



BW&A
BOOMS
INCORPORATED

Book Design & Production

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1006-A Lamond Avenue

Durham, NC 27701

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www.bwabooks.com

BW&A COMPOSITION QUALITY CHECKS & PREFERENCES

We will follow press house style guides when provided. If there's not a house style, we will follow our own house style for composition quality.

We do not compare manuscript to page proof letter-for-letter, but we do check for the following:

- old style figures (rom and ital) per design
- all ligatures: ffi ffl ff fi fl (where available in the font)
- italic / bold / small caps in ms set as such in proof?
- Beginning & ending of every paragraph in accordance with manuscript? Including indents following extract
- loose / tight lines
- <n> codes changed to en dashes
- if requested by designer: em dashes set 85% with thin space each side
- proper spacing and breaking of ellipses
- mark any obviously bad kerning, esp. 0– or V, or f” or italic going into roman, etc.
- VIP! check for sequential page numbers from one file to the next!
- check running heads and/or feet
- Art placement; art and caption matchup
- No dropped text around codes; text properly styled

BW&A composition preferences:

- avoid “double dashes”—that is, hyphenating an already hyphenated word, or hyphenating a word preceded or followed by a dash, be it hyphen, en, or em dash
- avoid hyphenating before a single vowel: cat / egory
- avoid separating a 1- or 2-digit number and its mate: p. / 1 or fig. / 12 for example. If these must break, we prefer 4–7 / mm
- orphans: last line of a paragraph preferably a complete word (not a syllable); MUST be wider than a para indent
- maximum of 3 hyphenated lines in a row
- disallow word stacks (3 lines starting or ending with same word)
- correct hyphenation (Webster's Collegiate, 11th edition)
- disallow awkward hyphenation, i.e., technically correct, but hard to read, as: an-timetaphysical



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- try hard not to break a string of initials for first names: W. / E. / B.
DuBois
- small caps should be modestly letterspaced
- trailing punctuation follows ms for font (rom or ital)
- websites: break *before* punctuation, never add hyphens, and try to avoid breaking at hyphens in the address:
cnn.com
/sample break

Page make-up:

- Minimum of two lines below a subhead at foot of page.
- Minimum of two lines must start a list or extract at foot of page or end them at the top of a page.
- No widows (last line of a paragraph as first line on a page). [IF a line is within 6 pts of full measure and the situation is dire, a widow could be allowed.]
- Minimum of five lines of text on any given page (designer may specify more).
- Avoid hyphenating before full page of art. Otherwise, avoid overleaf hyphens only if client specifically requested.