

This is a Subhead

Body text follows the subheads in a series of paragraphs until you get to another part of the article. Then we get to use another subhead. Subheads can help make a page look more “inviting” and their use avoids long dense “gray” blocks of text. Why not try some variations of the common subhead? These examples can add some style to your next PageStream project!

This section uses the subhead cliché: Bold Helvetica (Triumvirate) with Times Roman. Remember though, nothing becomes a cliché unless it works!

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Next most common is to add a horizontal bar over the top of the subhead. PageStream doesn't let you add this bar as an “inline graphic” that will flow along with the text, but one can still be placed manually.

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Save space by running the subhead on the same line as the following paragraph. This technique is somewhat at odds with the “breakup text blocks” reason for using subheads.

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Add a bullet to the subhead.

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Fool around with the letterspacing of the subhead (the above example adds 12 points to the standard letterspacing).

S•U•B•H•E•A•D

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This style, interspersing bullets between the letters, only works with short subheads.

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Try a separating line with a light gray color for a change.

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PageStream doesn't have a round dotted-line style, but the above subhead duplicates this common design element with periods in a different font, size and letter spacing from the subhead itself.

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The first subhead bar is created with the Reverse text attribute. Simple reversed text will flow along with the body text (an advantage if you change the document after it has been laid out). However, creating a black bar separately as a graphics object (as in the second example) lets you control its height and other characteristics exactly.

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Instead of a dotted line (actually made up of font characters) this subhead uses a graphics line drawn with PageStream.

All these variations are produced with just the two most common typefaces: Times and Helvetica. And all in one point size too!

FURTHERMORE, an accounting team working in concert with professors at Great Metropolitan University have determined a high degree of correlation between knowledge obtained by *The Daily Planet* and eventual action by Mr. Superman. Their report "Übermensch and Mass Media Literacy: All He Knows Is What He Reads in the Papers" concluded that this super-hero was in all probability an employee of this news-gathering organization. The G.M.U. study did not attempt to broaden itself into the question of who that employee could be.

IN THE WAKE of this latest vigilante outburst one reporter broke ranks with the standards of objective journalism and was willing to speculate. James Olson, a Cub Reporter assigned by *The Daily Planet* to cover the National League Baseball Team from Chicago, revealed that he has at last determined Superman's long-sought "secret identity".

HIS STATEMENT was released at a press conference this afternoon. Mr. Olson was accompanied by his mother, Mrs. Olson, who served delicious coffee to all attendants. He began by detailing the known facts about this "Thug of Metal" and his "secret identity".

Superman has an obvious connection to this paper, and though it is well known as a great journalistic enterprise, *The Planet* has according to my extensive investigation only four employees: myself, Miss Lane, Mr. Clark Kent, and our editor, Perry White. Mr. White has notably white hair and a short paunchy build inconsistent with the physical appearance of Superman. Mr. Kent has short hair and an incredibly handsome muscular build and muscle bulk that cannot be hidden by those drab suits he is always wearing. Mr. Kent physically looks so much like Superman save the hairstyle and easily removed eyeglasses that if he were indeed the Man of Steel he would have had to take extraordinary precautions to keep that iden-



tity secret. Since he has not, I can deduce that he is not Superman, though he does bear a striking resemblance to him.

HIS LEADS ME to believe that Superman's real secret identity is none other than the remaining reporter, Lois Lane. In point of fact, she has the closest hair style to Superman, and could more unobtrusively carry the giant economy size can of hair spray necessary to hold that little insouciant flip of a curl just over the forehead.

A Secondly, Miss Lane doesn't look like Superman, which as in the discussion of Mr. Kent above, is the single most important factor in keeping the identity secret."

ny PageStream user can set initial caps effects like these. Using 200% view, examine how the first letter in each paragraph is integrated into the following text, and refer to these notes for a more complete explanation of how to duplicate the process.

The first example (F) is a simple initial drop cap. The F is created as a text object, but the body text is not set off from that text object but from a polyline with a Line Style of none (key shortcut: Amiga J/Style 0) created with PageStream's structured drawing tools. Note these subtleties in the setting of this cap: the baseline of the cap matches the baseline of the last line offset by the drop cap and that the top cap also matches the top of the ascender line of the top line of the paragraph. Readability is enhanced by making the rest of the word begun by the drop cap all capitals itself, thus visually emphasizing the line between the larger drop cap and the text that follows.

Drop caps are not the only way to handle an enlarged initial cap. The second paragraph begins with an (I) that is "hung" out in the left margin. Hung initial caps work especially well with open wide margin designs featuring lots of white space. Again part of the text following the initial cap is set in all caps to link the cap with the following text.

The (H) is the opposite of the drop cap, a raised initial cap. PageStream will try to lead the spacing between the first line containing the initial cap and the second line of the paragraph to match the automatic line spacing for the larger first letter. To defeat this process, select the paragraph and from Line/Char Spacing specify a Fixed Leading size (normally at least one point larger than the point size used in the body text).

Why does an "initial cap" have to be a "cap" at all? Example (S) uses a larger lower case letter instead of an uppercase one. Two other changes to the norm are also demonstrated: very tight offset between the letter and the paragraph text (again determined by a hand-drawn PageStream polyline with a style of 0) and the placement of the quote marks to the left of the body text margin (called "hanging punctuation").

Many examples of fancy initial caps use elaborately ornamented capital letter fonts, but you can produce original and modern looking initial caps yourself. The (T) example using a marble rock texture IFF bitmap as a background for the capital letter, and the letter and texture are hung partially into

Furthermore, an accounting team working in concert with professors at Great Metropolitan University have determined a high degree of correlation between knowledge obtained by *The Daily Planet* and eventual action by Mr. Superman. Their report "Übermensch and Mass Media Literacy: All He Knows Is What He Reads in the Papers" concluded that this super-hero was in all probability an employee of this news-gathering organization. The G.M.U. study did not attempt to broaden itself into the question of who that employee could be.

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tity secret. Since he has not, I can deduce that he is not Superman, though he does bear a striking resemblance to him.

HIS LEADS ME to believe that Superman's real secret identity is none other than the remaining reporter, Lois Lane. In point of fact, she has the closest hair style to Superman, and could more unobtrusively carry the giant economy size can of hair spray necessary to hold that little insouciant flip of a curl just over the forehead.



Secondly, Miss Lane doesn't look like Superman, which as in the discussion of Mr. Kent above, is the single most important factor in keeping the identity secret."

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On this page
the invisible
(Style 0) lines
have been
made visible,
showing how
they are used
to set off body
text from the
initial cap.

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HIS LEADS ME to believe that Superman's real

This page included for those whose printers won't print CGGaramond very well.



secret identity is none other than the remaining reporter, Lois Lane. In point of fact, she has the closest hair style to Superman, and could more unobtrusively carry the giant economy size can of hair spray necessary to hold that little insouciant flip of a curl just over the forehead. Secondly, Miss Lane doesn't look like Superman, which as in the discussion of Mr. Kent above, is the single most important factor in keeping the identity secret."



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Many examples of fancy initial caps use elaborately ornamented capital letter fonts, but you can produce original and modern looking initial caps yourself. The (T) example using a marbled rock texture IFF bitmap as a background for the capital letter, and the letter and texture are hung partially into the left margin and offset from each other. The (A) example is a regular large size capital letter enhanced with a rectangle and oval drawn with the PageStream structured drawing tools.

Note that all of these effects were constructed completely with the CGTimes Roman typeface family supplied with PageStream, and all save the bitmap backdrop of the (T) example require no additional files or programs to produce.