

MMGD0203 MULTIMEDIA DESIGN

Chapter 2 Text

Definition of Text

- **Text** is words and symbols in any form, spoken or written, are the most common system of communication.
- Text is used in most Multimedia applications.
- With multimedia technology, text can be combined with other media in a powerful and meaningful way to present information and express moods.
- Text is the easiest to manipulate.

Text Elements

- Text elements can be categories into:
 - Alphabets characters: A – Z
 - Number: 0 – 9
 - Special characters: . , ; : ‘ “
 - Symbols: @ # \$ & *

Text Usages

- Heading / Title
- Bullet / list
- Paragraph
- Scrolling text
- Navigation
- Text as graphics

Text Usages

Text as graphic

Navigation



Heading

Paragraph

Text Usages

Aliquam porta, dui quis vulputate lobortis, nisi erat euismod sapien, et suscipit dui diam a urna. Vivamus mauris. Quisque felis. Quisque posuere, pede in porttitor luctus, tortor sapien faucibus mauris, non tincidunt metus sapien ac nulla. Vivamus sollicitudin. Duis vehicula massa non purus. Integer vel ipsum. Maecenas at turpis. Curabitur eleifend ipsum ac felis. Aenean dignissim. Vestibulum facilisis quam porta elit. Ut id mi ac magna commodo congue. In ligula nibh, vulputate sit amet, fringilla in, malesuada eu, elit. Integer ut metus. Ut eget arcu. Aenean eu velit sed ligula aliquet egestas.

Aliquam sit amet purus. Quisque tincidunt faucibus mi. Proin vel tellus. Suspendisse ac dolor et eros convallis tincidunt. Nunc ac sapien in felis suscipit molestie. Aliquam id enim. Duis interdum. In eros pede, lobortis non, viverra eu, tristique lobortis, erat. Ut eleifend laoreet odio. Mauris odio. Suspendisse sapien velit, porttitor eu, varius imperdiet, viverra vitae, magna. Integer bibendum. Fusce consectetur malesuada leo. Morbi laoreet ligula quis magna. Nunc lectus justo, tristique vitae, mollis faucibus, adipiscing et, quam.

Scrolling text

Font

- A design for a set of characters.
- A collection of characters of a single size and style belonging to a particular typeface family.
- There is some basic consistency of look that makes the individual characters, regardless of size and style variations, part of the same family.



Font

Annabel Script

Boister

CHINESE TAKEAWAY

FEARLESS

Black Castle ME

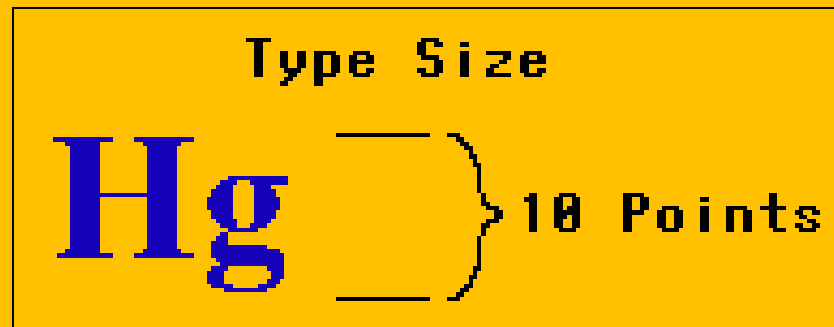
6809 Chargen

angelic war

CRACKMAN

Font Size

- The size of a font, typically represented in points (pt).
- The font size is the distance from the top of the capital letters to the bottom of the "descenders" in letters such as "g" and "y."



Font Size

Font Size	Example
8 point	Text
12 point	Text
24 point	Text
72 point	Text

Font Size

- Users may have difficulty reading small text, seeing small objects or targeting small icons and controls with a mouse.
- Small fonts can cause eye-strain and make reading difficult or impossible for many users.
- Screen elements with fixed sizes may be too small on high-resolution displays or exceed the screen size on small, hand-held devices.

Font Style

- Refers to whether text is bold, italicized, underlined, or any combination of the three
- The term **font style** refers to the particular style of textual characters.
- Styles are usually standard.

Bold
Underline
italic

Font Style

- Use bold fonts for emphasis, to highlight important points.

Multimedia is media and content that uses a combination of different content forms. Multimedia includes a combination of **text**, **audio**, **still images**, **animation**, **video**, or **interactivity** content forms.

Font Style

- Whole paragraphs of text set in bold type are hard to read.

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Font Style

- In some instances it is useful to readers to have titles, proper names, or key terms in a manual within a block of copy highlighted with bold for ease in scanning.

Definition of Multimedia

Multimedia is media and content that uses a combination of different content forms. Multimedia includes a combination of text, audio, still images, animation, video, or interactivity content forms.

Font Style

- Use italics to emphasize small amounts of text within a block of text.
- Avoid long passages in italics.
- It is harder to read than normal roman faces.

Definition of Multimedia

Multimedia is *media and content that uses a combination of different content forms.*

Font Style

- When they are not a common part of your language, italicize foreign words and phrases.

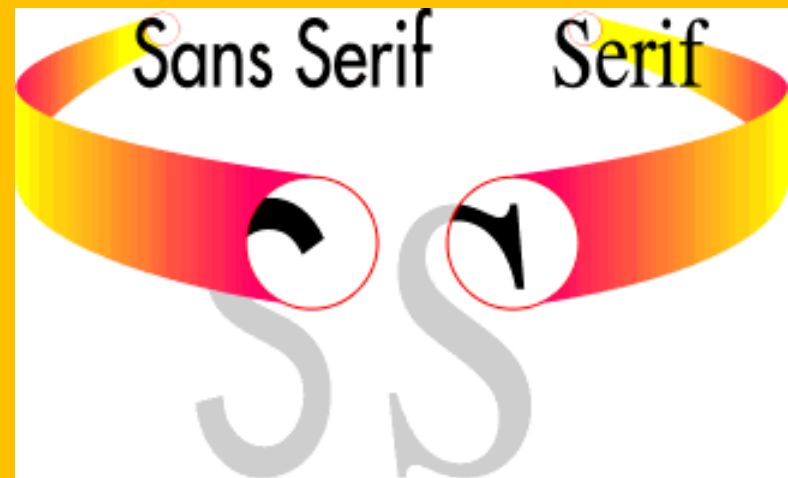
In computing, a **mouse** (*tetikus*) is a pointing device that functions by detecting two-dimensional motion relative to its supporting surface.

Font Style

- Underlines are appropriate for section headings and some bibliographical notations.
- In web browsers, default settings typically distinguish hyperlinks by underlining them.

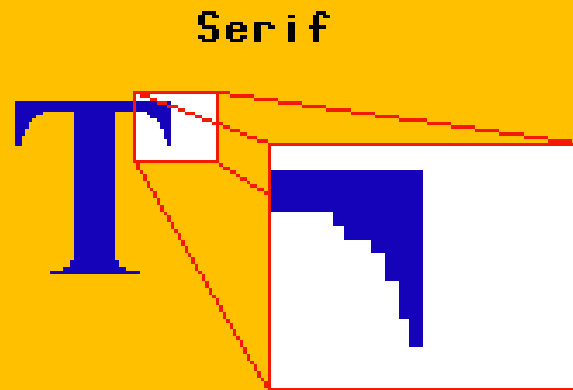
Font Categories

- Fonts can be characterized as
 - **Serif**
 - **Sans serif**
 - **Decorative**



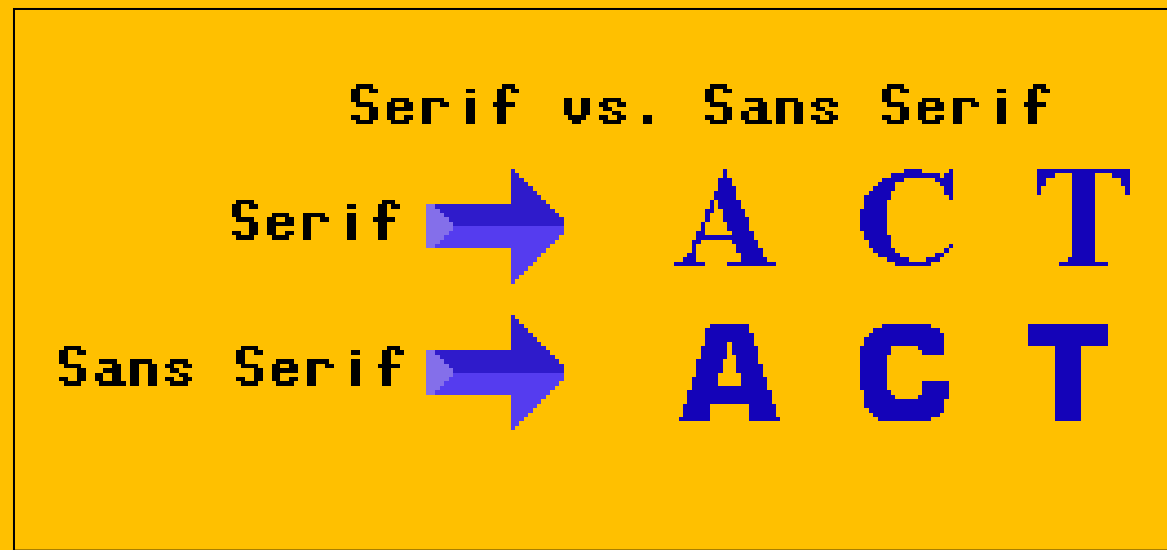
Font Categories - Serif

- Serif characters have a little "flag" or decoration at the end of the letter stroke.



Font Categories – San Serif

- Sans Serif (sans is French for "without") characters don't have these decorations.



Font Categories – Decorative

- Used to decorate, embellish, and beautify a text.
- With the help of decorative fonts any informal passage can become more reader-friendly: it will quickly capture attention of the readers and make a text easier to perceive, unusual, and fascinating.

Font Categories – Decorative

VTKS REVOLT

RODAI

BLACK OAK

SNIPER

Paragraph Alignment

- The arrangement of text relative to a margin.
- Four types of alignment:
 - Flush left
 - Flush right
 - Centered
 - Justified

Paragraph Alignment – Flush Left

- The text is aligned along the left margin, also known as ragged right.
- In English and most European languages where words are read left-to-right, text is often aligned ‘flush left’, meaning that the text of a paragraph is aligned on the left-hand side with the right-hand side ragged.
- This is the default style of text alignment on the World Wide Web for left-to-right text.

Words and symbols in any form, spoken or written, are the most common system of communication. They deliver the most widely understood meaning to the greatest number of people – accurately and in detail. Because of this, they are vital elements of multimedia menus, navigation systems, and content.

Paragraph Alignment – Flush Right

- The text is aligned along the right margin, also known as ragged left.
- In other languages that read text right-to-left, such as Arabic and Hebrew, text is commonly aligned 'flush right'.
- Additionally, flush-right alignment is used to set off special text in English, such as attributions to authors of quotes printed in books and magazines, and is often used when formatting tables of data.

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Paragraph Alignment - Centered

- Text is aligned to neither the left nor right margin; there is an even gap at the end of each line.
- This is often used for the title of a work, and for poems and songs.
- As with flush-right alignment, centered text is often used to present data in tables.

Words and symbols in any form, spoken or written, are the most common system of communication. They deliver the most widely understood meaning to the greatest number of people – accurately and in detail. Because of this, they are vital elements of multimedia menus, navigation systems, and content.

Paragraph Alignment - Justified

- Text is aligned along the left margin, and letter- and word-spacing is adjusted so that the text falls flush with the right margin, also known as full justification.

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Working with Text

Following are some considerations and guidelines to keep in mind when working with text :

1. Be Concise
2. Use Appropriate Fonts
3. Make it Readable
4. Consider Type Styles and Colors
5. Use Restraint and be Consistent

Working with Text - Be Concise

- Text should be kept to a minimum unless the application includes a great deal of reference material.
- Reading volumes of text on a computer screen is difficult and tiring.
- From a design standpoint, text should fill less than half the screen

Working with Text - Use Appropriate Fonts

- Fonts are useful in focusing attention on certain text on the screen, enhancing readability, setting a tone (serious, lighthearted), and projecting an image (progressive, conservative).
- When choosing a font, always consider the objectives and the audience.

Working with Text - Use Appropriate Fonts

INTERACTIVE MULTIMEDIA

Multimedia is the integration of any combination of text, graphics, animation, audio, and video into a dynamic, interactive presentation.

This may be appealing to a younger audience because their childlike or whimsical look.

INTERACTIVE MULTIMEDIA

Multimedia is the integration of any combination of text, graphics, animation, audio, and video into a dynamic, interactive presentation.

This are more appropriate for a formal look.

Working with Text - Make it Readable

- Although a decorative font maybe attractive but it may also hard to read.
- The size of text depends on the application.
- Heading and subheadings are used to attract attention and provide the user with quick identification of the screen contents, while text blocks provide the substance.

Working with Text - Make it Readable

- Suggested guidelines are as follows :

Headings	14 to 48 point
Subheadings	Half the heading size
Text blocks	10 to 12 point

Working with Text - Make it Readable

This example of size of lettering shows the effect size has on readability

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Working with Text - Consider Type Styles and Colors

- Three common type styles are **bold**, *italic*, and underline.
- These styles are often used for emphasis in print materials.
- In multimedia applications, however, there are more often used to indicate hypertext, or hot words.

Working with Text - Consider Type Styles and Colors

- Contrast between the lettering and background also is a very important factor in legibility and readability.

How easy is it to read this written information

How easy is it to read this written information

How easy is it to read this written information

How easy is it to read this written information

Working with Text - Use Restraint and be Consistent

- Although it may be tempting and certainly easy to use various typefaces, sizes, and styles, it is important to exercise restraint.
- Be careful to avoid a busy and difficult to read design resulting from too many fonts and type styles on one screen.
- In addition, try to maintain consistency in the use of text.

Tutorial

1. Define TEXT.
2. Why text element widely used in multimedia applications?
3. What are the four categories of text? Give examples.
4. Explain any four examples of text usage in Multimedia.
5. Define FONT and FONT SIZE.
6. Explain the difference between SERIF and SANS SERIF font.
7. Give three examples of font style.
8. There are four types of paragraph alignment.
9. Describe five guidelines when working with text in Multimedia application.
10. Why do decorative fonts are only suitable to be used for header or title but not suitable for paragraph?