# 16. Font size matters

Specifically, the x-height matters. This means that the size of the lower case “x”, which determines the height of all other lowercase letters, makes a font look bigger or smaller even though they are the same point size. I personally tend to write and read small letters often and tend to choose fonts that are too small for people with deteriorating vision. It’s really good to know that simply choosing a font with a different x-height will improve or impair the reader’s ability to read a paragraph effectively. Two really good example is linked below.

# 17. People read faster with a longer line length, but they prefer a shorter line length

This one was really interesting to me. According to the reading, the same paragraph written out over a longer and shorter line length will change the speed at which we read. A longer line length is faster but more overwhelming. A shorter line length seems easier to us but actually takes us longer to read. I think there may be two possible reasons for this. One, we can “see the light at the end of the tunnel” when reading shorter lines. Second, every time we are required move our eyes from an end of one line to a beginning of another line, our eyes move more rapidly than when we are actually reading the text making us believe that we are reading faster. I know that sometimes I will read paragraphs with shorter lines and feel like I’m reading very fast when the majority of the speed can be attributed to moving to the next line, which is actually time-consuming, but feels faster than reading the same paragraph without any fast line changes.

x-height examples:

<https://www.google.com/url?sa=i&url=https%3A%2F%2Flearnui.design%2Fblog%2Fguide-pairing-fonts.html&psig=AOvVaw2xap60ZtvcrahxblgFQp-e&ust=1653517838560000&source=images&cd=vfe&ved=0CAwQjRxqFwoTCKDMop-Y-fcCFQAAAAAdAAAAABAD>

<https://www.google.com/url?sa=i&url=https%3A%2F%2Fvtldesign.com%2Fbrand-development%2Ftutorial-graphic-design%2Fimportance-typography-part-2-four-questions-help-choose-right-typeface-font%2F2%2F&psig=AOvVaw2xap60ZtvcrahxblgFQp-e&ust=1653517838560000&source=images&cd=vfe&ved=0CAwQjRxqFwoTCKDMop-Y-fcCFQAAAAAdAAAAABAI>

line-lengths example:

<https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.refactoringui.com%2Fpreviews%2Fline-height-is-proportional&psig=AOvVaw28tGxI1rntJE6rSX1L88I4&ust=1653571859698000&source=images&cd=vfe&ved=0CAwQjRxqFwoTCKj8tK7h-vcCFQAAAAAdAAAAABAP>