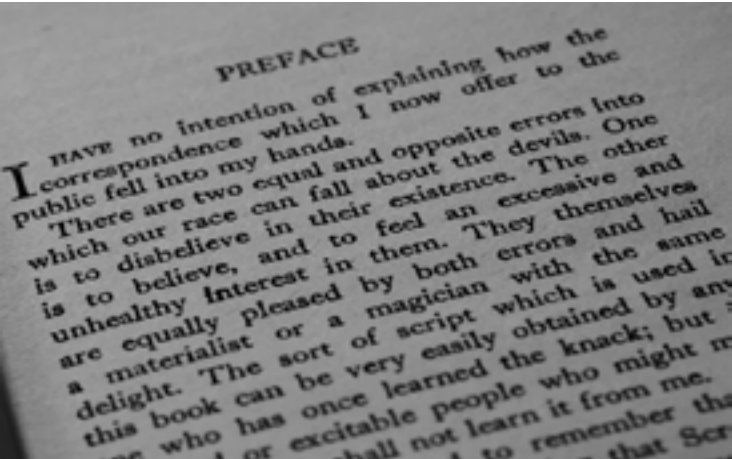


Drop Cap 101

By: Nicole Sanchez

A drop cap, also known as a dropped capital, is a capital letter that drops below the first line of a paragraph to draw in the reader's attention.



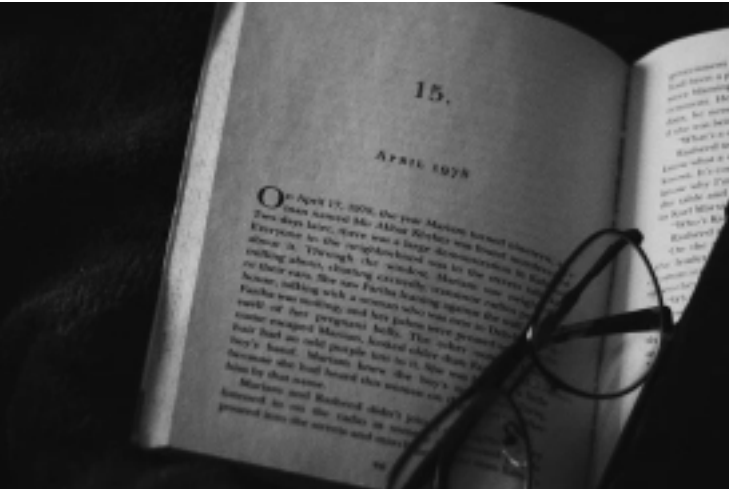
This can help increase usability because it marks important passages and helps guide readers through a body of text. Body paragraphs that are rich in text can sometimes seem busy and dense to a reader at first glance, but a drop cap can add some necessary rest room for the reader's eyes while also functioning as a placeholder on the page. Drop caps are an effective way of grabbing the reader's attention while also adding personality to the paragraph and visually strengthening the page. They often appear in articles, novels, journals, and non-academic essays, but to determine if they are appropriate for your specific genre you

should ask yourself "Is it appropriate for your context?" and "Will this add anything to my design?"

The style of your drop cap is also very important because it can either support the body paragraph's purpose or it can distract the reader from the content. A good thing to remember is that it's better to keep yourself open to using different fonts. Extravagant drop fonts can serve the same purpose as straight-forward simple fonts, so don't overthink and use a style that really resonates with you. [Here](#) are a few examples of different drop cap variations that you might want to use. This article specifically talks about books, but it still includes great tips that you can apply while using any type of drop cap in any type of medium.



You might not even realize it, but your design choices also say a lot about who you are. It's important to use a drop cap that represents how you want people to perceive you because a simple element can still influence a reader's perception of the author's persona.



If you want to come off as professional, use a font that adds to your page's overall look and that contributes to your persona without giving a misleading impression. Drop caps are extremely versatile and serve a specific purpose, so compare your different options and select a variation that works best for you and how you want people to perceive you.

Drop caps can be the same font as the body text or you can use a contrasting font.

The wider the columns the deeper the drop cap can go.