



You'd Better Read Me News

April 2018

It's tax filing day and we actually get another day to sweat the details of our taxes. Because today falls on a Monday, we actually get one more day, or are supposed to. I like the news from several friends about the new taxes. It's simple. IRS: **How much did you make? Send that in.** That really simplifies it. I'm certain some of us will feel that way. Especially with the new tax tables.

This month, John Doyle will explain how to use type and sound intelligent. What does this have to do with Photoshop or Photography? You might be adding text to an image or under an image for a book or a note card. You might also add captions to images. If the type cannot be read easily or too many fonts or the wrong type of fonts are used, people will know you do not understand type, design, and may disregard your photography altogether. A picture may be worth a thousand words, however when words are added to pictures they can add value but the type must meet the quality of the image.

All of us think we know how to use type. Then we get someone asking us about how to handle widows and orphans and we are we asking: *what have they got to with my type?* What is a ligature? I thought that was how some people are strangled? Yes, and no. In the type business we are talking combinations of letters as in ffl, in the word waffle or ff as in the word staff. What does that combination perform and why is it important? Just saving that much space when you are writing a book can mean the difference between 318 pages and 320 in publishing. To explain: Books are published in groups of pages. Most are published in 16 page signatures using a forty inch press that yields 16 pages on a single page that folded in crazy origami methods to allow the pages to be folded into one signature. So the publisher tries to make certain that the page count yields a certain number of signatures so the book is easy to publish. Confused? It's how publishers try to keep their expenses down so they can make a profit so the author can be paid. And the same rules apply to magazines and comic books. It's all about the economy of scale.

Let me give you another example. The above paragraph was written with Adobe Garamond Pro. The paragraph below was written in Arial, a Microsoft knock-off font because Microsoft, at that time, did not want to pay the fee to use Helvetica. If you look carefully, you see that Arial takes up too much space. If I take the typeface Adobe Garamond Pro and compress the type by 25% it will still be fairly readable. If I did it with the actual typeface Helvetica it would still be capable of "compressing" by several percentages and still be readable. The above paragraph in Garamond has -25% tracking applied and Arial also has -25 tracking applied and notice how it does not read that well.

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new tax tables.

John will be sharing a lot of trade "secrets" about typefaces, with examples, and how and why type can be added to any image or a photograph. The type and design techniques will help any of us who produce any type of image or reading material, from photography, to art, to books. The tips and tricks at the April ATX meeting might even help make your email more legible!!

We meet this coming Saturday morning at the Lakewood Masonic Center, 5918 Parkcrest Street, Long Beach, CA 90808. The meeting starts at 9 AM - the doors will open at 8:45 AM.

May 19, [Erin Manning](#) will talk and show us how to combine images, video, and speech to create a story.

June 16, [Michael Pliskin](#) takes us on a deep dive into Lightroom and the Lightroom workflow.

July -no meeting as Lynette and I will be in Norway imaging polar bears before they do not exist any more.

August 18, [Amy Cantrell](#) will take us to the next step in lighting - two light photography.

September 15, [Lynette Kent](#) shows us how to calibrate our computer monitors to have accurate color in your images without having to take out a small mortgage.

As a reminder, in **May** we will raffle a Full Adobe Creative Cloud membership, worth over \$600.00 and in **June** we will raffle a **[Canon Pixma Pro10 Printer](#)** — a ten color inkjet printer capable of printing 13 X 19 inch prints. It retails for \$699.99. Yes, you get to carry it home that day. Remember, your raffle tickets from each previous meeting attended in 2018, will be in the bucket for those in May and June raffles! Attend more, get more chances at the big prizes in May and June and at the end of the year!

Regards & God Bless,
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