

Henninger Helpful Hint

Drop caps...IV

Now...here's a drop cap with some pop!

Basic drop caps, set three lines deep and in the same typeface as text, just don't have any impact.

Setting the drop cap in a bold serif helps.

But this approach gives the drop cap a much greater presence—and does a far better job of bringing readers to the story.

Next week: Breaking the mold.

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

A drop cap with strong impact.



'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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