

Henninger Helpful Hint

Drop caps...II

A drop cap on a story tells readers that what they're about to read is more than just another routine news article.

A drop cap adds impact and interest to a column or a feature.

But what if the drop cap itself isn't very interesting—and has little impact?

The example at right is a basic drop cap: one character, three lines deep, in normal text type.

As a drop cap, it's fine. But for visual interest, we need to do something a bit different.

Next week: Giving the drop cap a bit of visual interest.

Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in liberty, and dedicated to the proposition that all men are created equal.

Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure.

We are met on a great battle-field of that war.

We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

But, in a larger sense, we can not dedicate—we can not consecrate—we can not hallow—this ground. The brave men, living and dead, who struggled here, have consecrated it, far above our poor power to add or detract.

The world will little note, nor long remember what we say here, but it can

A drop cap...but not very interesting.

to the great task remaining before us—that from these honored dead we take



'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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