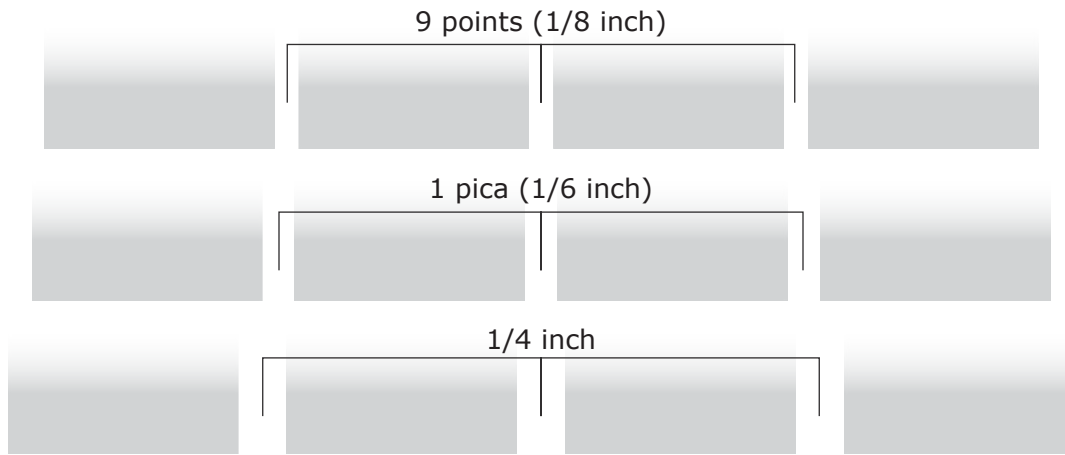


Henninger Helpful Hint



A few points about points—and picas

I'm baffled why some newspapers use inches as their default page makeup measurement.

Yes, ads are sold in inches and fractions of an inch, but it's easy to convert those to picas—even for a math moron like myself! Six picas to an inch, 12 points to a pica.

When clients ask me why I always recommend picas, I cite the following:

1. Picas and points are the preferred unit of measure for most printing usages.

2. Rules and borders are always expressed in points and picas: .5-point, 1 point, etc.

3. Type sizes are always expressed in points: 8 point, 60 point, etc.

4. When working with spacing and structure on the page, picas and points are a more precise unit of measurement: 1/8th inch (9 points) is a bit too tight and 1/4 inch is just too loose.

A pica works just right. And that's the point.



'Ed has distilled into **Henninger on Design** the lessons he has learned in more than a quarter-century of work as a designer and consultant. This book will inspire you and make you think.'

Jerry Bellune, author of the Publisher's Notebook column.

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ED HENNINGER is an independent newspaper consultant and Director of Henninger Consulting. Offering comprehensive newspaper design services including redesigns, workshops, design training and design evaluations.