

TABLE 4.1 Markup Symbols: Words, Letters

Symbol/Meaning	Example	Result	Comment
delete	delete	delete	
delete, close	proof ^g reading	proofreading	Use the closeup mark, too, if the word could be spelled as two words.
delete a word	in the the back	in the back	
insert	in ^s ert	insert	Place the caret beneath the line. Write what is to be inserted above the line.
insert space	insert space	insert space	Usually the line alone will suffice; use the space symbol if there could be a question. <i>i.e. 2 2's</i>
or mark up a text	mark [#] up a text	mark up a text	
transpose	trans ^u pose Australia Australia	transpose Australia	If multiple transpositions in a word make the edited version difficult to read, delete the whole word and print the correction above it.
close up	clo ^e se	close	
capital letters	<u>ohio</u> ; <u>ibm</u>	Ohio; IBM	
small caps	6 <u>a.m.</u>	6 A.M.	Since not all fonts include small caps, make sure they are available before you mark them.
lower case	f ederal	federal	
lower case, whole word	F EDERAL	federal	
initial cap	F EDERAL	Federal	
italics	<u>Star Wars</u>	<i>Star Wars</i>	Underline to change the type style from roman to italic or vice versa. Roman type is the opposite of italic, with straight rather than slanted vertical lines. You can also add the letters "Rom," circled, while underlining or circling the text to change.
roman type	<u>Star Wars</u> ^(ROM)	Star Wars	
or roman type	<u>Star Wars</u> ^(ROM)	Star Wars	
boldface	<u>emphasis</u>	emphasis	
superscript	Master ^v 's degree	Master's degree	Use the superscript sign to identify apostrophes, quotation marks, or exponents.
subscript	A ₂ H ₂ O	A ² H ₂ O	
delete an underline	revelry	revelry	

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TABLE 4.1 Markup Symbols: Words, Letters (continued)

Symbol/Meaning	Example	Result	Comment
○ spell out an abbreviation or number	② Assn.	two Association	Circle an abbreviation or number you want spelled out. Spell the word as well as circling if the spelling may be in question.
stet "let it stand";	hp precede ^{e.g.} stet	horsepower precede	
or ignore the editing	precede ^{e.g.}		If you have edited in error or changed your mind, direct the compositor to set the copy in its original unedited form.

Production specialists are taught to type what they see rather than to do global edits. The editing is your job. Furthermore, more than one person may work on the job. Prepare the typescript as though the next person to read it will begin reading only at the point of the mark you are making, rather than at the beginning.

Mark each heading to identify whether it is a level one, two, or three heading, and mark other types of text as well. In Figure 4.1, all the specific directions for type are written out, including the name of the typeface and its size, line length, and justification directions (FL = flush left, RR = ragged right). In Figure 4.3, on page 54, you will see a more efficient way to mark: each type of text is identified by an abbreviation (such as H1 for a level-one heading). The second type of marking requires that you provide the specifications for the type to the production specialist. If paragraph indentions are not clear in the typescript, mark each change. Marking is especially important with spacing and graphic design marks if the design itself includes variations. Some designers, for example, indent all paragraphs except those that follow headings. You would check all paragraph indentions and mark any places where the pattern varies. You don't have to mark the ones that are typed correctly.

In Figure 4.1, the marginal line from the text specifications to the bottom of the example indicates that those type specifications apply to all the text identified by the line. If another heading appears, it will have to be marked again as will the body text. The need to mark each instance of text for graphic design explains why editors prefer to define type specifications for each type of text (heading 1, heading 2, body text, bulleted list, and so forth) and then mark each section with a label (such as H1) rather than with all the directions for typography and spacing. (See Chapter 5 for more information on "structural" markup.)

Distinguishing Marginal Notes from Text Emendations

Marginal notes may be necessary to clarify your marks on the text. For example, if you want an equal sign but the marked text looks just like a hyphen with an underscore, you could write "equal sign" in the margin. But you don't want the production specialist to type "equal sign" into the text. So you distinguish instructions from text insertions by circling the instructions. If you need to include marginal messages to both writer and production specialist, you may distinguish these by using different colors of pencil for each category of message. Or you may preface the note with a label identifying the audience for the message—perhaps "aw" for author and "sp" for specialist.

TABLE 4.2

Markup Symbols: Punctuation

Symbol/Meaning	Example	Result	Comment
○ period	...forever○	...forever.	Circle the period to call the compositor's attention to this small mark. Do not circle other punctuation.
⤴ comma	copper,iron, and silver	copper, iron, and silver	Place an inverted caret over the comma. Do not place it over other punctuation.
: colon	following:⤴	following:	
; semicolon	following; following; following;	following; following; following;	To create a semicolon from a comma or colon, draw in the dot or tail. Otherwise, simply insert the semicolon.
⌘ parentheses	⌘2002⌘	(2002)	The lines in the parentheses won't be typeset, but they do reinforce your intent to include parentheses rather than other lines.
[] brackets	[word]	[word]	Be sure to square the lines if the writer has also used parentheses.
= hyphen or ✓	light [⌘] emitting diode computer [⌘] assisted	light-emitting diode computer-assisted	The underline or checking of the hyphen reinforces your intent to include a hyphen at that point. Mark end-of-line hyphens for clarity.
= ^{eg} equal sign	a [⌘] =b	a = b	Since the equal sign can look like an underlined hyphen, write <i>eg</i> by the mark and circle it to show that the information is an instruction.
¹ / _M em dash or ¹ / _M	a pejorative ^M disparaging ^M word	a pejorative— disparaging—word	An em dash is as wide as the base of the capital letter <i>M</i> in the typesize and typeface used. It is used to set off parenthetical material or a break in thought.
¹ / _N en dash or ¹ / _N	2000 ¹ / _N 01	2000—01	An en dash is as wide as the base of the capital letter <i>N</i> in the typeface and typesize used. Its primary use is in numbers expressed as a range.

Pierce's philosophy

au: correct?

Influences on Darwin's Origin of Species

comp: set rom

Marginal notes may also give instructions for the placement of punctuation.

TABLE 4.3 Markup Symbols: Spacing, Position

Mark	Meaning	Example	Result
	begin a new paragraph	...other design features. The editor's... 	...other design features. The editor's...
	begin a new line	numbers; abbreviations;	numbers; abbreviations;
	run together (do not break the line or create a new paragraph)	...form your marks. It is not the time to express your... 	...form your marks. It is not the time to express your...
	flush left or justify left	┐ The editor's choice...	The editor's choice...
or 	(Place the edge of the mark on the margin where text should move.)		
	justify right	Book Title ┘	Book Title
	center] Book Title [Book Title
	ragged right (Lines do not align on the right margin.)	_____ _____	_____
	align	_____ _____	_____
	indent one em	_____ _____	_____
	indent two ems	_____ _____	_____
or 	indent the whole block of text 2 ems	_____ _____	_____
	transpose a group of words	transpose [of words] a group	transpose a group of words
	close up vertical space (as when an extra space has been skipped between paragraphs)	...too many lines skipped. (Close up vertical space.	...too many lines skipped. Close up vertical space.
	insert vertical space	#> Heading Insufficient leading follows.	Heading Insufficient leading follows.
	set as a paragraph rather than as a list	numbers; abbreviations; and spelling	numbers; abbreviations; and spelling.

Helv 12
KEEPING PRODUCTION COST DOWN

Good editing in the early stages of document production saves time and money later on. When the document is still in the manuscript stage (or, more accurately the typescript stage) the corrections cost only the editor's time. The costs increase geometrically thereafter each error costs the editor's or proofreader's time but possibly also the cost of laying out the pages a second time. In offset printing, the procedures of burning plates and setting up the press are both expensive.

errors discovered after those procedure are complete could double the cost of the project.

Editor's work carefully when they mark a text, paying close attention to details and consulting a dictionary handbook or style guide when they have questions. They read for meaning to make sure the writer has not made careless errors, such as inadvertently substituting in for on or leaving out words. They are also careful to mark the text clearly and accurately so that both text and instructions can be read correctly. Thus they can increase the chances of getting clean page proofs and of saving production time and costs.

Figure 4.1 Marked Typescript

Special Problems of Markup

Though the markup symbols will be clear in most situations, marks or letters that could be interpreted in different ways require clarifying information. You may need to insert additional instructions when marking punctuation, distinguishing between hyphens and dashes, clarifying ambiguous letters and symbols or unusual spellings, and when marking

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amateurs read also, but instructional books it's best professional proofreaders. It's not found by the other, and so on to infinity. Give one person (the copy) while another (the reader) enables the reader to check on the proof, which sometimes reasonable they might; two people read is more practice is becoming in any proper names, technical slower (more expensive) spelling of these names in out loud. ce is to read the proof seems to be wrong. The don't seem wrong won't proofreading terms are the proofreader using the proofreader's preferences the lack of a serial's style is to use serial t proofreaders get the d then the proof, al or, ideally, phrase by . Probably the best proof, covering every e copy with a finger encil in the other. marks are standard or each language). understood system, ditors, to learn and made in the mar- re the correction y. This is mainly orrections easily,

spaceu typ... editing stage.

Some of the principles of marking proofs are discussed in CH. 20. Following is a chart showing the standard *proofreaders' marks*, with demonstrations of their use. Every person working in any part of bookmaking should learn these marks and how to use them correctly.

proofreaders' marks

Marginal sign	Mark in text	Meaning	Corrected text
-s	Proofreading	Delete, take out letter or word	Proofreading
(e)	Legibility is	Delete and close up	Legibility is
first	the requirement	Insert marginal addition	the first requirement
()	of a proof reader's marks.	Close up entirely	of a proofreader's marks.
()	Symbols should be	Less space	Symbols should be
#	in line with	Add space	in line with
eg. #	the text to which	Space evenly	the text to which
¶	they refer. Place	New paragraph	they refer.
no ¶	marks carefully.)	No new paragraph	Place marks
	Paragraphs may be		carefully. Paragraphs
□	□ indented one em	Indent one em	indented one em
□□	□□ two ems or (rarely)	Indent two ems	two ems or (rarely)
□□□	□□□ three ems. Head-	Indent three ems	three ems.
[ings are flush left	Move to the left	Headings are flush left
]	or flush right	Move to the right	or flush right
] [] or centered [Center	or centered
┌	Marginal marks	Lower to proper position	Marginal marks
└	are separated	Raise to proper position	are separated
x	by vertical	Replace defective letter	by vertical
w. f.	in a line of type	Wrong font; change to proper face	in a line of type
tr.	is beside noted the	Transpose	is noted beside the
?	nearest end of the line.	Is this correct?	nearest end of the line
Sp.	and the 2nd next.	Spell out	and the second, next.
	in this way both margins	Transfer to position	both margins are used in
	are used	shown by arrow.	this way

Marginal sign	Mark in text	Meaning	Corrected text
<i>b. f.</i>	<u>English Finish</u>	Change to boldface type	English Finish
<i>b. f. ital.</i>	<u>English Finish</u>	Change to boldface italics	<i>English Finish</i>
<i>rom.</i>	<u>galley proof</u>	Set in roman type	galley proof
<i>ital.</i>	is <u>laid</u> paper	Set in italics	is <i>laid</i> paper
<i>u. c.</i>	Book of <u>type</u>	Set in upper case, or capital	Book of Type
<i>Caps</i>	<u>Book Papers</u>	Set in large capitals	BOOK PAPERS
<i>s. c.</i>	<u>BOOK PAPERS</u>	Change to small capitals	BOOK PAPERS
<i>c. s. c.</i>	<u>Book Papers</u>	Initial large capitals; other letters, small capitals	BOOK PAPERS
<i>l. c.</i>	the first <u>X</u> type	Change to lower case or small letter	the first type
<i>x</i>	base <u>ball</u> player	Broken type	baseball player
<i>Stet</i>	to the editors	Retain crossed out word	to the editors
<i>3</i>	Water, H ₂ O	Insert inferior figure	Water, H ₂ O
<i>3</i>	X ² ÷ Y ² = Z _λ	Insert superior figure	X ² ÷ Y ² = Z
<i> </i>	The paper	Align type	The paper
<i> </i>	The ink		The ink
<i> </i>	The type		The type
<i>ld</i>	prepare copy and submit it	Insert lead between lines	prepare copy and submit it
<i>hr. #</i>	P A H E R	Hair space between letters	PAPER
<i>⊙</i>	to the printer _λ	Insert period	to the printer.
<i>^</i>	the proof _λ but	Insert comma	the proof, but
<i>; or ;/</i>	excellent _λ it is	Insert semicolon	excellent; it is
<i>: or ⊙</i>	to the following _λ	Insert colon	to the following:
<i>∨</i>	author's notes	Insert apostrophe	author's notes
<i>∨/∨</i>	called _λ caps _λ	Insert quotation marks	called "caps"
<i>-/ or =</i>	half-tone	Insert hyphen	half-tone
<i>$\frac{1}{em}$</i>	Robert Henderson	Insert em dash	—Robert Henderson
<i>$\frac{1}{en}$</i>	1939 _λ 1940	Insert en dash	1939–1940
<i>?</i>	"Where _λ " she asked.	Insert question mark	"Where?" she asked.
<i>!</i>	"Stop _λ " he cried.	Insert exclamation mark	"Stop!" he cried.
<i>(/)</i>	author _λ see page 2 _λ	Insert parentheses	author (see page 2)
<i>[/]</i>	To be continued _λ	Insert brackets	[To be continued]

5. Typo

This chapter deals of arranging *pr* typography refers al Firms that set type though now comput the service bureaus. called typographers. pher, but to be a de tional judgment and

In typography, as to reconcile esthetic (CH. 6) it was physic thing a designer rec been extremely imp omy's sake, responsi demands. Those pra rigor that's beneficia. Such practical an puter composition, s thetic restraint. Prev examples of work do of the craft. While th provided a framewoi tence built excellent lent, the traditions c some chaos as the 1 against visual excess trained and sharpen type, it's necessary to introduce its terminc

While computers pr centimeters to meas everything is measur