

MAGAZINE TERMINOLOGY

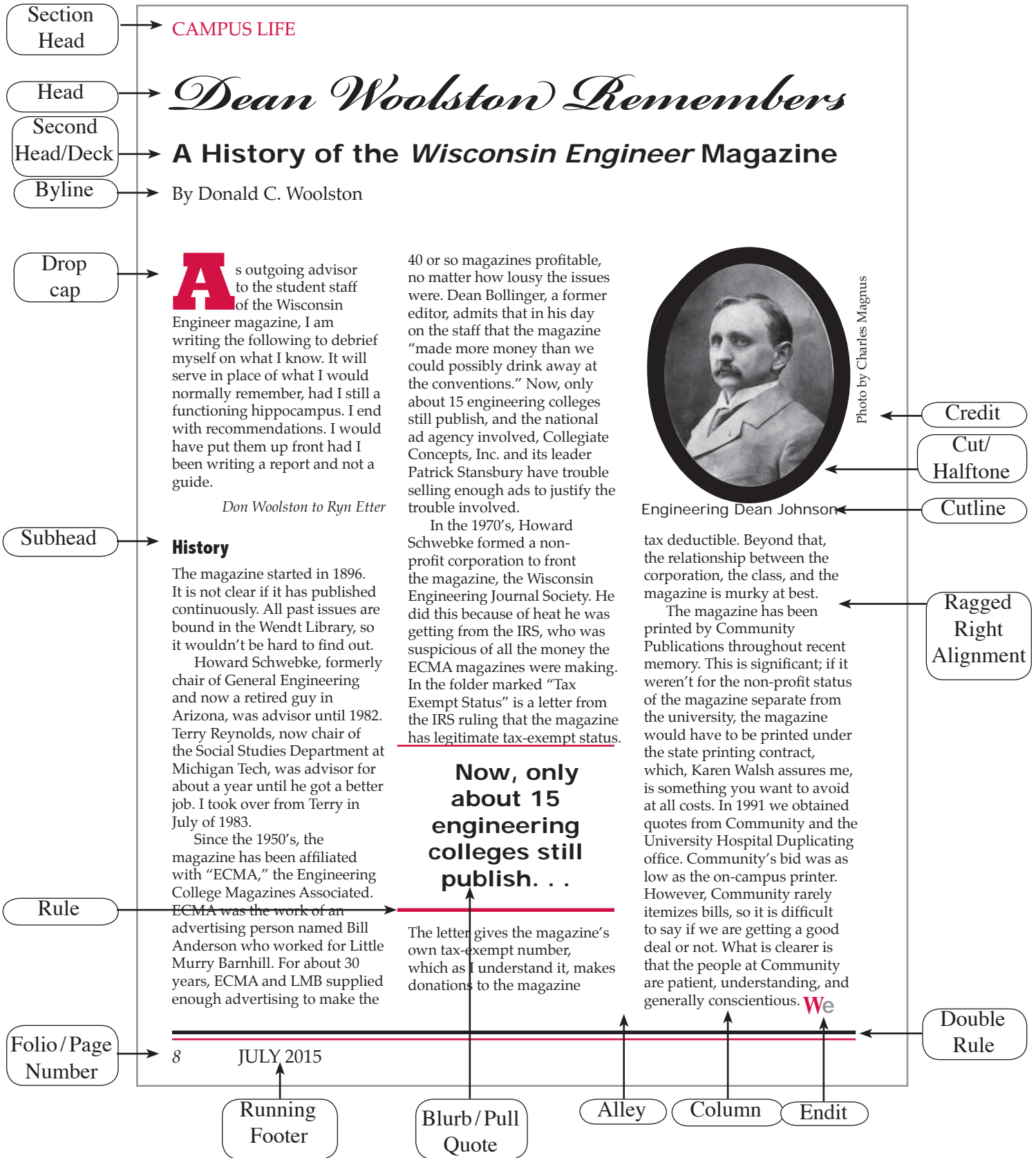


Figure 1 Parts of a magazine page

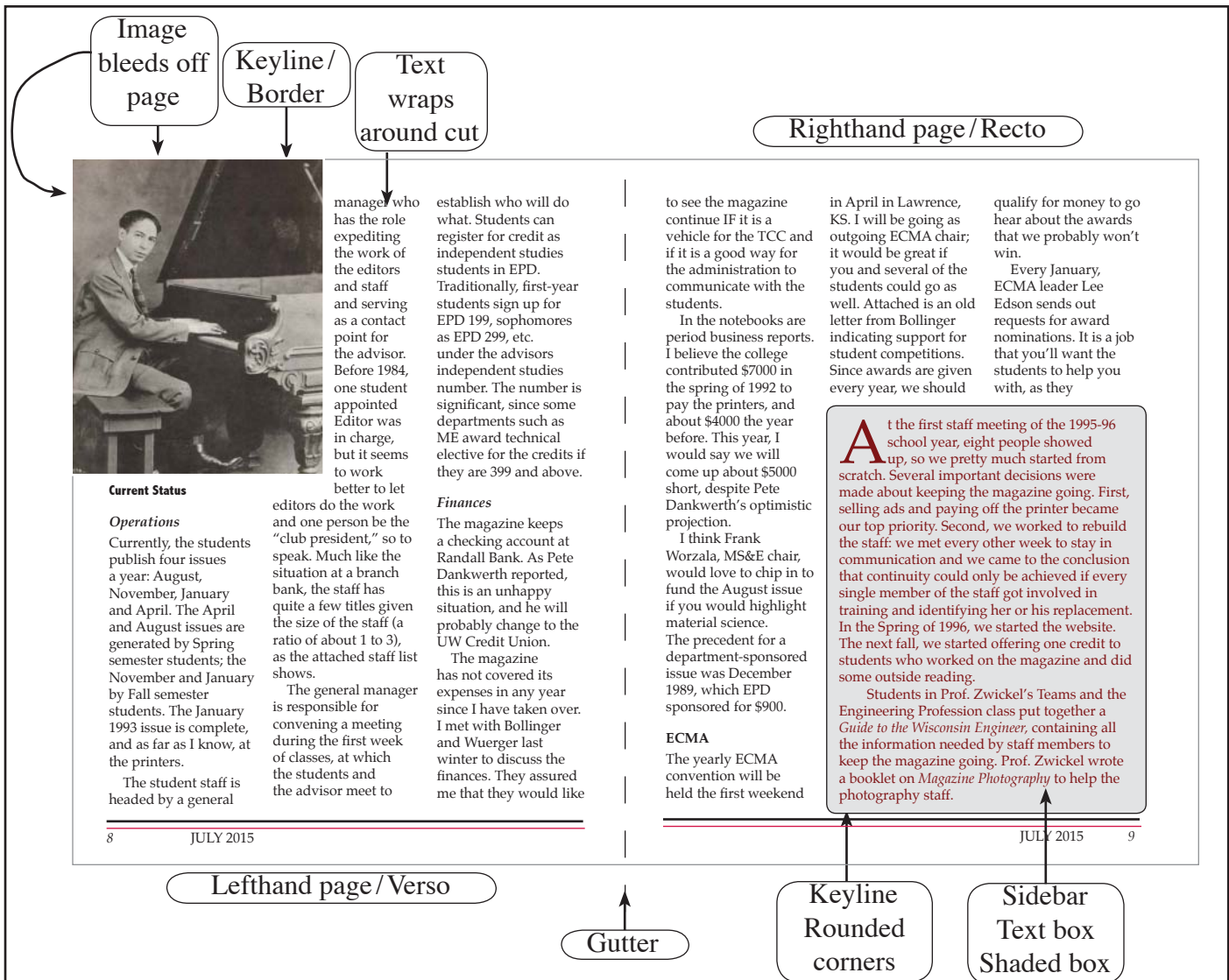


Figure 2 Parts of a magazine spread

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| <p>This is Palatino 14</p> <p>It is a Roman (vertical emphasis, as opposed to italic) serif (with little “eyebrows” at the tips of letters). Where emphasis is needed, it can be set <i>italic</i> or bold or bold italic.</p> <p>Palatino is easy to read, so it works well for body text. It looks better when it is set tight like it is in this sentence (-20)</p> | <p>This typeface is Verdana 14</p> <p>It is a sans-serif typeface (lacks little “eyebrows”). It can be set <i>italic</i> or bold or bold italic if necessary.</p> <p>Verdana is a strong typeface and can be used for heads. It looks better when it is set tight like it is in this sentence (-20).</p> |
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Figure 3 Examples of Palatino and Verdana. Palatino 9/10.8 is used for body text in the Wisconsin Engineer