

# PRESENTATION TITLE

Presentation Subtitle

Presenter Name

[www.website.com](http://www.website.com)

# SECTION TITLE

Section Subtitle

# SINGLE COLUMN LAYOUT

To effectively present information, you first must know what you wish to

Though you should give (careful) thought to how your document and separate elements should appear, there is a time for such considerations.

1.) When you are planning your document (outlining)

2.) After you have finished writing

While writing, tinkering with font size, paragraph indentation and margins can be detrimental to your train of thought. Instead of playing with formatting, focus on putting one word after another.

You Can Play With Formatting Later

# TWO COLUMN LAYOUT

Semantic Markup. Mean what you say.

## HTML

```
<p>Shall I <e>compare thee</e>  
to a summer's day?</br>  
Thou art more lovely and more  
temperate:</br>  
Rough winds do shake the  
darling buds of May,</p>
```

## LaTeX

```
And \emph{summer's lease} hath all too short a date: \\  
Sometime too hot the eye of heaven shines, \\  
And often is his \emph{gold complexion} dimm'd; \\  
And every \emph{fair from fair sometime declines}, \\  
By chance or nature's changing course untrimm'd; \\
```

Semantic markup makes use of tags to label text. Sections are labeled as "section", paragraphs are labeled as "paragraph", footnotes as "footnote", code as "code", and long quotes as "long quote". By calling your text what it is, you no longer need to worry about the structure of your document. Instead, you can focus on it's contents.

# FANCY TYPOGRAPHY

If you match the tool to the challenge, you are more likely to have success.

Books, Long Form Texts

LYX < LATEX

Repetitive Documents,  
Automated Reports

< SCRIBUS < INKSCAPE

Posters, Catlogs, Layout Intensive Material

Figures, Illustrations, Charts

# TWO COLUMN, LINKED

Since choice is good ... more choice is better. Right?

**PDF-TeX** Traditional LaTeX creates an output file known as a DVI, which was then printed. DVI became obsolete after PDF was adopted (which does the same thing, and does it better. PDF-TeX creates a PDF file directly from LaTeX.

**XeLaTeX** TeX and LaTeX were created prior to the standardization of fonts with OpenType/TrueType. XeLaTeX allows you to use OTF/TTF fonts directly (through fontspec). This gives you access to any font on your system.

**ConTeXt** An alternative macro package to LaTeX. It still makes use of the TeX typesetting engine, but the various typesetting macros use a different language. Upside: More consistent, cohesive, easier to learn. Downside: Not as popular, fewer add-ons.

**LuaTeX** PDF-TeX, except more so. Embeds the Lua scripting language. This makes it much easier to do fancy things.

# TWO COLUMN, IMAGES/TEXT

## Character Ligatures

*Aspice, astice, lactosio, Islam, asfissia*

Aspice, astice, lactosio, Islam, asfissia

Microsoft Word [Minion Pro, 24 pt]

*Aspice, astice, lactosio, Islam, asfissia*

Aspice, astice, lactosio, Islam, asfissia

LaTeX [Minion Pro, 24 pt]

The Devil may be in the details,  
but that is also where you will  
find Divinity.

- Tom Dorrance

## Small Caps

AAa AB BC CD

Microsoft Word [Adobe Garamond Pro, 24 pt]

AAa AB BC CD

LaTeX [Adobe Garamond Pro, 24 pt]

## Kerning

Table

Microsoft Word [Adobe Garamond Pro, 24 pt]

Table

LaTeX [Adobe Garamond Pro, 24 pt]

# 3-COLUMN EXAMPLE

A few concluding thoughts:

- 1.) Keep content and its aesthetic representation separate, until it's time to put them together
- 2) Use the right tool for the job
- 3) Use tools that you like. When you are happy, you will produce better stuff

