


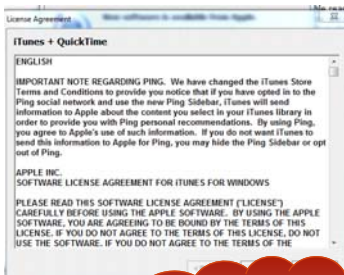

Text in Interaction Design

- Commentary/Instrumental
 - **Commentary text** is text that informs
 - **Instrumental text** is text that works; e.g. hyperlinks, button, labels (this will be covered in the lecture on forms & controls)
- Legibility
 - Can the reader discern the words?
- Readability
 - Can the reader easily read the text?
- Physical Factors
 - What is the screen resolution, brightness?



Remember the reading process

- We read lowercase more quickly than UPPERCASE
- Lowercase presentation is more common
- Except when people don't want you to read it ☹

Do they want you to read the chocolate bar wrapper?

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Typography craft and an art

- Art
 - Book of Kells (6th century)
- Craft
 - Arranging glyphs (letters)
 - Dates from earliest printing presses
 - Its history is evident in the terms we use
 - Leading ... the amount of lead between lines


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+

Basic Anatomy of letterforms

Image modified from http://26.media.tumblr.com/tumblr_kx1onhPpD61qajtt001_500.gif

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Fonts: serif & sans serif

Aa Bb

}

serifs

Aa Bb

}

Pure

http://www.pixel77.com/typography-type-and-typefaces/

'Sans' is "without", therefore sans serif fonts are fonts without serifs

- People still argue whether serif (e.g. Georgia) or sans serif (e.g. Arial) is easier to read on a screen
 - http://www.w3schools.com/cssref/playit.asp?filename=playcss_font-family
 - CSS definition:
p.ex2 { font:15px Georgia, serif;}
 - Use in HTML:
<p class="ex2">Georgia</p>
- Georgia, Verdana, and Trebuchet maintain legibility at small sizes and have been designed to facilitate reading on the Web

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+ Fonts for title vs. body

Decorative/Display fonts

- Decorative fonts (sometimes called display fonts or title fonts)
 - suitable for titles and headings
 - strong personality:
 - grab people's attention
 - reinforce the message of the word.
 - May not be installed on all machines – in which case you need to have a default!
- Neutral looking fonts such Georgia or Arial are more suitable as body copy (easier to read)

COMPUTER

KIDS

Telegram

URGENT

Invitation

+ Fonts for title vs. body

DIGITAL DIVIDE

The bulk of what we read is body copy. It's the novels, magazine articles, newspaper stories, contracts, and Web pages we read day after day. Body type or body text fonts are the typefaces used for body copy. Body copy requires legible, easy to read body text fonts.

Wedding

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Fonts: proportional & monospaced



Proportional
Monospaced

<http://library.kiwix.org:4201/A/Typeface.html>

- A proportional font has variable-width: ioioioioio
- A monospaced font has fixed-width ioioioioio

Courier


This is an example of a fixed-width, serif font.

Times New Roman

This is an example of a variable-width, serif font.


Arial

This is an example of a variable-width, sans serif font.



Font Size


- Factors that affect perceived font size:
 - Reading Distance—Greater distances require larger text.
 - Screen Resolution—Smaller text requires greater resolution to keep the characters clear and legible.
 - Text/Background Contrast—Positive contrast is optimal (black type on a white background).
 - Visual Acuity of User—Not all users have 20/20 vision. And from age 40-something *presbyopia* really takes hold: focusing on near objects doesn't work so well and hence small fonts require magnification
 - Purpose —Text can be scanned, read word by word, or read character by character [e.g. passwords]



Font Size


- Fonts for body copy usually don't work well when set too large, they tend to become inelegant and clunky.
- The opposite is the case when setting titling fonts too small – the title/heading will lose its dominance and the page looks bland.

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Font Size

- Fonts of the same size, say 11pt, will sometimes look different in size due to their different x-heights.



Times New Roman Bodoni Book Times New Roman Bodoni Book

<http://www.pixel77.com/typography-type-and-typefaces/>

- These fonts are all in the same size (36pt):


a a a a

Looks bigger Looks smaller

- http://www.w3schools.com/cssref/tryit.asp?filename=try_css_font with


```
p.ex1 { font:15px Times New Roman, serif;} p.ex2 { font:15px Book Antiqua, serif;}
```

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Weight & Style

- **Weight**
 - **Bold**
When two fonts differ in weight, they form a strong and vibrant visual contrast. e.g. between heading, and body – as we have on this page
- **Style**
 - *Italics*
 - Underline
 - Underlines will be mistaken as a hyperlink
 - so don't use except for links
- Besides emphasizing points, creating contrast by varying weight and style can contribute to a dramatic and eye-catching look to an interface. It helps keep your page from looking dull.
- However, use with **restraint** and be **consistent**.
 - too many weight and styles on one screen gets confusing.




Spacing

Vertical line spacing

- The spacing between lines of text (single spacing, double spacing, etc.) is called leading or line height
- Increasing spacing improves reading speed
 - But takes more screen space
 - Different languages need different amounts of leading
 - Korean needs lots more because letters are stacked
- Examples:
 - http://www.w3schools.com/cssref/tryit.asp?filename=trycss_line-height
 - http://www.w3schools.com/cssref/playit.asp?filename=playcss_line-height

선물이 쏟아진다!
페이스북 친구들과 함께
이벤트에 응모하세요^^
두근두근모바일




Alignment

- **Alignment**
 - Use left or justified
 - Right and centre are harder to read because can't easily find beginning of the line
 - Right justification is good to glue caption text to a data entry field or figure to the right

This is a paragraph of writing. This is a paragraph of writing. This is a paragraph of writing. This is a paragraph of writing. This is a paragraph of writing.

This is a paragraph of writing. This is a paragraph of writing. This is a paragraph of writing. This is a paragraph of writing. This is a paragraph of writing.

This is a paragraph of writing. This is a paragraph of writing. This is a paragraph of writing. This is a paragraph of writing. This is a paragraph of writing.




Line Length & Margins

Line length

- Line length affects reading performance (i.e. speed) but not comprehension
- Lines of greater length are read more quickly
 - Up to a limit of perhaps 75-100 characters per line (CPL)
- But people *prefer* medium line lengths
- http://www.w3schools.com/cssref/playit.asp?filename=playcss_max-width

Margin width


- Shorter lines — 4 inches (2.54cm=1 inch) — with large margins increase reading performance
- So generous white space helps performance
- http://www.w3schools.com/cssref/playit.asp?filename=playcss_padding-left



Line Length & Margins (contd.)

- The research studies on user performance in this area are somewhat mixed
 - A problem is that different studies have different sort of users, tasks and media – and at different times (people have probably changed their expectations after using smartphones and tablet readers for the last few years)
- So try moderate options (medium line length and, if at all possible in terms of layout, generous margins)
 - But if it's really critical you should seek feedback from your intended user base and usage context (with a scale of feedback / study commensurate to the scale of the project and criticality of the task)
- Same goes for any aesthetic decision really


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Learning Outcomes

- The main purposes of text?
 - Reading
 - Reading versus scanning
 - Commentary/Instrumental
 - Output versus interactive
- Is there the balance between ‘art’ fonts and readability?
- What makes a font readable (or not)?

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Learning outcomes

- What are the characteristics of text that we can control?
 - Font
 - Serif, san serif
 - Proportional, mono space
 - Size
 - Bigger is dominant and easier to read – but takes more screen real estate
 - Weight
 - Bold emphasise and increases dominance
 - Style
 - Italics and underline (links only) bring focus
 - Spacing
 - Increased line height makes it easier to read – but takes more screen real estate
 - Alignment
 - Left or justified is easiest to read.
 - Small margins make it easier to read.

(And colour, too – but that's its own lecture)
- Design a font scheme (in your assignment)

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Design
Text
Concerning
Issues
Technical
Using
Interaction
Reading
Scrolling
Sub-title
Screens
characters
Links
Paper
Process
Chapter
Spacing
Readability
Versus
Help
Practical
Characters
Line
Must
Presentation
Contrast
Character
Font
Color
Human
Size
Process
Chapter
Spacing
Readability
Links
Paper
Process
Chapter
Spacing
Readability
Versus
Help
Practical
Characters

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