

Text

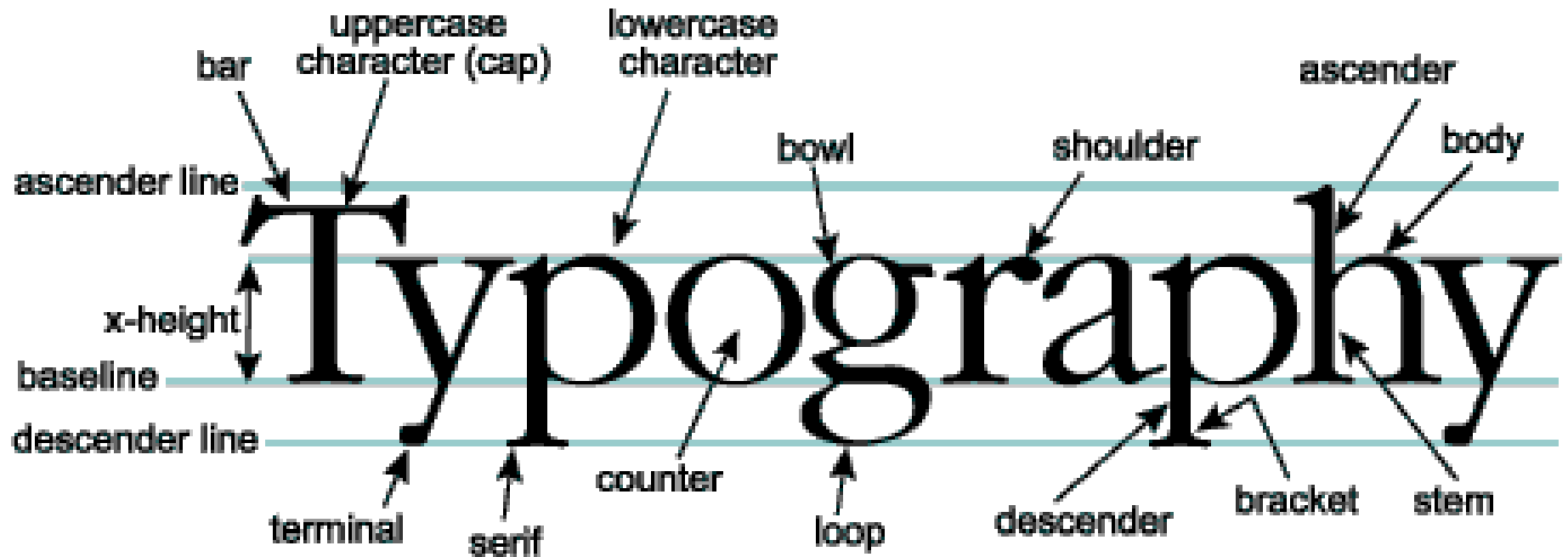
Objectives

- Understand the importance of text in a multimedia presentation.
- Understanding fonts and typefaces.
- Using text elements in a multimedia presentation.

Importance of Text in a Multimedia Presentation

- Words and symbols in any form, spoken or written, are the most common means of communication.
- Text is a vital element of multimedia menus, navigation systems, and content.

Anatomy of Type



Source: http://graphicdesign.spokanefalls.edu/tutorials/process/type_basics/

Importance of Text in a Multimedia Presentation

- Factors affecting legibility of text:
 - Size.
 - Background and foreground color.
 - Style.
 - Leading: Computer fonts automatically add space below the descender (and sometimes above) to provide appropriate line spacing or leading named for the thin strips of lead inserted b/w the lines by traditional typesetters .

Example

1. **Hello World**

2. Hello World

3. Hello World

4. *Hello World*

5. Hello World

6. *Hello World*

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Text & Character

1. HELLO WORLD

2. Hello World

3. Hello World

4. Hello World

5. Hello World

6. Hello World

7. Hello World

8. Hello World

9. Hello World

1. Which font represent the following characters:

1. Elegant

2. Clumsy

3. Playful

4. Serious

Which is easier to read?

Sample 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sample 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Understanding Fonts and Typefaces

- A 'typeface' is a 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.

Understanding Fonts and Typefaces

- The study of fonts and typefaces includes the following:
 - Font styles.
 - Font sizes.
 - Cases.
 - Serif versus Sans Serif.

Font Styles

- Font styles include:
 - Boldface
 - Italic
 - Underlining
 - Outlining

Font Sizes

- Font size is measured in points.
- Character metrics are the general measurements applied to individual characters.
- Kerning is the spacing between character pairs.
- Leading is the space between lines.

Cases

- A capitalized letter is referred to as 'uppercase', while a small letter is referred to as 'lowercase.'
- Placing an uppercase letter in the middle of a word is referred to as intercap.

Serif Versus Sans Serif

- Serif is the little decoration at the end of a letter stroke.
- Serif fonts are used for body text.
- Sans serif fonts do not have a serif at the end of a letter stroke.
- These fonts are used for headlines and bold statements.

Using Text Elements in a Multimedia Presentation

- The text elements used in multimedia are:
- Menus for navigation.
- Interactive buttons.
- Fields for reading.
- HTML documents.
- Symbols and icons.

Menus for Navigation

- A user navigates through content using a menu.
- A simple menu consists of a text list of topics.

Interactive Buttons

- A button is a clickable object that executes a command when activated.
- Users can create their own buttons from bitmaps and graphics.
- The design and labeling of the buttons should be treated as an industrial art project.

Fields for Reading

- Reading a hard copy is easier and faster than reading from the computer screen.
- A document can be printed in one of two orientations - portrait or landscape.
- The taller-than-wide orientation used for printing documents is called portrait.
- The wider-than-tall orientation that is normal to monitors is called landscape.

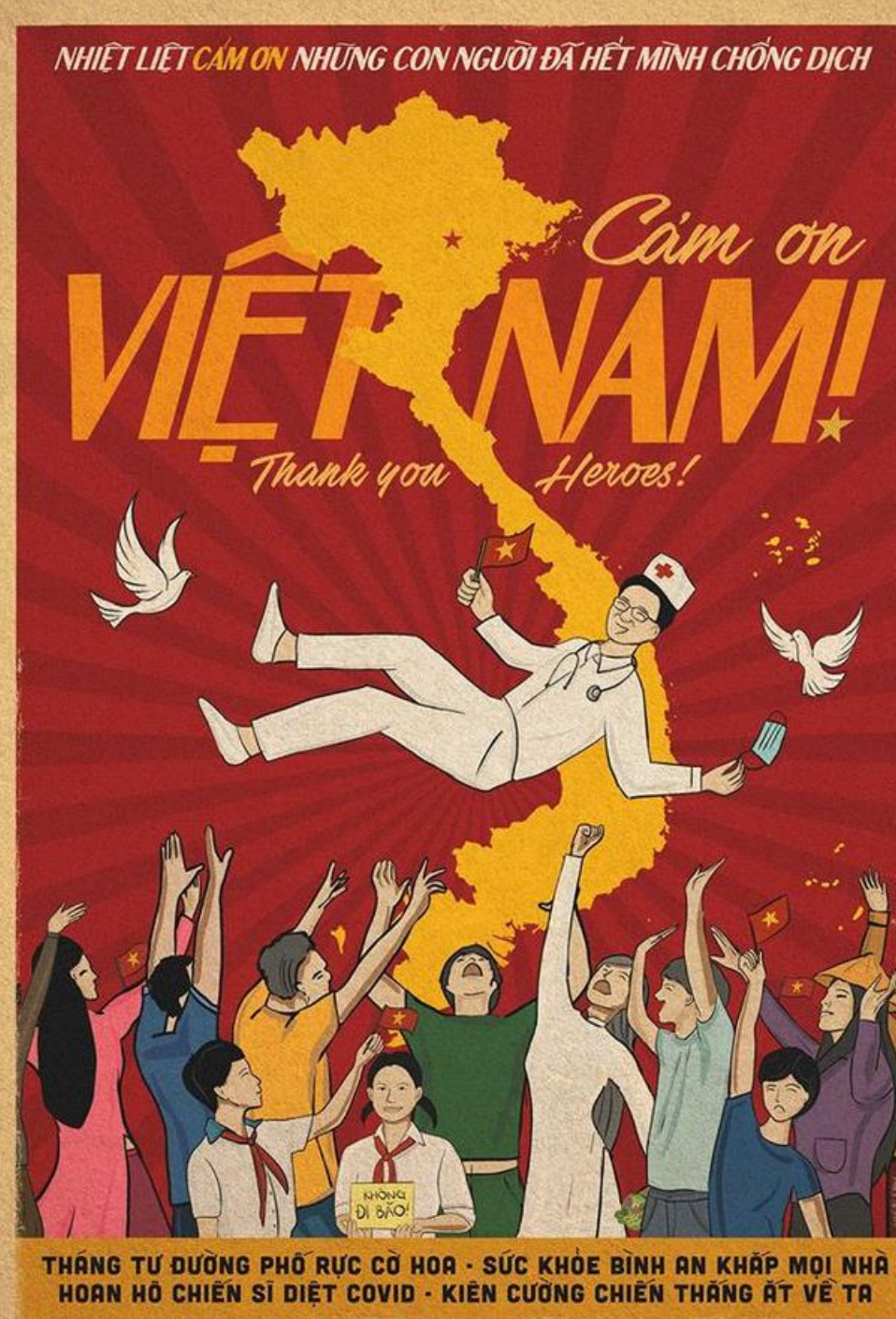
HTML Documents

- HTML stands for Hypertext Markup Language.
- It is the standard document format used for Web pages.
- HTML documents are marked using tags.

Symbols, Icons & Index

- Symbols are concentrated text in the form of stand-alone graphic constructs.
- They are used to convey meaningful messages.
- Symbols used to convey human emotions are called emoticons.
- Icons are symbolic representations of objects and processes.
- An Index sign is a sign where there is a direct link between the sign and the object.

By using
semiotics,
explain what is
the message in
this poster.



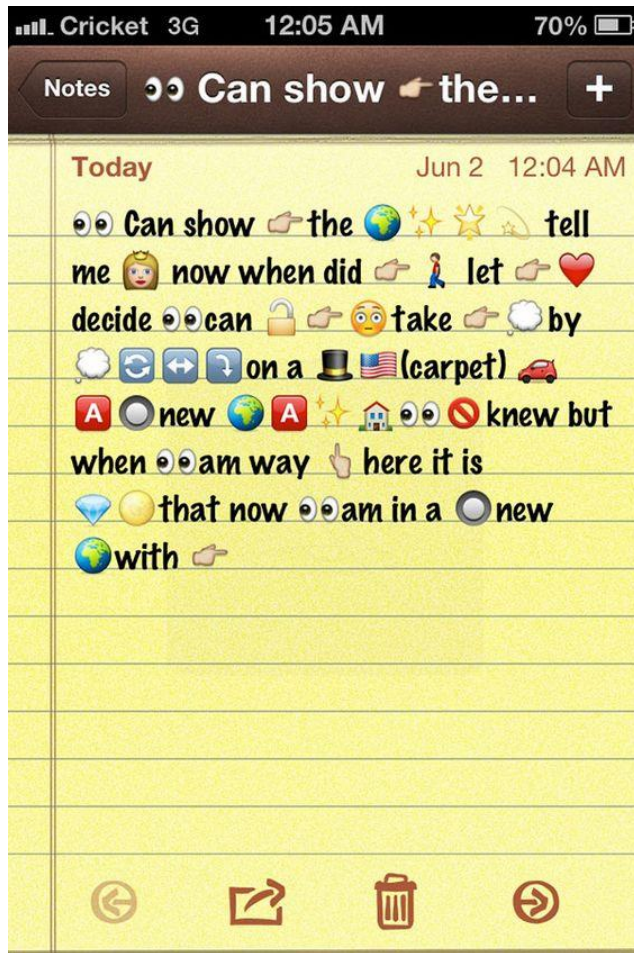
What is the difference between Icon and Symbol?

- Both symbols and icons represent other things, but icon is a pictorial representation of the product it stands for whereas a symbol does not resemble what it stands for.
- A symbol represents products or ideas, whereas icon represents only items that are visible.
- Icons are restricted to graphical representation of objects and one can easily understand what they stand for. On the other hand, one has to learn what a symbol stands for, as it is not similar to what it stands for.

Decode the following message



Decode the following message



Using Text Elements in a Multimedia Presentation

- Anti-aliased text must be used when a gentle and blended look for titles and headlines is needed.
- Ideas and concepts can be highlighted by making the text bold or by emphasizing text.
- A pleasant look can be created by experimenting with different font faces, sizes, leadings, and kerning.

Issues of Computer and Text

- The font wars.
- Character sets.
 - The American Standard Code for Information Interchange (ASCII) is a 7-bit coding system.
 - The extended character set is commonly filled with ANSI standard characters.
 - The ISO-Latin-1 character set is used while programming the text of HTML pages.
 - Unicode is a 16-bit architecture for multilingual text and character encoding.
 - The shared symbols of each character set are unified into collections of symbols called scripts.
 - Fonts and characters are not cross-platform compatible.
 - They must be mapped to the other machine using font substitution.
- PostScript
 - PostScript is a method of describing an image in terms of mathematical constructs.
 - PostScript characters are scalable and can be drawn much faster.
 - The two types of PostScript fonts are Type 3 and Type 1.
- TrueType
 - Apple and Microsoft developed the TrueType methodology.
 - TrueType is a system of scalable outline fonts, and can draw characters at low resolution.

Multimedia & Text

- Multimedia is defined as the combination of text, graphics, and audio elements into a single presentation.
- When the user assumes control over the presentation, it is called interactive multimedia.
- Interactive multimedia becomes hypermedia when a structure of linked elements is provided to the user for navigation and interaction.

Hypertext System

- Hypertext is defined as the organized cross-linking of words, images, and other Web elements.
- A system in which words are keyed or indexed to other words is referred to as a hypertext system.
- A hypertext system enables the user to navigate through text in a non-linear way.
- Information management and hypertext programs present electronic text, images, and other elements in a database fashion.
- Software robots visit Web pages and index entire Web sites.
- Hypertext databases make use of proprietary indexing systems.
- Server-based hypertext and database engines are widely available.

Reference

- Vaughan, T (2011), Multimedia: Making it work, McGraw-Hill, USA, 8th Ed, Chapter 4.