

SM3019

Introduction:

Digital Media

Week 5

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Link to these slides:
<https://tinyurl.com/SM3019-slides-wk5>

Week 5

**Review of last week:
images**

What can we remember?

What is in our notes?

How are we noting things
down?

Writing entries in your rough blog

Preparing articles for your blog submission posts

**Preparing to write the case study: ideas to
be submitted to me this week if possible.**

Keeping your ideas organised

**This week's topic: text: history, on the web,
print and elsewhere!**

Combining text with images

Legal considerations of images and text

The case study

- A favourite digital game
- Playstation, Xbox, or other gaming unit
- A smartphone
- A wearable like a fitbit
- A famous website (like the Nike trainer site, or a political cause site, or a business or education site.)
- A media service such as BBC iPlayer, Spotify, Apple Music, an online bank, Gmail, Google Drive, Vimeo, YouTube, Daily Motion, Mixcloud

Evaluate a digital artefact.

Select **one** from up to four choice types:

a game, a device, a website, a service.

What sort of things do we evaluate?

Factors we will think about:

- Our own feelings and experiences
- Other people's potential experiences
- Design principles and practice in general and as applied to our chosen artefact.
- Possible legal factors that affect our artefact in some way

Text is long and
dreary, short and
powerful, endless,
beautiful to look at,
boring, well laid out,
crammed and
squashed, messy, tidy,
incoherent,
incomprehensible,
clear, educational,
pointless,

Text, fonts and
typography build our
digital world.

Topic: Text & typography

Good links

https://en.wikipedia.org/wiki/Printing_press#History_East_Asia#Movable_type

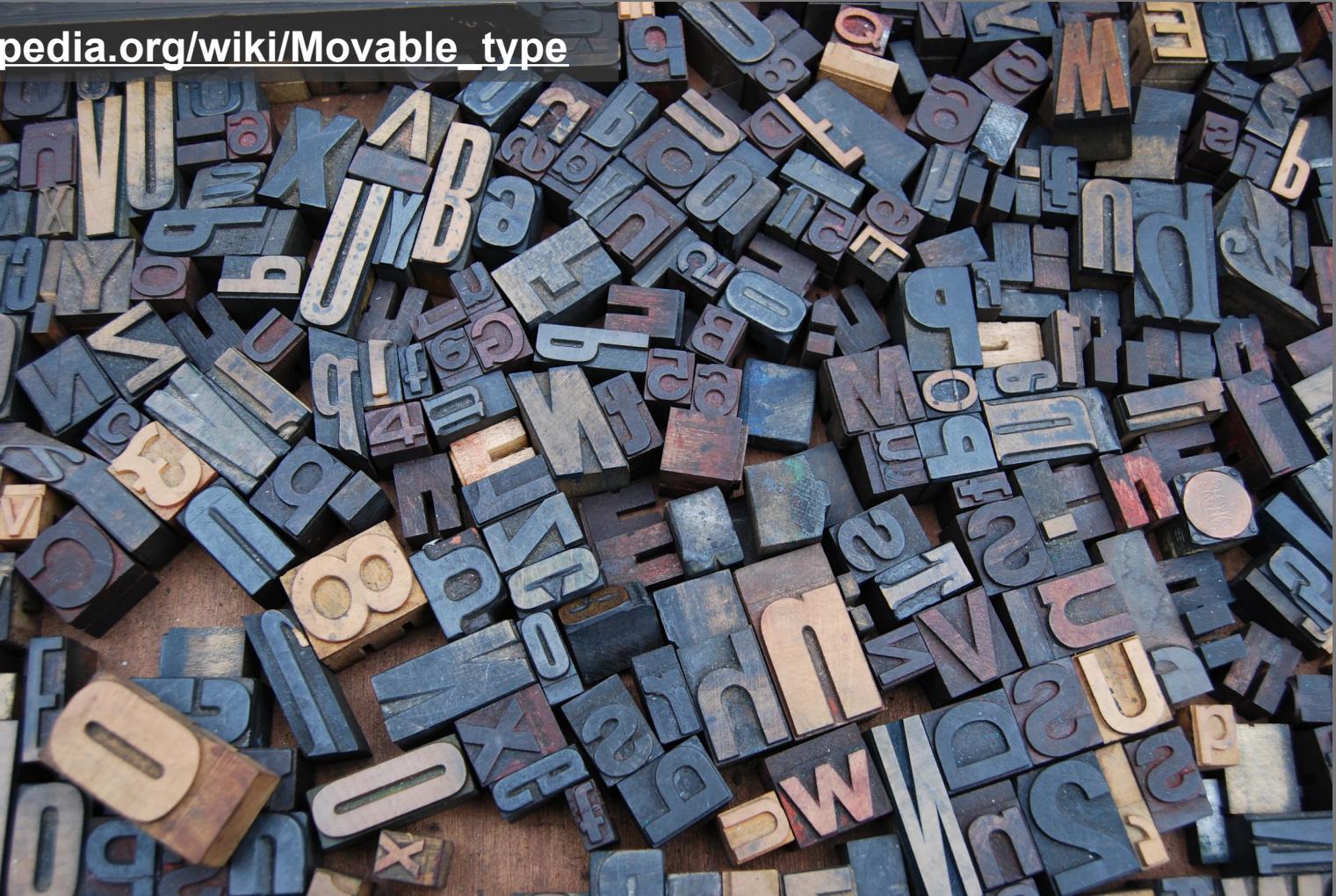
History of Text

Text as we know it began with the start of the printing word. But printed word goes way back, much further than you think...

Wikipedia: Printing in East Asia had been prevalent since the Tang dynasty (618-907). One of the world's oldest surviving (woodblock) printed documents is a miniature Buddhist dharani sutra unearthed at Xi'an in 1974 and dated roughly from 650 to 670. (WOW!!). In Europe, around 1439, goldsmith Johannes Gutenberg created a similar system which started a printing revolution lasting until the end of the 20th Century. He didn't know about the Chinese one. He invented what we call **movable type** - *as had been done in South Korea and China centuries earlier*. Movable type is important, it means that we can change what we print, the typeset changes, not like a fixed woodblock.

Movable type

Amador Loureiro
@amadorloureiroblanco



https://en.wikipedia.org/wiki/Movable_type

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Introduction:
Digital Media

How you say it makes a difference to how it is seen and interpreted.

How you say it in a digital media context is as much about the font you use as about the message in the text itself.



Text, fonts and typography



Viktor Talashuk [@viktortalashuk](https://twitter.com/viktortalashuk)

30.11

DO WE NEED

4.12 | 18:00

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Text, fonts and typography



Img:
Shahadat Shemul [@shemul](#)
Markus Spiske [@markusspiske](#)
Karim Ghantous [@kdghantous](#)

TBC

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**Introduction:
Digital Media**

Text, fonts and typography

Presentation of text into good layout, usable easy to read and nice looking fonts and sections of text is really important for the user.

The language you use is also important. When we write for the web reader, we speak to ONE person, not like if we make speech, or write a formal document. Only one person is reading the text on a web page, but that person (the user) can be all sorts of different people. We'll investigate this more in coming sessions.

Tone of voice is very important. SHOUTING is never a good idea.



Img: Jason Rosewell
[@jasonrosewell](https://www.jasonrosewell.com)

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Introduction:

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Text, fonts and typography

The length of text on a web page or app effects how people react to the page. Imagine if you wrote an essay and it had no paragraphs, no headings or sub-headings, just one long section of text. You'd just stop reading after a few lines, or not start at all!

Allous Finch, a recently 100+ debut author for small Macomb County, is the honorable father of the main character Louie (Louise) and his daughter (Ameri). He has the law on for accessioned black rapidly, Tom Robinson, and he tries to change injustices and racism. He grew horns over a black man's head. Many other differences are written in Tom's background. In the last part.

Allous' physical appearance doesn't play a big part in the novel. Allous is nearly 60 and wears glasses because he had to wear them. Mind, we can assume he's not normally does not look this age. He is described as a "big man, a good-looking man." Allous is also in very mean persons, (as seen on page 202), and "He never bothered to scrap of clothing and his undressed of bedsheet, and he had a moustache and a wild hairdo. This is all about work real life". Ameri and Scout do not even know what they have. They have him casually dressed. Allous character isn't focused on his appearance, but his personality and their strength.

Allous is very fair and patient to others when black people were still considered to be lower by almost all African bodies and in equality, and equal rights for all. His books were summarized in his powerful closing of Tom Robinson's trial, that he said, on page 204, "Consider that you gentlemen, could go along with them on one assumption, the will assumption, that all negroes,

Producing an allographic sketch
Learning Outcomes:
• describe and analyse the action in your personal handwriting.
• produce a clear, legible sketch in an appropriate font style, size and weight.
• evaluate the strengths and weaknesses of your sketching.
• reflect on and refine your sketching.
• compare and contrast your sketches to those of others.

Descriptive analysis: Character sketch
1. Introduction
As a first step, when you are introducing a character physically, use a good font as an opening sentence. Give the visual impression of the character and the location of the sketch. The sketch is the sketch of a character, so introduce him/her with an overall look or sketching style, i.e., formal, informal, etc.
Look sketch or hand sketch model...
a. Formal approaches
b. Casual approaches
c. Natural approaches
d. Sketchy approaches

2. Analyse the character
When drawing a character, write, reflect and give examples of the characteristics of the person. Sketch your sketch notes with the person. Use character notes in this order:
a. Characteristics
b. Description of the environment
c. Characters are
d. Description of the environment
e. Objects

3. Characters
The sketch and give examples of the person's sketch as an icon day time. Sketch the setting and objects around. Add some sketching of your own
a. Sketches
b. Details are better (where, when, how, why, etc.)
c. Details are better (what, when, how, why, etc.)
d. Details are better (what, when, how, why, etc.)

4. Objects
The sketch and give examples of the person's sketch as an icon day time. Sketch the setting and objects around. Add some sketching of your own
a. Sketches
b. Details are better (where, when, how, why, etc.)
c. Details are better (what, when, how, why, etc.)
d. Details are better (what, when, how, why, etc.)

5. Setting / Environment
Sketch the sketch and give examples of the person's sketch as an icon day time. Sketch the setting and objects around. Add some sketching of your own
a. Sketches
b. Details are better (where, when, how, why, etc.)
c. Details are better (what, when, how, why, etc.)
d. Details are better (what, when, how, why, etc.)

6. Details
Sketch the sketch and give examples of the person's sketch as an icon day time. Sketch the setting and objects around. Add some sketching of your own
a. Sketches
b. Details are better (where, when, how, why, etc.)
c. Details are better (what, when, how, why, etc.)
d. Details are better (what, when, how, why, etc.)

7. Sketch notes
A short sketch notes, sketch, etc.
a. Sketch
b. Sketch
c. Sketch

Great Contrasts in the Author's Sketches
1. **Tom's Sketch:**
An allographic sketch of Tom Robinson, Tom's character (page 202). The sketch is a sketch of a character, so introduce him/her with an overall look or sketching style, i.e., formal, informal, etc.
Look sketch or hand sketch model...
a. Formal approaches
b. Casual approaches
c. Natural approaches
d. Sketchy approaches

2. **Louie's Sketch:**
An allographic sketch of Louie, Louie's character (page 202). The sketch is a sketch of a character, so introduce him/her with an overall look or sketching style, i.e., formal, informal, etc.
Look sketch or hand sketch model...
a. Formal approaches
b. Casual approaches
c. Natural approaches
d. Sketchy approaches

3. **Ameri's Sketch:**
An allographic sketch of Ameri, Ameri's character (page 202). The sketch is a sketch of a character, so introduce him/her with an overall look or sketching style, i.e., formal, informal, etc.
Look sketch or hand sketch model...
a. Formal approaches
b. Casual approaches
c. Natural approaches
d. Sketchy approaches

4. **Character Sketch:**
An allographic sketch of a character, so introduce him/her with an overall look or sketching style, i.e., formal, informal, etc.
Look sketch or hand sketch model...
a. Formal approaches
b. Casual approaches
c. Natural approaches
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An allographic sketch of a character, so introduce him/her with an overall look or sketching style, i.e., formal, informal, etc.
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7. **Character Sketch:**
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Look sketch or hand sketch model...
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d. Sketchy approaches

Text in society

Images are worth a 1000 words - is this true?

Think about how images sometimes mislead us.

Think about how the content of text can be influenced by how it is presented.

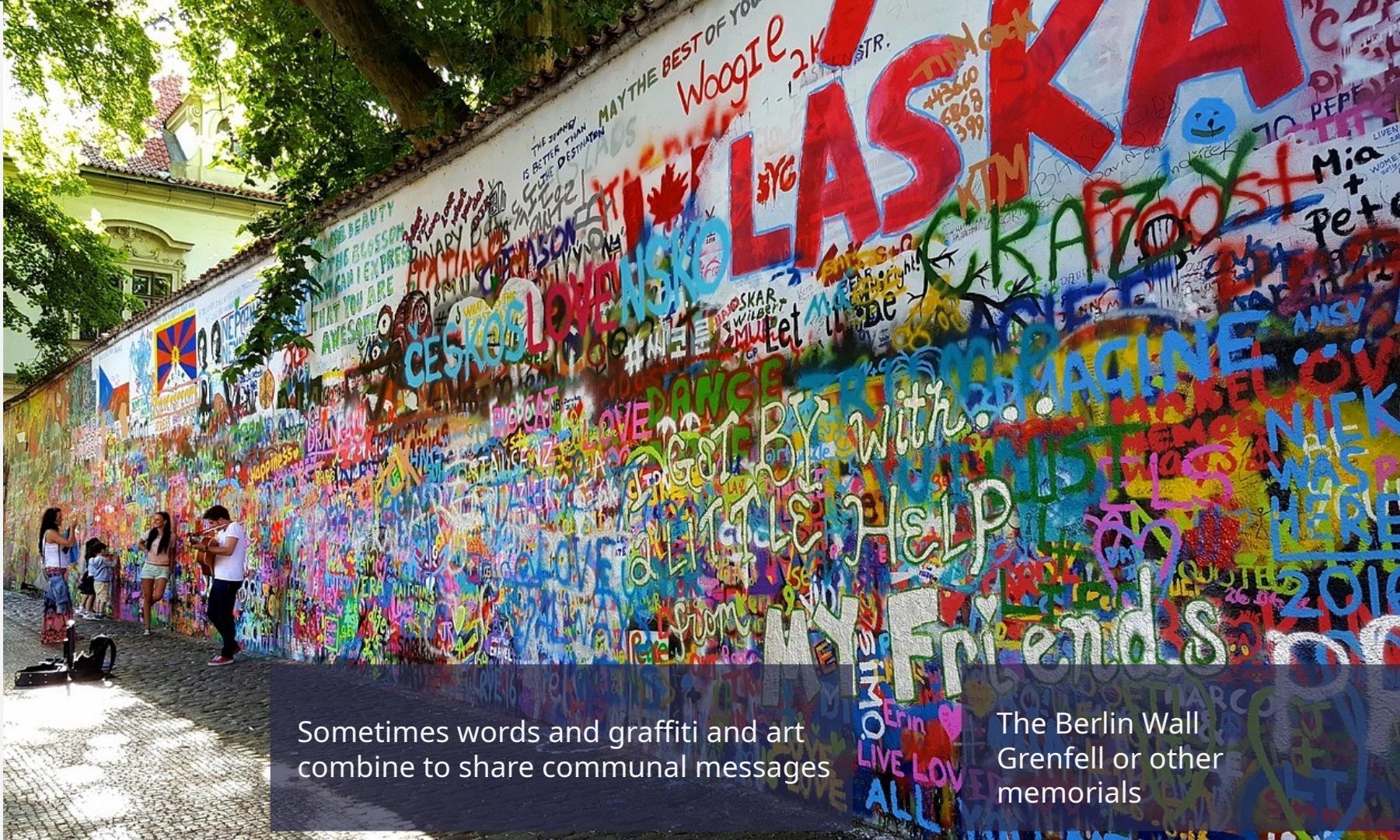
Text in society has many meanings and contexts.

Think about how memes work - the interplay between image and text to convey meaning.

The way words can be manipulated to seem to be 'fact', but are really 'fake news'.

'Infowars'

How some text presentation is designed to be hard to read (e.g. grafitti)



Sometimes words and graffiti and art
combine to share communal messages

The Berlin Wall
Grenfell or other
memorials



The Berlin Wall
Grenfell or other
memorials

Text in society

The role of language

Do different languages make us think of different characteristics and contexts?

How would you overcome assumptions about culture if you were designing text presentation in a particular language?

Text is political too.

Think about the way **The Daily Telegraph** presents its text, the design, font and layout. Then think about **The Sun**, **The Daily Mail**, **The Mirror**. What are the differences? Think about news and information websites, and how they present their txt content.

Is Instagram popular because there isn't any text? Does that "dumb us down"?

عَظِيمٌ كَمْ يُعْتَدُ مَا يَعْلَمُ لَكُمْ مَا تَعْلَمُونَ

Generated by Font-Generator.com

طَلَ طَلَ لَزِيَّةَ كُنْجِيَّةَ لَهُ لَهُ لَهُ لَهُ لَهُ لَهُ

Generated by Font-Generator.com

سَعْيَهُ لَكَلَّا سَبَقَهُ كُنْجِيَّةَ لَهُ لَهُ لَهُ لَهُ لَهُ

Generated by Font-Generator.com

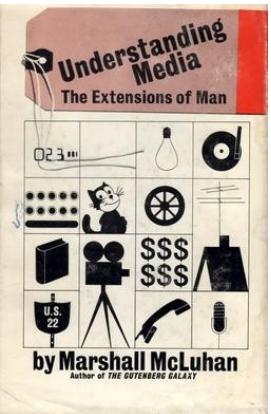
the more كُنْجِيَّةَ the more كُنْجِيَّةَ

Generated by Font-Generator.com

The medium is the message

This is a very well known saying amongst media people.

We'll investigate it more in coming weeks, but today we have begun to think about this concept.

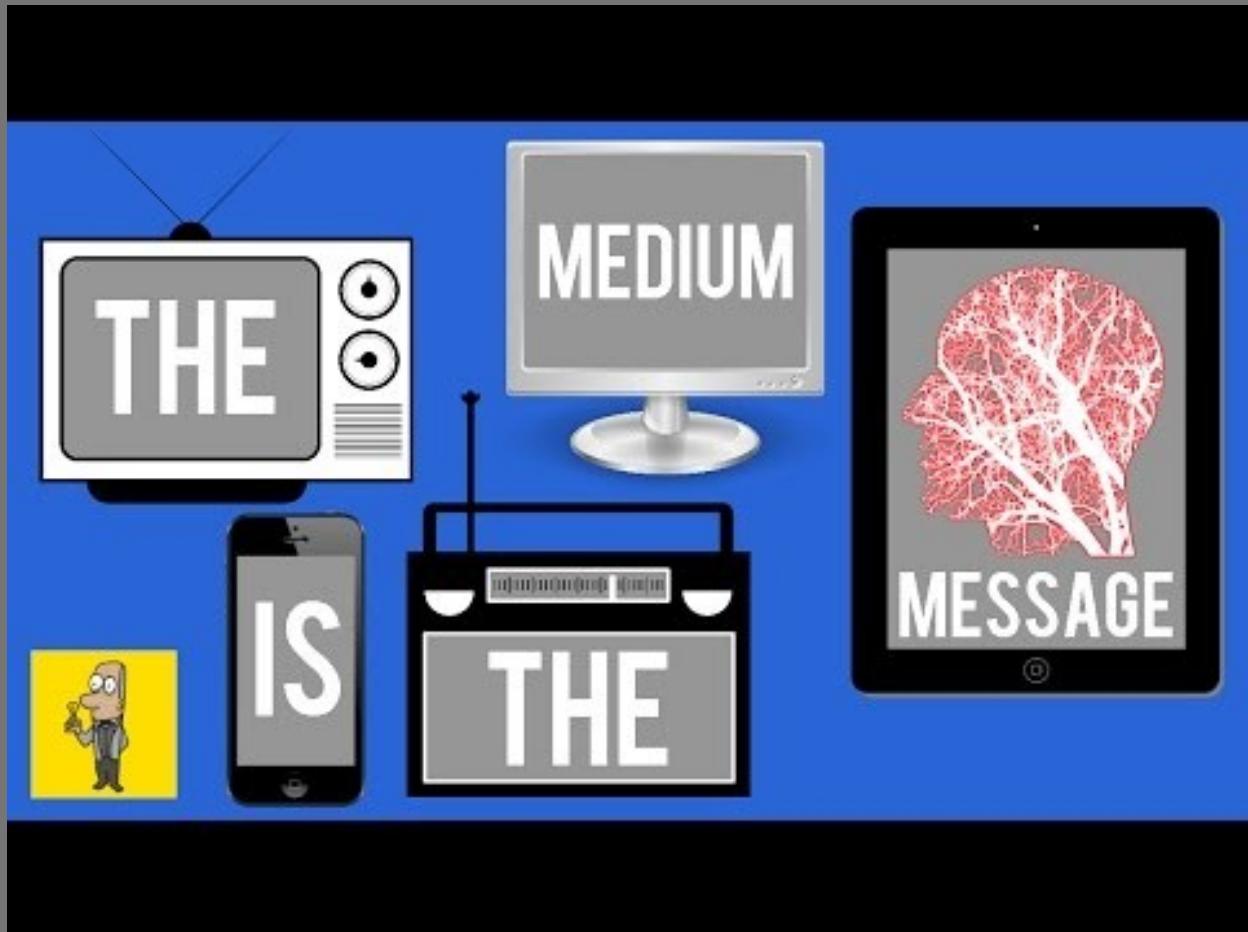


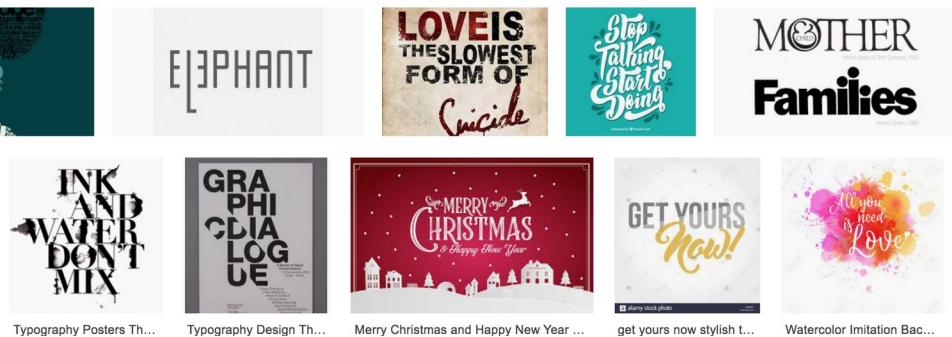
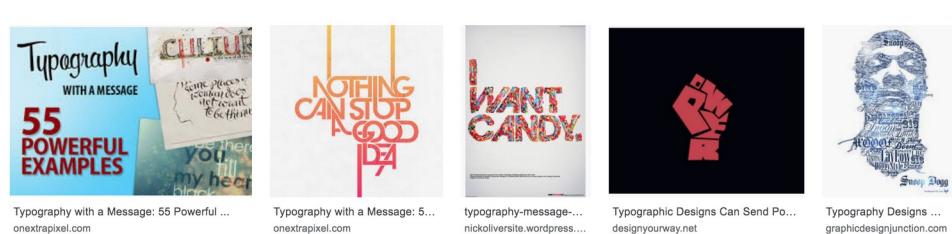
"The medium is the message" is a phrase coined by **Marshall McLuhan** introduced in McLuhan's book **Understanding Media: The Extensions of Man**, published in 1964. McLuhan proposes that a medium itself, not the content it carries, should be the focus of study. He said that a medium affects the society in which it plays a role not only by the content delivered over the medium, but also by the characteristics of the medium itself.

We'll dig deeper into this with books and papers. For now, read more on wikipedia:
https://en.wikipedia.org/wiki/The_medium_is_the_message

or find out about his most famous book:
https://en.wikipedia.org/wiki/Understanding_Media

The
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Typography ... and message

Typography ... and message

Typography with a Message: 55 Powerful Examples

<https://onextrapixel.com/typography-with-a-message-55-powerful-examples/>

How to Pick Typography that Speaks to Your Message

<https://hawthorncreative.com/blog/pick-typography-speaks-message/>

"Type as Image and Lettering as Message"

<https://eyeondesign.aiga.org/making-rules-breaking-rules-the-art-of-magazine-typography/>

Exercise 1.

Make an infographic

Make an infographic that highlights historical fonts, the progression of text and typography, printing and text media, and how text is used to convey messages.

Google for information if you need it.

Use your own design and graphic ideas. Be imaginative.

Work individually.

Create an infographic on the history of text, typeface and message.

Think about:

How typeface and typography impacts what the text is saying.
Give examples from history of how text is used.

Search free image providers for photos.

Use any software you like, or use an online infographic maker, but note what is used at the bottom of the infographic, for example: 'created with Photoshop' by Pen, or 'created with Piktochart, by Pen'.

—
Bruno Martins [@brunus](#) first image

Arabic style font generator - write english words with arabic looking fonts
<https://www.font-generator.com/arabic/>

Fake news guide: <http://rmit.libguides.com/c.php?g=335985&p=2263955>

Evaluation factors for websites <http://rmit.libguides.com/c.php?g=335985&p=2263954>

See [week 3 sources slide](#) for other very useful links on evaluation

Chapter 1, The Medium is The Message, Marchsall McLuhan

<https://web.mit.edu/allanmc/www/mcluhan.mediummessage.pdf>

Infographic online tools

<https://www.creativebloq.com/infographic/tools-2131971>

<https://visme.co/blog/create-animated-infographic/>

Free images

<https://pixabay.com>

<https://stocksnap.io/>

Sources and acknowledgements

Software access at
London Met
<https://student.londonmet.ac.uk/it-resources/software-for-students/>

Module Information

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I like people talking in class, but about what we're there to learn, not pointless gossip :)

I like people to ask questions.

I like people to use their own laptops or phones in class, to follow slides and click on links while we discuss things. But not just to stare at Facebook or Instagram.

Pen Lister

I'm a lecturer in web apps and multimedia.

I've been a senior lecturer in technology enhanced learning.

I'm nearly done with a PhD in smart learning, investigating how people learn using augmented reality and creative activities.

I've carried out large scale website evaluations and usability testing on a few cool projects. I learned a lot.

I've made a lot of websites and still make one or two now, as well as other digital content. I work with Wordpress, ExpressionEngine and Drupal, often using Grunt workflow. My PHP isn't pretty, but it works nice and is secure. I'm quite technical.