visual interest to a page.

## 2. Body and Navigation

### Paragraph Emphasis and Organization

Solid blocks of unbroken text are difficult to read. Text is made more readable by breaking up the text and using visual indicators to show where paragraphs start and end. Entire blocks of text can be emphasized by using devices such as call-outs, frames, and bullets.

A **call-out** (підписи під ілюстраціями чи в ілюстраціях) is a label used to identify parts of an illustration. The call out may be a simple bit of text around the perimeter of the illustration with or without a line or arrow tying it to a section of the illustration. Or, a call out may be framed with boxes, balloons, use arrows, bullets, or have some other decorative treatment.

Lines of type that are too long or too short slow down reading and comprehension. Combine the wrong line length with the wrong type size and the problem is magnified. The shorter the line length, the smaller the font should be — allowing more words to the line. The longer the line, the larger the font can be.
There is a four-step process that can help determine the best line length. Keep in mind that these formulas work only when using the selected font. Changing the font and type size alters the results of the line length formulas. Follow through on all four steps when determining the ideal line length to get a range that best works with your layout and font size.

**Bullets**are the traditionally round symbols found in most fonts. Bullets don't have to be round. They can be squares, diamonds, triangles, arrows, check boxes, check marks, stars, and other shapes. Bullets are used to:

- organize a list
- draw attention to information

Bullet lists are especially useful in multimedia presentations (such as PowerPoint slides) to present nuggets of information without a lot of reading.

**Margins**

The margin - top, bottom, or either side - is that usually empty space between the trim (where the page is cut) and the live printing area (primary text and graphics) of the page. Sometimes headers or footers may be placed within the margin area.

Margins have several functions:

- Visually, they keep the text and graphics from "falling off the page" by providing a buffer zone
- They give the eye a break or resting place, even in densely set type
- On the practical side, margins leave space for the reader to hold the material without obscuring the text with fingers or thumbs.
- In manuals, workbooks, and textbooks, ample margins give the reader space for making notes.
- They allow for binding the material with staples, three ring binders, or other methods.

**Leading (line spacing)**

Leading is derived from the days of hot metal type when strips of lead were placed between lines of type to provide line spacing. Leading is the space between lines of type. It is generally measured from baseline to baseline and expressed in points.

**Tabs**

A tab is a software command that creates space in text without hitting the space bar a jillion times in a row. Tabs are a fast and easy way to align text, especially adjacent columns of data.

**Navigation - Sectional Elements**

Longer publications such as books, newsletters, and annual reports need some way to help readers find specific information within the document. Tables of contents let readers know where they are going. Page numbers, continuation heads, running heads, and end signs are visual signposts that tell readers where they are within a document.

Single page documents don't usually require these kinds of explicit navigation. The table of contents (TOC) is a navigational element typically found in multi-page publications such as books and magazines. Found near the front of a publication, the TOC provides both an overview of the scope of the publication and a means of quickly locating certain sections of the content - usually by listing page numbers that correspond to the start of a section or chapter. For books, the table of contents may list each chapter of the book and perhaps sub-sections of each chapter. For magazines, the table of contents may list each individual article or special sections.

**Credits**

Different types of publications have **credits** or other informational elements that contain such items as the name of the advertiser, publisher, or other entity, an address, a logo, copyright information, and other notices. The number of parts and where it appears varies by publication type.

**Mastheads** are found in newsletters and magazines, the masthead is the section of a publication, typically found on the second page of a newsletter (but could be on any page) and near the front of a magazine that lists the name of the publisher and other pertinent data. They may include staff names, contributors, subscription information, addresses, logo, etc.

**Bylines** are short phrases or paragraphs that indicate the name of the author of an article in a newsletter, magazine, newspaper, or a book that consists of articles or chapters by more than one author. The byline commonly appears between the headline and start of the article, prefaced by the word "By" although it could also appear at the end of the article. It may be accompanied by a brief biographical sketch or promotional blurb.

**Artwork**

A picture is worth a thousand words. But it has to be the right picture. Even before reading the headlines, readers are often drawn to the visuals on a page. Both the choice of images and their placement within a document provide information about the document, its purpose, and its organization.

**Use of templates**

A template is a master copy of a publication used as a starting point to design new documents. A template may be as simple as a blank document in the desired size and orientation or as elaborate as a nearly complete design with placeholder text, fonts, and graphics that need only a small amount of customization of text. Most word-processing and desktop publishing software comes with a template (or several templates) for different types of documents.