



The Mac is not a typewriter: A style manual for creating professional-level type on your Macintosh

Robin Williams

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"Ever wonder why some type looks more professional, more sophisticated than other type? Professional typesetters went through different training than is given in Typing 1A---text from a typesetting machine uses a different set of standard rules than does text from a typewriter. This book explains all the inside techniques and rules governing traditional type---techniques and rules that should be applied to all the type coming from personal computers, whether the computer is a Macintosh or any other model. Following this book guarantees you type will be more impressive and of better quality. The Mac is not a typewriter not only lays down guidelines, but explains the logic behind them, such as why punctuation should be hung, why there should not be two spaces after periods, why text set in all caps should be avoided. The most troublesome punctuation issues are also addressed, such as where apostrophes belong, whether the period goes inside or outside the parentheses, on which side of the quotation mark should the comma be placed---details that were often left up to the typesetter because she was trained to know those things. Every person who uses a keyboard should read this book and follow these time-tested precepts. No matter what the final project, the Mac gives the potential to create beautiful, sophisticated type." (from backcover)

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