

Henninger Helpful Hint



This is a centered caption adjacent to a photo. The type is centered in the caption box, perhaps because the designer thought it would look better. But centered type is difficult to read because the reader's eye has to find the beginning of every line. Doing that creates extra effort on the reader's part—and part of our job as designers is to make reading easier!



This is a caption that is set flush left. It is easier to read because the reader's eye does not have to struggle to find the beginning of each line in the caption. So—if you have to use a side caption—it's better to set it flush left rather than centered. Flush left is much easier to read and can be read more quickly than centered type because there's less work for the reader's eye to do.

Centering on the problem

Occasionally, the temptation will arise to set type centered.

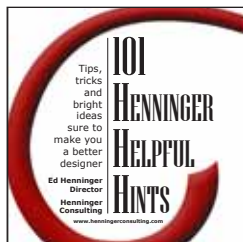
When that occurs, remember that you're designing a newspaper, not a wedding invitation.

Centered type has a very traditional and

formal appearance—and that's why it works well for invitations and the like.

But centered type is difficult to read because the reader's eye has to work to find the beginning of every new line.

Pretty, perhaps, but tough to follow.



'101 HENNINGER HELPFUL HINTS

is filled with so many good ideas. You'll find yourself asking: "Why didn't I think of that?"

Kevin Slimp, Director
Institute of Newspaper Technology

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