

## ЛИТЕРАТУРА

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### **Выделения в тексте**

Данная статья посвящена различным способам выделения в тексте, тому, как правильно и грамотно можно оформить материал, сделать его привлекательным для читателя. В статье рассмотрены методы повышения удобочитаемости книги для облегчения работы с информацией.

### **Highlights in a text**

Highlights are elements of a text (letters, words and phrases) formatted otherwise than the main part of the text, which singles them out making most noticeable.

Have you ever noticed how difficult it sometimes is to read huge passages of solid text? And it is much more convenient and pleasant to work with a text formatted properly. Highlights in the text draw the reader's attention to important parts of the text, make reading of the book and taking notes much easier, help to systematize data which simplifies its

memorization. Perhaps the proper presentation of the material itself prevents the reader from quitting reading half way.

According to purpose and role in the text the following highlights are defined:

- 1) intertextual (hidden in a text) headings;
- 2) logical emphasis;
- 3) referential highlights;
- 4) structural highlights;
- 5) structural editorial highlights;
- 6) structural technical highlights.

### *Methods of the highlights*

Methods of the highlights can be divided into three major groups:

- 1) connected with the use of certain type;
- 2) graphic;
- 3) combined (compound) [1].

### *Highlights connected with the use of certain type*

1. Change of the typeface (font family). The method is the most applicable for the structural highlights of large parts of the text.
2. Accent.

### *Types of highlights:*

- Italics and oblique font

True-drawn italics (the ones that are an actual font, not just a computer-generated style) are angled typefaces, usually designed as adjuncts to a roman (or straight-up-and-down) design. Italics are usually quite distinct from their companion romans; they may have different design features and character widths, and often appear more calligraphic in style.

True-drawn obliques (again, not to be confused with computer-generated italics) are slanted versions of their roman companions, with few or no design changes. Both obliques and italics are used for highlighting in roman body text, but obliques offer much less contrast. While italics speak softly, obliques whisper.

Italics and obliques draw attention without making a major change in the color of the text. They're ideal for creating subtle emphasis of words or phrases. Italics and obliques are also used to set off the titles of books, films, newspapers and periodicals, as well as foreign phrases. For maximum readability, use the same weight italic and roman (i.e: Book and

Book Italic, not Book and Medium Italic). However, if a dramatic contrast is desired, try jumping two weights between roman and italic [2].

- **Boldface (or weight contrast).**

Boldface creates emphasis by contrasting lighter and heavier weights of the same typeface. Boldface is often used for captions, subheads and stand-alone words and phrases. Use boldface sparingly within text, and only where a strong emphasis is desired, because it creates a harsh visual interruption.

When setting boldface text with a typeface family that has gradual weight changes, try to jump at least two weights to create a meaningful contrast. A too-small weight contrast is ineffective and may even look like a mistake [2].

### *Graphic highlights:*

- **Tracking**

Adjusting the overall spacing of a group of letters is called tracking or letterspacing. By expanding the tracking across a word, line, or entire block of text, the designer can create a more airy, open field. In blocks of text, tracking is usually applied in small increments, creating a subtle effect not noticeable to the casual reader. Occasionally, a single word or phrase is tracked for emphasis, especially when CAPS or small caps are used within a line. Negative tracking, rarely desirable in text sizes, can be used sparingly to help bring up a short line of text. White type on a black background is considered more legible when it is tracked [3].

- **Line Spacing**

The distance from the baseline of one line of type to another is called line spacing. It is also called leading, in reference to the strips of lead used to separate lines of metal type. The default setting in most layout and imaging software is 120 % of the type size. Thus 10-pt type is set with 12 pts of line spacing. Designers play with line spacing in order to create distinctive typographic arrangements. Reducing the standard distance creates a denser typographic color, while risking collisions between ascenders and descenders. Expanding the line spacing creates a lighter, more open text block. As leading increases, lines of type become independent graphic elements rather than parts of an overall visual shape and texture [3].

- **Alignment**

Choosing to align text in justified, centered, or ragged columns is a fundamental typographic act. Each mode of alignment carries unique formal qualities, cultural associations, and aesthetic risks [3].

- **Enlarged Capitals**

In the beginning of a text, the reader needs an invitation to come inside. Enlarged capitals, also called versals, commonly mark the entrance to a chapter in a book or an article in a magazine. Many medieval manuscripts are illuminated with elaborately painted rubrics. This tradition continued with the rise of the printing press. At first, initials were hand-painted onto printed pages, making mass-produced books resemble manuscripts, which were more valuable than printed books. Initials soon became part of typography. A printer could set them together with the main text in wood blocks or cast lead characters, or add them with a separate process such as engraving. Today, enlarged caps are easily styled as part of a publication's typographic system [3].

### *Combined highlights*

It is a combination of the first and second methods of the highlights. Combination can be very diverse. We can combine different techniques and different fonts.

Proper presentation of a text, a whole book or a separate article in magazine, makes it more attractive. The reader would like to continue reading till the end. Due to well-designed presentation the book becomes more desirable for readers, articles and ads draw more attention and are better memorized. All this increases demand for a product and helps to increase the sales profit.

## ЛИТЕРАТУРА

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