



Multimedia Communication (SW-416)

TEXT

龍

A B C D E
F G H I J K
L M N O P
Q R S T U
V W X Y Z



Text

- Text (words and symbols) in any form, spoken or written, is 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


- Text elements can be categorized into:
 - Alphabets and characters: A – Z
 - Numbers: 0 – 9
 - Special characters: . , ; : ‘ “
 - Symbols: @ # \$ & *
- Text Usage:
 - Heading / Title
 - Bullet / list
 - Paragraph
 - Scrolling text
 - Navigation
 - Text as graphics

Identify the text elements:



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☒ OPEN ACCESS

☒ ARTICLE

Optimal Resource Allocation Method for Device-to-Device Communication in 5G Networks

Typeface and Font

- A typeface is a family of graphic characters that usually includes many type sizes and styles.
- While a typeface is a set of design features for letters and other characters, a font is the variation in weight and size of a typeface
- In simpler terms: A typeface is a set of one or more fonts, in one or more sizes, designed with stylistic unity.
- Arial
- **Arial Black**
- Arial Narrow
- **Arial Rounded MT Bold**

Typeface and 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.
 - A font is the variation in weight and size of a typeface. So when a typeface is roman, bold, italic, condensed, size or any other variable, that's called a font.
 - Arial
 - **Arial Bold**
 - *Arial Italic*
- | | |
|--------------------------------|-------------------------------------|
| <u>Arial Underline</u> | <i>Arial Bold and Italic</i> |
| Arial Strikethrough | |

Typeface

Serif v/s Sans Serif

- Serif v/s Sans Serif is the simplest way to categorize a typeface, the type either has a serif or it does not. Serif is the little decoration at the end of a letter stroke. Times, Palatino and New Century are examples of serif fonts. Helvetica, Arial and Verdana are sans serif.

Sans serif
(none)



Serif



Typeface

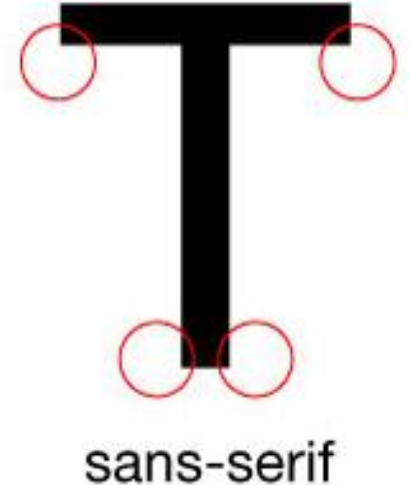
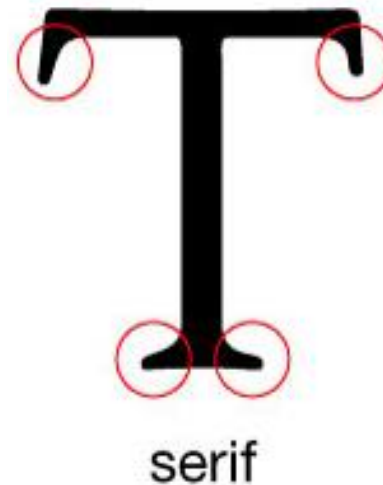
Serif v/s Sans Serif

- A serif only appears at the end of a main stroke of a letter.

This is a
serif
font.

serif
AaBbCcDdEeFfGg

sans-serif
AaBbCcDdEeFfGg



Typeface

Serif v/s Sans Serif

- *Blackadder ITC*
- Candara
- Calibri
- *Monotype Corsiva*
- *Bradley Hand ITC*
- *Lucida Calligraphy*
- Agency FB
- **Elephant**
- **Franklin Gothic Demi**
- **Forte**

Typeface Decorative

- Typefaces can be described in many ways e.g: stylish, feminine, formal, delicate, comic, happy, technical, formal, messy... you name it.

Smiley

SWEDEN

HAPPY

REVOLT

Chuckie

LIGHTNING

Type Size

- The font size is the distance from the tallest ascender to the lowest descender i.e.: the top of letters as **d** and **h** to the bottom of the descenders in letters such as **g** and **y**.



Type Size

- Type sizes are usually expressed in points; one point is .0138 inches or about 1/72 of an inch.
- A font's size does not exactly describe the height or width of its characters. This is because the x-height (height of the lower case x) of two fonts may vary while the height of the capital letters of those fonts may be the same.
- Computer fonts automatically add space below the descender to provide appropriate line spacing.



Using Text

- Multimedia includes a combination of text, audio, still images, animation, video, or interactivity content forms.
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Special Effects on Font

- Making text move through simple animation
- Using Marquee
- Word Art
- Word Art Effects as flip, spin, grow, expand etc

Working with Text

- Following are some considerations and guidelines to keep in mind when working with text:
- **Less is More**
- Be Concise!
- Use Appropriate Fonts
 - This wont be suitable for all audiences
 - Honestly, neither will this!

Working with Text

- Following are some considerations and guidelines to keep in mind when working with text:
- Make it Readable
 - This text will only add to readability issues
 - But..... Don't go overboard!

Working with Text

- Following are some considerations and guidelines to keep in mind when working with text:
- Consider Type Styles and Colors:
- Which is easier to read?
- Which is easier to read?
- Which is easier to read?
- Use Restraint and be Consistent

Character Sets and Alphabets

- **ASCII Character Set**

The American Standard Code for Information Interchange (ASCII) is the 7-bit character coding system most commonly used by computer systems in the US and abroad.

- **The Extended Character Set**

This fuller set of 256 characters is also known as the ISO-Latin-1 character set; it is used when programming the text of HTML web pages.

	0	1	2	3	4	5	6	7	8	9	A	B	C	D	E	F
0		☺	☹	♥	♦	♣	♠					♂	♀		☾	✳
1	▶	◀	↑	!!	¶	§	=	±	↑	↓	→	←	⌂	+	▲	▼
2		!	"	#	\$	%	&	'	<	>	*	+	,	-	.	/
3	0	1	2	3	4	5	6	7	8	9	:	;	<	=	>	?
4	@	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
5	P	Q	R	S	T	U	V	W	X	Y	Z	[\]	^	_
6	`	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
7	p	q	r	s	t	u	v	w	x	y	z	{		}	~	Δ
8	ç	ü	é	â	ä	à	â	ç	ê	ë	è	ï	î	ï	Ä	Å
9	É	æ	œ	ô	ö	ò	û	ü	ÿ	Ö	Ü	½	¼	⅓	℞	ƒ
A	Á	á	Í	í	Ó	ó	Ñ	ñ	¿	¸	¸	¸	¸	¸	«	»
B	Ⓐ	ⓐ	ⓑ	ⓒ	ⓓ	ⓔ	ⓕ	ⓖ	ⓗ	ⓘ	ⓙ	ⓚ	ⓛ	ⓜ	ⓝ	ⓞ
C	ℒ	ℓ	ℓ	ℓ	ℓ	ℓ	ℓ	ℓ	ℓ	ℓ	ℓ	ℓ	ℓ	ℓ	ℓ	ℓ
D	μ	τ	π	π	ε	σ	μ	τ	θ	Ω	δ	ω	ø	€	π	
E	α	β	γ	δ	ε	σ	μ	τ	θ	Ω	δ	ω	ø	€	π	
F	≡	±	≥	≤	ƒ	ℑ	÷	≈	°

Character Sets and Alphabets

- Unicode:
- It is 16-bit architecture for multilingual text and character encoding, this new standard can accommodate up to about 65000 characters and will ultimately include the characters from all known languages and alphabets in the world.
- The Unicode standard is on-line at www.unicode.org, and is quite well written, with lots of motivation and explanation of how processing international texts necessarily differs from working with ASCII.



Text on the Internet - HyperText

- A hyperlink is a link between some point in one hypertext document to a point in either another document or another place in the same document

Advantages of HyperText

- You can place bookmarks. A history mechanism allows you to return to a page.
- You can search for related documents.
- Audio, video and animation fragments can be added to hyper documents.

Disadvantages of HyperText

- You need a computer to access documents. Reading text on a computer is more difficult than on paper because of the low resolution on-screen.
- If navigation aids are not provided, a heavy cognitive load is placed on the reader, the reader can also become disoriented.

HyperMedia

- Hypermedia is an extension to hypertext that supports linking graphics, sound, and video elements in addition to text elements.
- Hypermedia is used as a logical extension of the term hypertext in which graphics, audio, video, plain text and hyperlinks intertwine to create a generally non-linear medium of information.
- Flash may be used to develop stand-alone hypermedia applications.

Font Editing and Design Tool

- In some multimedia projects it may be required to create special characters.
- Using the font editing tools it is possible to create a special symbols and use it in the entire text.
- **Fontographer:**
 - It is macromedia product, it is a specialized graphics editor for both Macintosh and Windows platforms.
 - You can use it to create postscript, truetype and bitmapped fonts for Macintosh and Windows.
- **Fontmonger**
- **Cool 3D text**