

Week 2

- Communicate via the five senses: sight, smell, sound, touch, taste
 - _ visual appeal: images, animation, videos
 - _ sounds: voice recording, music, audio tech
 - _ touch: tools for navigation, creation
- **Multimedia:** is everything you can hear or see
 - _ *technical def:* describes any application or technology that uses any combination of: text, images, sound, animation, video
- **Multimedia History**
 - 1969 → Network Technology introduced
 - ARPANET:** Advance Research Projects Agency Network
 - _ 1st packet switching network & the predecessor to the internet
 - 1991 → **Tim Berners-Lee** finished developing **World Wide Web** (http), and & HTML & URL
 - 1993 → **Mosaic**, 1st graphical web browser is released; **Tim Berners-Lee** & Erina Brina
 - 1994 → **Yahoo**; **Jerry Yang** and **David Filo**
 - 1998 → **Google**; **Larry Page** and **Sergey Brin**

Design Principles and Texts

Contrast
Repetition
Alignment
Proximity

- Text attributes:
 - _ font type
 - _ style
 - 1_ *Kerning*- space between adjacent characters
 - _ adjusting distance **between pairs** of letters
 - _ brings letters closer together
 - 2_ *tracking* – adjusting the distance **between all** the letters
(SPACE BETWEEN CHARACTERS)
 - _ measured in ems
 - _ more distance between letters
 - 3_ *Leading* – vertical space between underline (won't use it because it's a link)
(SPACE BETWEEN LINES)
 - _ the **amount of** vertical space between the lines **of text**
 - _ measured in either positive or negative points or zero
 - _ *Text Size*-
 - _ Pixel- relative to screen resolution

- _ smallest discrete component of an image or picture on a **monitor**
- _ **creating a webpage**
- _ **viewing a webpage** on a monitor
- 11 px DOES NOT EQUAL 11pt
- _ Points, pica- as in MS word, absolute length
- _ points are a **print unit** of measure (word processing)

FACT: A point size of 72, will always give you a font that is one inch high when printed

- _ Percentage, ems- relative to the default browser font
- _ inches, centimeters- absolute length

- _ colour
 - _ hexadecimal code
 - _ 6 digits
 - _ made up of decimals (0-9) & letters (A-F)
- _ special effects- underline, shadow, superscript, subscript



Serif:



Sans- Serif:

- _ Arial, Helvetica
- _ Arial Black, Comic Sans MS
- _ Times Roman, Courier new, Century Schoolbook, Palatino

- **RULE: T Read Easier- distance between lines greater than distance between words**

Text Guidelines:

- Readability – is text easy to read?
- Visual appeal
 - _ Complementary- does text complement the graphics?
 - _ colour- coordination- choose text co-ordinates with any graphics
 - _ balace- position text carefully to achieve good balance
 - _ text layout- simple, clear, white space
 - _ mood- set the mood using appropriate font attributes and layout
- If an unsual font wanted for the a website- 1) create .jpg or .gif file of the text in photoshop 2) insert that into webpage

VIVI Quiz

- 1) 4 things to watch for when doing any design: contrast, repetition, alignment, proximity
- 2) 5 components that make up multimedia: text, images, sounds, videos, animation
- 3) measurement to use for text in creating a Word doc. : points
- 4) name 3 relevant events in history of multimedia: 1969, 1991, 1993
- 5) type of font- Hello World: serif font

Question- how many lines of text could you fit on a page given the following informations?

- _ MS word page: 8 ½ by 11 inches
 - _ leading was 0 (no space between lines)
 - _ 1 inch margin on the top
 - _ ½ inch margin on bottom
 - _ the page contained a font of size 36
- ANSWER: 19 I think

Question- A point size of 72, will always give you a font that's one inch high when printed

ANSWER- TRUE