# Set of rules that help you improve readability and legibility of your text content.

According to (author) Communication plays an important role in design. It's important to create a clear connection between your website and your users so they can reach their goals. When we talk about communication in the context of web design, we usually mean text. Typography plays an important role in this. Around 95% percent of all information on the web source is in the form of written language.

There are few rules that highly recommended to be followed to gain the best result in readability and legibility of text content.

1. Avoid using different types of fonts. Reduce them to a max 3 fonts per project.
2. Use a classic (typical) font that all web browsers are supports.

A picture containing text, businesscard, screenshot

Description automatically generated

https://www.instantprint.co.uk/printspiration/print-design-tips/what-makes-a-bad-font-choice

1. Keep a line length at right number for better readability. For example, limit for a mobile device is 30-40 characters per.
2. Use fonts with observable different in letters to avoid confusion (for example “i”s and “l”s).
3. Do not use CAPS ALL caps text —acceptable for a logo or game menu, for example.
4. Keep acceptable space between lines. If the space is too small, it will be hard to read.

A picture containing text

Description automatically generated

https://www.justinmind.com/blog/white-space-design/

1. Make the text more visible by adding a sufficient color
2. Do not mix green and red colors in a text and background, because color blind people will not be able to read it.
3. Try not to use blinking text. Flashes and flickers can trigger seizures. Also there is a chance that it will annoy an user.

<https://uxplanet.org/10-tips-on-typography-in-web-design-13a378f4aa0d>

Text design from an HTML (the standard markup language for documents designed to be displayed in a web browser) perspective.

**HTML** is the standard markup language for documents designed to be displayed in a web browser.

In designing text for web page, app or game, it is necessary to consider text from the designer's point of view. All information must be readable and easy to read while well suited to website styles. However, it is necessary to consider and work with the content hierarchy. Creating hierarchies are "big pictures" in the website configuration. However, if typography is applied then hierarchy must be created in an association with a specific text on the page. This will create relationships with their headers and work creates relationships with their headers and visually separate content and text.

Diagram

Description automatically generated

https://www.researchgate.net/figure/HTML-document-tree-representation\_fig4\_261313983

**Headings and Spacing.** Web content usually focuses on only several different text elements. Headlines are from H1-H6, but most websites use only H1-H4.

The space between texts is important to help you define page content itself. When the user finds a new header, it is checked if the content has been changed to a new theme or in an existing subject.

The negative storage space between text indicates how the contents of the page are relevant. Headers with many spaces are considered dominant, and headers are close to contextual paragraphs. The lower margin after the paragraph indicates the text line and the location where they belong to the hierarchy. Everything is related to the suppression of content hierarchies to visually distinguish the text on the page.

**Heading relationship**. Each heading reflects its own style, but style needs to be relevant to a whole style idea. Each internal block uses smaller sub header text. The amount of space between the header and the paragraph defines which paragraph belongs to which paragraph. Similarly, designer should apply enough space between smaller headers and larger headers. The negative space defines both visual design and typography hierarchies.

Rules for a successful heading style:

* The visual hierarchy should be evident by using space, size, color and/or text style. This should be visible even if you are standing 3-5 feet away from the monitor
* First child paragraph and each subheader should be close to each other’s.
* Place meaningful headings in close meaning to the project or situation to get the point across faster and more clearly.

<https://designshack.net/articles/layouts/web-design-best-practices-minimalism-typography/>

## Game Text

Size of a text for a game according to Stevens (takoqno) recommendation are a minimum of 28 pixels tall by three pixels wide when viewed on a 1080p screen. Might be a good idea to give the player the option to change the text size. Subtitles are probably the only text that should be an upper limit. Do not add captions that cover the entire screen. Players need to be able to resize text and subtitles. The default setting should be a large sans serif font.

A picture containing diagram

Description automatically generated

https://www.designbombs.com/best-gaming-fonts/

**Contrast note**

in the article (такойто ) also recommended a contrast ratio of 4.5: 1. This will provide enough contrast between the text and the background, making the text stand out and most likely to display the text in the player.

Deque Color Contrast Analyzer is highly recommended to check a contract between background color and text color (https://dequeuniversity.com/color-contrast)

Font suggestions: developers should use sans-serif fonts, that is, non-prosperous fonts at the end of each character, to maximize readability. These should be used not only for all menus, but also for all other forms of in-game communication so that players can analyze all the text they encounter. Most recommended fonts such as Arial, Helvetica, Verdana, and Comic Sans (suitable for dyslexics).

Using serif font for a game developing is a bad practice.

<https://www.gamesindustry.biz/articles/2020-08-05-a-quick-guide-to-readable-game-text>

# Analysis for a text design choice for a Menu

## Font

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Arial | Verdana | Curlz MT | Brush Script MT |
| sample | New Game | New Game | New Game | New Game |
| independent user rating | Good | Good | Too fancy,bad | Bad |

## Font size for a Menu

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | 6 | 14 | 20 | 72 |
| sample | New Game | New Game | New Game | New Game |
| independent user rating | Too small.Bbad | Might be too small.Bad | Might be ok.  Ok | Probably good if compared to existing screen. Good |

## Text color contrast for menu (dark background)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yellow | Blue | White | Red |
| sample | New Game | New Game | New Game | New Game |
| independent user rating | Good | Ok | Good | Might be bad for Color blind people |

## White space

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Expanded 4pt | Normal | Condensed 1.2pt | Expanded 2pt |
| sample | New Game Congratulations | New Game Congratulations | New Game Congratulations | New Game Congratulations |
| independent user rating | Too big, almost the same size as a space between words | Ok | “To crowded” | Good |