



**Romel Cabiling** ▾



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# Lesson Proper for Week 2

## POWER OF MEANING

- In multimedia words appear in titles, menus, navigation aids and narrative or content
- Multimedia authors weave words, symbols, sounds and images - blend text in to the mix to create integrated tools and interfaces for acquiring, displaying and disseminating messages and data
- British council survey on English
- One billion people speak English as a first, second or foreign language
- More than two thirds of world's scientists read English
- Three quarters of world's mail is written in English
- 80% of world's information that is stored on computers is written in English

## TEXT

**Text** it is the main body of printed or written matter on a page. Text are contains of letters, symbols and numbers or any combination that you enter into your document or work file. From the beginning of the history, humans used graph and text to communicate, experiences, knowledge and feelings. With multime



technology, text can be combined with other media in a powerful and meaningful way to present information and express mode.

## BESTLINK COLLEGE OF THE PHILIPPINES

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### College of Computer Studies

Figure 1: A sample text with combination of letters, symbol and numbers

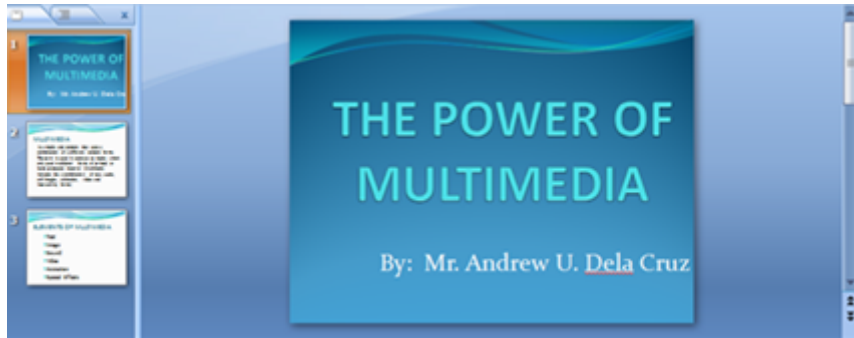


Figure 2: A text presentation with animation using power point presentation software

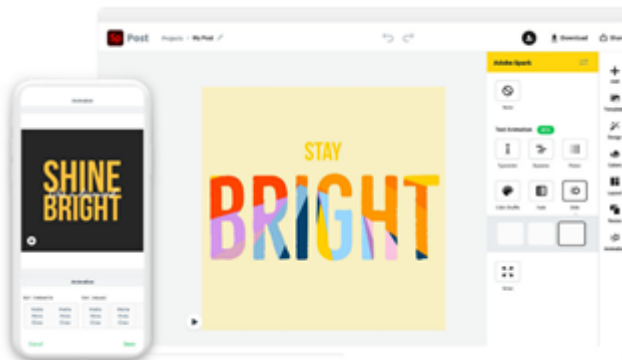


Figure 3: A text presentation with animation using adobe spark software

**Text :** Text and symbols are very important for communication in any medium. With the recent explosion of the Internet and World Wide Web, text has become more the important than ever. Web is HTML (Hyper text Markup language) originally designed to display simple text documents on computer screens, with occasional graphic images thrown in as illustrations.

### **Text in Multimedia**

Words and symbols in any form, spoken or written, are the most common system of communication. They deliver the most widely understood meaning to the greatest number of people.

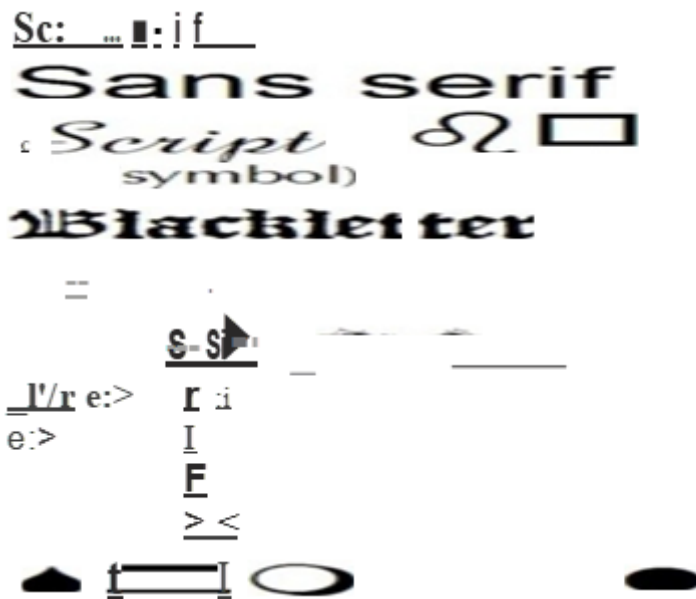
Most academic related text such as journals, e-magazines are available in the



Browser readable form.

## Fonts and Type Faces

- Typeface in printing refers to the surface of a block of Type that makes the impression ie the impression made by this surface
- Typeface is the primary design while the Font is a particular implementation and variation of typeface such as bold or italics
- Major difference between typefaces is whether there are tiny horizontal lines at the top and bottom (Serif)
- A typeface usually comprises of an alphabet of letters, numerals, punctuation marks, and symbols



### About Fonts and Faces

A typeface is family of graphic characters that usually includes many type sizes and styles. A font is a collection of characters of a single size and style belonging to a

particular typeface family. Typical font styles are bold face and italic. Other style attributes such as underlining and outlining of characters, may be added at the users choice.

The size of a text is usually measured in points. One point is approximately 1/72 of an inch i.e. 0.0138. The size of a font does not exactly describe the height or width of

its characters. This is because the x-height (the height of lower case character x) or



two

fonts may differ.

Typefaces of fonts can be described in many ways, but the most common characterization of a typeface is serif and sans serif. The serif is the little decoration at

the end of a letter stroke. Times, Times New Roman, Bookman are some fonts which

comes under serif category. Arial, Optima, Verdana are some examples of sans serif

font. Serif fonts are generally used for body of the text for better readability and sans

serif fonts are generally used for headings. The following fonts shows a few categories

of serif and sans serif fonts.

F

(Serif Font)

F

(Sans serif font)

### **Selecting Text fonts**

It is a very difficult process to choose the fonts to be used in a multimedia presentation. Following are a few guidelines which help to choose a font in a multimedia presentation.

- As many number of type faces can be used in a single presentation, this concept of using many fonts in a single page is called ransom-note topography.
- For small type, it is advisable to use the most legible font.
- In large size headlines, the kerning (spacing between the letters) can be adjusted
- In text blocks, the leading for the most pleasing line can be adjusted.
- Drop caps and initial caps can be used to accent the words.
- The different effects and colors of a font can be chosen in order to make the text look in a distinct manner.
- Anti aliased can be used to make a text look gentle and blended.



- For special attention to the text the words can be wrapped onto a sphere or bent like a wave.
- Meaningful words and phrases can be used for links and menu items.
- In case of text links(anchors) on web pages the messages can be accented.

The most important text in a web page such as menu can be put in the top 320 pixels.

### **Fonts and Faces**

Font face an assortment or set of type of characters. It is use to make text more appropriate for the output of your document or work file.

#### **Example:**

Arial, Algerian, Book Antiqua, Calibri, Monotype Corsiva, Times New Roman

- 10 point
- 12 point
- 14 point
- 18 point
- 24 point

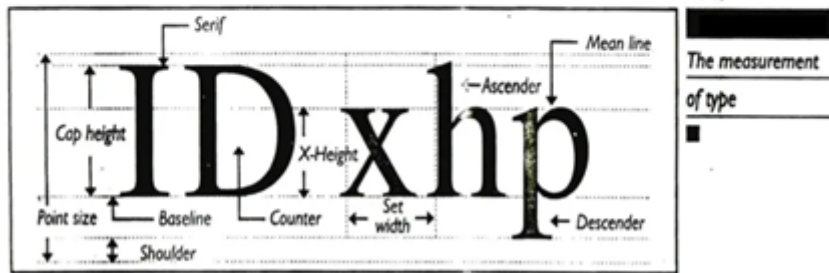
- **ascender** -The part of lowercase letters (such ask, b, and d) that ascends above the x-height of the other lowercase letters in a face.

**Font Size is the distance from the top of the capital letters to the bottom of the descended letters such as g and y. Font size are usually expressed in points; one point is 0.138 inch or about 1/72 of an inch.**

**Note: when choosing a font face, font size and color always consider the objectives and audience. All decision in developing a multimedia title ultimately depends on the objectives of the title and the intended audience.**



# The measurement of Type



- **baseline** -The imaginary line on which the majority of the characters in a typeface rest.
- **cap height** -The height from the baseline to the top of the uppercase letters in a font. This may or may not be the same as the height of ascenders. Cap height is used in some systems to measure the type size.
- **descender** -The part of lowercase letters (such as y, p, and q) that descends below the baseline of the other lowercase letters in a font face. In some typefaces, the uppercase J and Q also descend below the baseline.
- **face** -One of the styles of a family of faces. For example, the italic style of the Garamond family is a face.
- **family** -Also known as a font family. A collection of faces that were designed and intended to be used together. For example, the Garamond family consists of roman and italic styles, as well as regular, semi-bold, and bold weights. Each of the style and weight combinations is called a face
- **font** - One weight, width, and style of a typeface. Before scalable type, there was little distinction between the terms font, face, and family. Font and face still tend to be used interchangeably, although the term face is usually more correct.
- **font family** - Also known as family. The collection of faces that were designed together and intended to be used together. For example, the Garamond font family consists of roman and italic styles, as well as regular, semi-bold, and bold weights. Each of the style and weight combinations is called a face



- **Kerning**  - The adjustment of horizontal space between individual characters in a line of text. Adjustments in kerning are especially important in large display and headline text lines. Without kerning adjustments, many letter combinations can look awkward. The objective of kerning is to create visually equal spaces between all letters so that the eye can move smoothly along the text.

- **Kerning may be applied automatically by the desktop publishing program based on tables of values. Some programs also allow manual kerning to make fine adjustments.**

- **leading (pronounced : led ding)**  - The amount of space added between lines of text to make the document legible. The term originally referred to the thin lead spacers that printers used to physically increase space between lines of metal type. Most applications automatically apply standard leading based on the point size of the font. Closer leading fits more text on the page, but decreases legibility. Looser leading spreads text out to fill a page and makes the document easier to read. Leading can also be negative, in which case the lines of text are so close that they overlap or touch.

- **point**  - A unit of measure in typography. There are approximately 72 points to the inch. A pica is 12 points.

- **point size**  - The common method of measuring type. The distance from the top of the highest ascender to the bottom of the lowest descender in points. In Europe, type is often measured by the cap-height in millimeters.

sans serif - A type face that does not have serifs. Generally a low-contrast design. Sans serif faces lend a clean, simple appearance to documents.

serif - Small decorative strokes that are added to the end of a letter's main strokes. Serifs improve readability by leading the eye along the line of type.

- **tracking**  - The average space between characters in a block of text. Sometimes also referred to as letter spacing.

- **weight**  - The relative darkness of the characters in the various typefaces within a type family. Weight is indicated by relative terms such as thin, light, bold, extra-bold, and black.

- **width**  - One of the possible variations of a typeface within a type family, such as condensed or extended.

- **x-height**  - Traditionally, x-height is the height of the lowercase letter x. It is also the height of the body of lowercase letters in a font, excluding the ascenders and descenders. Some lower case letters that do not have ascenders or descenders still extend a little bit



above or below the x-height as part of their design. The x-height can vary greatly from typeface to typeface at the same point size.

Computers and text:

### **Fonts:**

Postscript fonts are a method of describing an image in terms of mathematical constructs (Bezier curves), so it is used not only to describe the individual characters of a font but also to describe illustrations and whole pages of text. Since postscript makes use of mathematical formula, it can be easily scaled bigger or smaller.

Apple and Microsoft announced a joint effort to develop a better and faster quadratic curves outline font methodology, called truetype. In addition to printing smooth characters on printers, TrueType would draw characters to a low resolution (72 dpi or 96 dpi) monitor.

### **Character set and alphabets:**

#### **ASCII Character set**

The American standard code for information interchange (SCII) is the 7 bit character coding system most commonly used by computer systems in the United states and abroad. ASCII assigns a number of value to 128 characters, including both lower and uppercase letters, punctuation marks, Arabic numbers and math symbols. 32 control characters are also included. These control characters are used for device control messages, such as carriage return, line feed, tab and form feed.

#### **The Extended Character set**

A byte which consists of 8 bits, is the most commonly used building block for computer processing. ASCII uses only 7 bits to code is 128 characters; the 8<sup>th</sup> bit of the byte is unused. This extra bit allows another 128 characters to be encoded before the byte is used up, and computer systems today use these extra 128 values for an extended character set. The extended character set is commonly filled with ANSI (American National Standards Institute) standard characters, including frequently used symbols.

#### **Unicode**

Unicode makes use of 16-bit architecture for multilingual text and character encoding. Unicode uses about 65,000 characters from all known languages and alphabets in the world.

Several languages share a set of symbols that have a historically related derivation, the shared symbols of each language are unified into collections of symbols (Called script). A single script can work for tens or even hundreds of languages.





Microsoft, Apple, Sun, Netscape, IBM, Xerox and Novell are participating in the development of this standard and Microsoft and Apple have incorporated Unicode into their operating system.

### **Font Editing and Design tools**

There are several software that can be used to create customized font. These tools help an multimedia developer to communicate his idea or the graphic feeling. Using these software different typefaces can be created.

In some multimedia projects it may be required to create special characters. Using the font editing tools it is possible to create a special symbols and use it in the entire text.

### **Following is the list of software that can be used for editing and creating fonts:**

- **Fontographer**
- **Fontmonger**
- **Cool 3D text**

**Special font editing tools can be used to make your own type so you can communicate an idea or graphic feeling exactly. With these tools professional typographers create distinct text and display faces.**

#### **1. Fontographer:**

It is macromedia product; it is a specialized graphics editor for both Macintosh and Windows platforms. You can use it to create postscript, truetype and bitmapped fonts for Macintosh and Windows.

#### **2. Making Pretty Text:**

To make your text look pretty you need a toolbox full of fonts and special graphics applications that can stretch, shade, color and anti-alias your words into real artwork. Pretty text can be found in bitmapped drawings where characters have been tweaked, manipulated and blended into a graphic image.

#### **3. Hypermedia and Hypertext:**

Multimedia is the combination of text, graphic, and audio elements into a single collection or presentation – becomes interactive multimedia when you give the user some control over what information is viewed and when it is viewed.

When a hypermedia project includes large amounts of text or symbolic content, this content can be indexed and its element then linked together to afford rapid electronic retrieval of the associated information.

When text is stored in a computer instead of on printed pages the computer's power processing capabilities can be applied to make the text more accessible and meaningful.



This text can be called as hypertext.

#### 4. Hypermedia Structures:

Two Buzzwords used often in hypertext are link and node. Links are connections between the conceptual elements, that is, the nodes that may consist of text, graphics, sounds or related information in the knowledge base.

#### 5. Searching for words:

Following are typical methods for a word searching in hypermedia systems: Categories, Word Relationships, Adjacency, Alternates, Association, Negation, Truncation, Intermediate words, Frequency.

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A banner for Bestlink College of the Philippines (BCP) featuring a blue-tinted image of a modern building. The text is overlaid on the image. At the top right, it says "visit www.bcp.edu.ph". The main headline in large red letters reads "Enrollment registration is now Ongoing". Below this, in white text on a blue background, it says "For 2nd Semester SY 2021 - 2022". Underneath that, in white text on a dark blue background, it says "We are accepting new students, returnees and transferees." On the right side, there is a quote: "Be trained to be the best, Be linked to success" next to a circular logo. At the bottom left, there is an email icon and the address "bcp-inquire@bcp.edu.ph". At the bottom right, there is a phone icon and the numbers "(8)442-8601 | (8)518-8050".

visit [www.bcp.edu.ph](http://www.bcp.edu.ph)

# Enrollment registration is now Ongoing

**For 2nd Semester SY 2021 - 2022**

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