This week the discussion will be revolving around how people read and remember, from the book “100 Things Every Designer Needs to Know About People”. I will be looking closer and elaborating upon #14 “Reading and Comprehending are two different things” and #16 “Font Size Matters” (Susan M. Weinschenk, 2020).

Looking at “Reading and Comprehending are two different things” we are brought to understand that one can read most anything, but to comprehend depends on if one currently has capacity based on “existing cognitive structures” (Susan M. Weinschenk, 2020). This essentially means that if you do now have prior knowledge of the topic, it may be more difficult to absorb and realize. To deeper understand the statistics behind this, there are many different formulas that attempt to calculate this difficulty value. Here are ones mentioned on readabilityformulas.com.

* The Flesch Reading Ease Formula
* The Flesch-Kincaid Grade Level
* The Fog Scale
* The SMOG Index
* The Coleman-Liau Index
* Automated Readability Index
* Linsear Write Formula

Here are the results for readability consensus up to this point of my thread.

A picture containing timeline

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There is one thing to note when using these calculations; per the book by Susan Weinschenck “readability formulas are not exact and not perfect, yet they can give you and idea of how easy or hard a particular text passage will be to read” (Susan M. Weinschenk, 2020). Therefore, use with caution as more informative.

We will now move into #16, “Font Size Matters”. Different font styles vary in visual presence due to something called X-Height. The X-Height shows the general proportion of any font as this is the space primarily viewed. Therefore, fonts with larger x-height will be easier to read as they will appear larger wholistically. This makes a lot of sense why my company uses the font Arial, as this is a large x-height font. For additional context on X-Height, here is a great resource: <https://www.fonts.com/content/learning/fontology/level-1/type-anatomy/x-height>

Here is an example of two different fonts with different X-Heights. See how Arial has more presence.

Text

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In conclusion, when designing a website that can pertain to anyone, try to use comprehensive word structures that anyone can read and understand. Also, try picking font styles that help with ease of reading as difficultly reading based on font may translate to reader as complicated content.

# References

*Automatic Readability Checker*. (n.d.). Retrieved from Readability Formulas: https://readabilityformulas.com/free-readability-formula-tests.php

Susan M. Weinschenk, P. (2020). *100 Things Every Designer Needs To Know About People.* New Riders; 2nd edition.