

Proofing

"The urge in a human to love or to hate, is never as strong as the urge to amend the writings of another."

*quote from a
class on editing*

Once you've written, illustrated and laid out your material, you need to proof it to correct mistakes and to make certain you've accomplished your communication goals. For successful proofing in desktop publishing, you need to learn to proof on each level of your work—text, type, graphics and layout.

It's very important to not try to proof on all levels at the same time. If you do, you'll skip mistakes because you're concentrating on too many things at one time.

Following are tips for proofing each level of your DTP project. Go through them one at a time to polish your work.

Proofing text

One of the most fun things about E-mail and the Internet—no proofing required!

Nobody worries about proofing messages sent through E-mail. Typos, misspellings, sloppy grammar—you see it all the time and it really doesn't matter. You know what the person is trying to say.

We do need to be more careful in our professional church publications, but it's nice to rest from the rigors of proofing somewhere in our communications life.

Proofing text can take place in two ways. First, you can proof the text in your word processing program. Often in ministry publications, the text is first created in a word processing program (for example, the pastor or leader writes an article) and then it is transferred into a DTP program.

If text is to go through major editing and revisions, do as many corrections as you can before you put it into your DTP layout.

Second, you can place the text into your layout and then proof it at that stage. If the text comes to you with the approximate length and the changes will be minor, it is sometimes easiest to go ahead and lay it out in your publication and then proof it. If major changes are made in the text after it has been laid out, it can take excessive amounts of time and effort to make the changes.

Whatever method you use to create text, follow these tips:

- Put your copy aside for at least a few hours— a day if possible.
- Print out your text on paper. It is very difficult to catch all the errors on the computer screen.
- Have someone besides the creator proof it—it is impossible for the creator to see all the errors.
- Read it out loud or have someone read it to you; you'll catch lots of awkward constructions that way.
- Use your spell checker, but don't let it be the final authority. It can't tell the difference between words that are spelled correctly but in the wrong context. For example, your and you're, will pass the spell checker, but may be incorrect in context.
- For the same reasons, don't only read text backwards to proof it, you become a human spell checker because, again though you catch typos, you are reading out of context.

- **Key proofing tip #1: Make sure everyone doing proofing uses same system to mark corrections. Nothing is more frustrating than seeing something like this:**

3 The leadership group decided to promote the Promise-makers program at the meeting next week.

What does that mean? Is the term the wrong term? Spelled incorrectly? No hyphen needed? What does it mean?

For proofing to work well, be sure everyone uses the same system and are clear about what they want changed. On the next page is a handout you can give to everyone you work with to make your proofing consistent.

The only thing that would make it worse is if the person who did the proofing did it in light pencil and you couldn't see the circle. Which brings up the second key point on proofing.

- **Key proofing tip #2: Use a pen for proofing that can be clearly seen. Ones that work best are felt-tipped purple or dark green. Avoid using a pencil or a red pen.**

It's often misplaced kindness that causes the problems in this area. People are sometimes hesitant to proof boldly, they are afraid they will hurt your feelings. So they will proof lightly in pencil. Unfortunately, despite all of these good intentions, what often happens is that its very easy to miss corrections made in pencil.

The problem can be easily solved by giving people a bright purple or green pen and telling them to proof boldly—that clear corrections will help you make the changes wanted.

- **Proof your text in levels.** Some of the biggest mistakes in proofing are made in the headlines. We tend to get so focused on body text, we overlook the big stuff. Proof the body text, and then go back separately and proof headlines, call-outs, sub-heads, and captions.
- **If you have to proof on the screen,** here are some ideas that can help you see mistakes. Changing the page size from 100 percent to 200 percent will help catch a lot of errors. Change italics to normal. These changes will help in the proofing process, but be sure to change the text back before it is printed.

On the next page is a form that can be shared with everyone involved in a DTP project. If everyone uses the same system, it should make the proofing and corrections process go smoothly.

Proofing instructions for _____

Thank you for taking time to proof this material. We all want our publications to be the best they can be and the proofing process helps us accomplish that goal.

Guidelines for proofing:

- Below are the symbols to use in making your corrections. In addition to using these symbols, please make any additional notes, such as the correct spelling of an incorrectly spelled word in the margin.
- Please use a brightly colored pen, not pencil to do the corrections. If the corrections are to be faxed, used a dark-colored felt-tip pen.
- Do not make corrections in the margin if they are to be faxed.
- If you have a question about something, write it out in the margin or place a number and clearly write it out on another page, under that number. Do not just put in a question mark.
- If you want a section of text inserted, if it is more than a few words, place a letter at the insertion point and clearly write or type the text under that letter on another page.

Proofing symbols:

te xt	delete letter	[text	move left
text text	delete word	Text or lc	lowercase
text .	delete punctuation	text or cap	capitalize
<u>text proof</u>		<u>text</u> or <u>ital</u>	italicize
text	transpose	text <i>rom</i>	roman or normal type
sp <u>Josahua</u> Joshua	spelling problem	text or bf	boldface
proof [#] text	space	text wf	wrong font or typeface
te [#] xt	close up space	text st et	let it stand, no correction
text. ^{e#} The	delete extra space	text	insert
[#]	new paragraph	text text	insert hyphen
proof [#]		text [,]	insert comma
[#] text	no new paragraph	texts	insert apostrophe
text [#]	move right	"text"	insert quotation marks
		text [.]	insert period

Style guides

When you create a style guide for your publications, lay out a dummy page like this using the actual sizes and leading of the type. Then specify on the sheet the type face, size, leading measurements and any other spacing notes.

Additional guidelines including how to box photos, how to layout ads, or any additional information can also be included on the sheet.

One of the best tools for proofing and for creating consistent publications is a style guide created specifically for your desktop publishing projects. Instead of specifying grammar and word usage rules, a DTP style guide specifies type sizes, leading and layout specifications for the publication. This type of style guide does not replace your grammatical style guide, but is needed for DTP publications in addition to it.

If you have style guides like this on file for your publications it also makes it much easier to train others to produce the publications. If an emergency comes up, it's essential.

Friday, September 21, 1996

News

The Christian Messenger / page 3

Experts discuss mission plans

Grants to be awarded to top projects

Money to aid mission research and fund conference attendance

by Jenny Murphy
The Christian Messenger

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The mission development center is not only for those groups suffering from financial troubles

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at

Kronin elected to Mission Association Executive Council



Photo captions Palatino 9/11 Bold, length of picture. Photos cropped to fill box. Use a headline rule for the box. Caption is Palatino 8 pt.

• Level one head: Avant Garde 36/36 B

• A 4 pt. line can be used between some stories

• Level two head: Avant Garde 24/24 B

• Subtitle: Palatino, ital. 14/16, indented 5

• Text: Palatino 10/12 x 10.5, 1 pica paragraph indent

• Byline: 10/10 Palatino, extra space between by-line and start of story

• Callout: Avant Garde 12/14 Bold, surrounding lines 2 point

Other notes:

• Indent 1 pica for text inside boxes
• Drop down 1 pica to hang your headlines below previous last line

• Leave 1 pica of space between end of story and graphic

• Be sure all graphics and ads line up with grid lines; if they aren't big enough and cannot be altered, draw a 1 pt. line to box them.

• Level three head: Avant Garde 18/18, can be used as a main head inside boxes

Lorem ipsum dolor sit amet, consectetur adipiscing eli

eusmod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation

• Boxed text is 12 /14 Bold Avant Garde

Type proofing

After proofing the text, go over all of your type without looking at the words and check:

- Are all of the sections, such as headlines, captions, subheads, in the same size and the same style?
- Do you have too many conflicting typefaces or sizes in your publication?
- Do the typeface selection and size help make the organization of the message clear?

Graphics proofing

After text and type, look at your graphics. Things to check:

- Are all the lines the proper length and thickness?
- Do all photos have a hairline box around them?
- Are any photos or illustrations upside down? (It happens.)
- Are the right captions with the right illustrations? Are written captions included for all your photos and graphics?

Layout proofing

Sometimes when you get to this point, it's too late to make massive changes. At this point it is more of an evaluation of what you'll do better next time. Ask yourself:

- Does the page look too crowded or too empty? You might be able to add a quote or call-out if you need to fill some space.
- Is there a good balance of photos or illustrations and text?
- Is it easy to see what sections belong together?
- Does it look readable? Inviting? Or is it something you'd put aside?
- What changes do you want to make next time?

Fax proofing tips

If you are sending a document back and forth via fax machine to be proofed here are some tips:

- Do your proofing with a fine felt-tip black pen. A pencil and most ballpoint pens do not reproduce well enough for the receiving person to see all the changes you have made.
- Do not make any corrections in the margins. Most fax machines do not read to the edges of an 8 1/2-by-11 sheet of paper and corrections made in the margins may not come through.