Regarding item # 16 in the reading, “Font Size Matters”, I am reminded of a way that I used to gauge the difficulty of an upcoming or potential read years ago. I no longer do this, because I actually enjoy reading now, but back in the day, when I would be either choosing a book to read or simply gauging the difficulty of a read, I wouldn’t do any research. I wouldn’t find reviews of people I trust. I wouldn’t even ask a friend of family member who had already read the book. I would simply open up the book to literally any page past the start and check out how big the text was. If it was too small, I would say “Nah, that’s not for me.” If it was too large, I would determine that it was too easy or “a children’s book”. I don’t know if most younger people are immature Goldilocks like I was, but I’d have to assume that this method is used by more than just 1 in 7 billion people. These days, I’m still catching up on all the things I chose not to read fifteen years ago.

Item # 15, “Pattern Recognition Helps People Identify Letters in Different Fonts”, Susan hints at the age-old debate of Serif vs Sans-Serif. Serif fonts have small embellishments in the form of a small line and are said the better draw the readers’ eyes towards the next letter. The scrambled paragraph atop page 37 is proof that we read by predicting the next input, so this would seem to be a great benefit to readability. The article lists Georgia as its top font in terms of readability. Helvetica, listed second, is considered to be one of the most easily-read fonts around and “A Modern Classic”. Helvetica is a sans-serif font. In fact, of this article’s top 12 easy-to-read fonts, only 4 of them are considered serif, which makes me think that while the serif-style embellishments may truly be helpful in terms of guiding the eyes, it is not necessarily that big of a gain in readability. I, myself, am partial to the “Quicksand” font, which is developed by Google and “built on a foundation of geometric shapes to give the impression of friendliness.”

https://thenextweb.com/news/whats-the-most-readable-font-for-the-screen#.tnw\_KiwPoV7E