

Introducing Sans Forgetica, the font designed to boost your memory

Psychology and design researchers at RMIT University in Melbourne created a **font** called Sans Forgetica, which was designed to boost information **retention** for readers. It's based on a theory called "desirable difficulty," which suggests that people remember things better when their brains have to overcome minor obstacles while processing information. Sans Forgetica is **sleek** and back-slanted with **intermittent** gaps in each letter, which serve as a "simple puzzle" for the reader, according to Stephen Banham, an RMIT lecturer who helped create the font.

font 字体

retention 保留; 记忆力

sleek 光滑的

intermittent 间歇的; 断断续续的

The team tested the font's **efficacy** along with other **intentionally** complicated fonts on 400 students in lab and online experiments and found that "Sans Forgetica broke **just enough** design principles without becoming too illegible and aided memory retention," according to a news release on the university's website.

efficacy 功效; 效果

intentionally 故意地

just enough 正好

In some ways, Sans Forgetica is a **continuation** of work by Daniel Oppenheimer, a Carnegie Mellon psychology professor. Oppenheimer's team conducted a study at a high school in Chesterfield, Ohio. The team changed the fonts on teaching materials --- **handouts**, Power Point **slides** and work sheets --- in several classes and subjects to uncommon ones. After several weeks of instruction, researchers found that in all subjects except chemistry, students who had read the "tougher" teaching materials performed far better on assignments. "This research shows that behavioral **interventions** can be an important element in school reform," Oppenheimer said in an interview with Harvard Business Review.

continuation 继续; 延续

handouts 讲义

slides 幻灯片; 滑动

intervention 干预

Sans Forgetica is the first font created *with* retention *in mind*, the researchers at RMIT said. “We believe it is best used to emphasize key sections, like a definition, in texts rather than converting entire texts or books,” another researcher on the project told The Washington Post.

with ... in mind 将...放在心上