

Course : 0553T / Multimedia System
Year : 2015

TEXT

Session 02

OUTLINE

- Text Definition
- Font and Faces
- Using Text in Multimedia
- Font Editing and Design Tools
- Hypermedia and Hypertext
- Guidelines for The Use of Text

DEFINITION

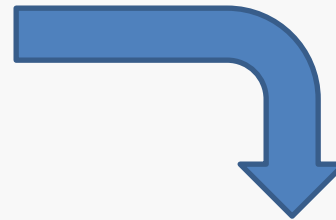
- Basic media for many multimedia systems

Text

Words

Sentences

Paragraphs



is used to communicate
thoughts, ideas and facts
in nearly every aspect of our
lives

DEFINITION

- The Power of Meaning
 - **Multimedia authors** weave words, symbols, sounds, and image then blend text into the mix to create integrated tools and interfaces for acquiring, displaying, disseminating messages and data.
 - It's important to design labels for title screens, menus and buttons or tabs using words that have the most precise and powerful meanings

Font and Faces

- Face or TypeFace :
 - A family of graphic character that usually includes many type size and styles.
- Font :
 - A collection of characters of a single size and style belonging to a particular typeface family.
 - **Font style** : Boldface, Italic, Underlining, Outlining of Characters.

Font and Faces

- Typeface vs Font

Typefaces

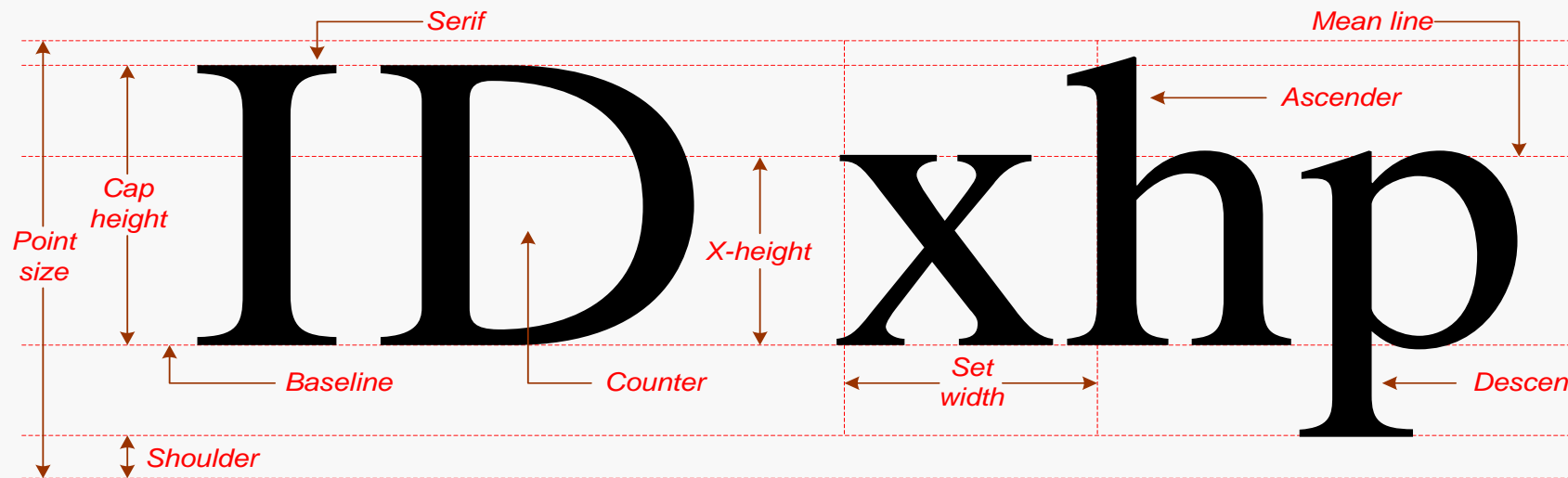
- Arial
- Calibri
- Courier
- Tahoma
- Times New Roman
- Verdana

Fonts

- Arial 12 point italic
- Arial 8 point bold
- Verdana 10 point underline

Font and Faces

- The Measurement of Type (Figure 2.1)



Font and Faces

- Description Terminology (see figure 2.1)
 - **x-height** : the height of the lowercase letter x
 - **Point** : a measure of the size of type.
1 point = 0.0138 inch (about 1/72 inch)
 - **Descender** : the portion of the letter normally written below a line(base line)
 - **Ascender** : the portion of the letter normally written above a line(mean line)

Font and Faces

- **Character metrics** : general measurements applied to individual characters.
- **Kerning** : Process of adjusting the spacing between pairs of letters
- Example :

Av

Unkerned

Av

Kerned

Font and Faces

- **Tracking** : Adjusting the spacing between characters

Tight
tracking

L o o s e
t r a c k i n g

Font and Faces

- **Leading** : Process of adjusting the spacing between lines of text.
- Example :

Leading 0.5 pt

The buzzword being splashed around is Convergence and by it we mean the convergence of multimedia technology with the telecommunications industry.

1 pt = 0.0138 inch.

Leading 1 pt

The buzzword being splashed around is Convergence and by it we mean the convergence of multimedia technology with the telecommunications industry.

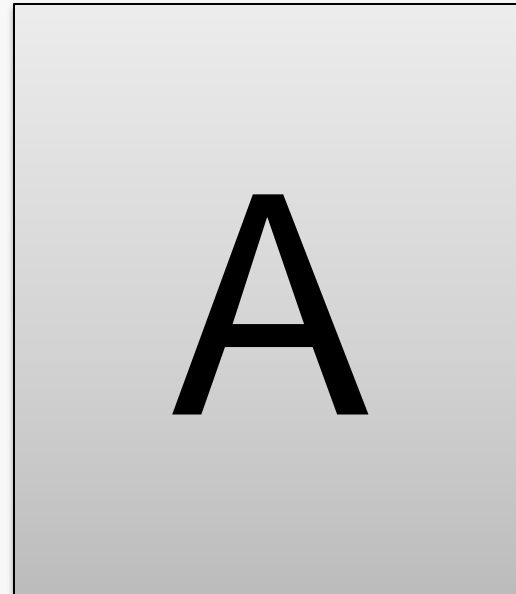
Font and Faces

- Two categorize of typeface is :

Serif



Sans Serif



Font and Faces

- **Serif :**

- The little decoration at the end of a letter stroke
- Example of Serif fonts : Times, New Century Schoolbook, Bookman, and Palatino.

- **Sans Serif :**

- This text typically has a clean ,bold look.
- Example of San Serif fonts : Helvetica, Verdana, Arial, Optima, and Avant Garde

Font and Faces

- Serif vs Sans Serif

Serif

use decorative tips or flags at the ends of a letter strokes

are usually used for documents or screens that have large quantities of text .

Sans Serif

don't have these features

is considered better for computer displays because of the sharper contrast

Using Text In Multimed

Use Text for :

- Title and Headlines
(what it's all about)
- Menus
(where to go)
- Navigation
(how to get there)
- Content
(what you see
when you get there)



Using Text In Multimed

- Designing with Text :
 - For design perspective
 - Font size and the number of headlines on a particular screen must be related both to the complexity of your message and its venue.
 - Creating presentation slides for public-speaking support :
 - Use bullet in large fonts and few words with lot of white space.

Using Text In Multimed

- Choosing Text Font :
 - **Installed Fonts** : font that recognized by the computer's operating system.
 - Use of **CSS** (Cascading Style Sheets) : specify a base font size, color, and other attributes for displaying text.
 - **Animating Text** : there are plenty ways to retain a viewer's attention when displaying text. For Example : animate bulleted text and have it “fly” onto the screen.

Using Text In Multimed

- Symbols and Icons :
 - **Symbols** are concentrated text in the form of stand-alone graphic constructs.
 - **Icons** are symbolic presentation of objects and processes common to the graphical user interfaces of many computer operating systems.
 - In Multimedia, symbols or Icons should be treated as text or visual words because they carry meaning.

Using Text In Multimed

- Example of Symbols :



- Example of Icons :



Using Text In Multimed

- Menus For Navigation
 - The simplest menus consist of text lists of topics.
 - Text is helpful to users to provide perpetual cues their location within the body of content.
 - Example :
 - Store -> Home & Garden -> Patio&Grilling

Using Text In Multimed

- Buttons for Interaction
 - In Multimedia, Buttons are the objects, such as blocks of text, a pretty blue triangle, or a photograph that make things happen when they are clicked or tapped.
 - Pick a font for buttons, legible, then adjust the text size of the labels to provide adequate space between the button's rim and the text.
 - Exar

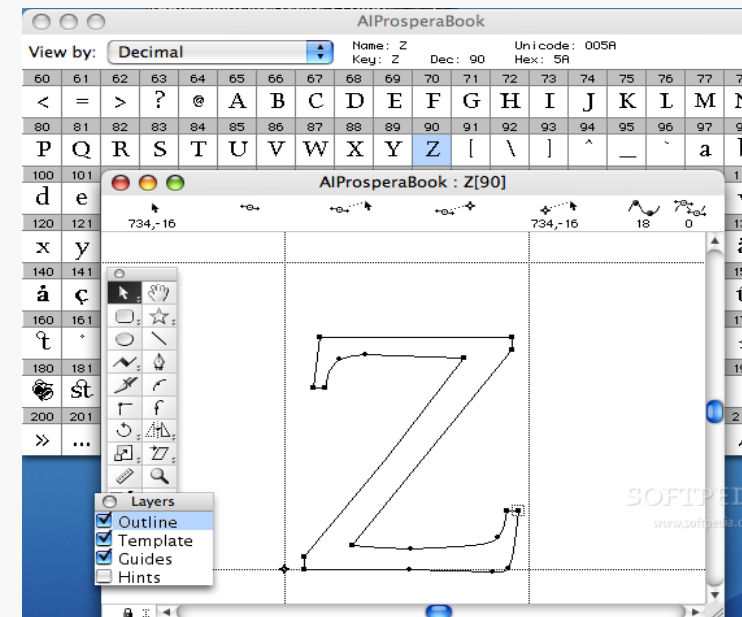
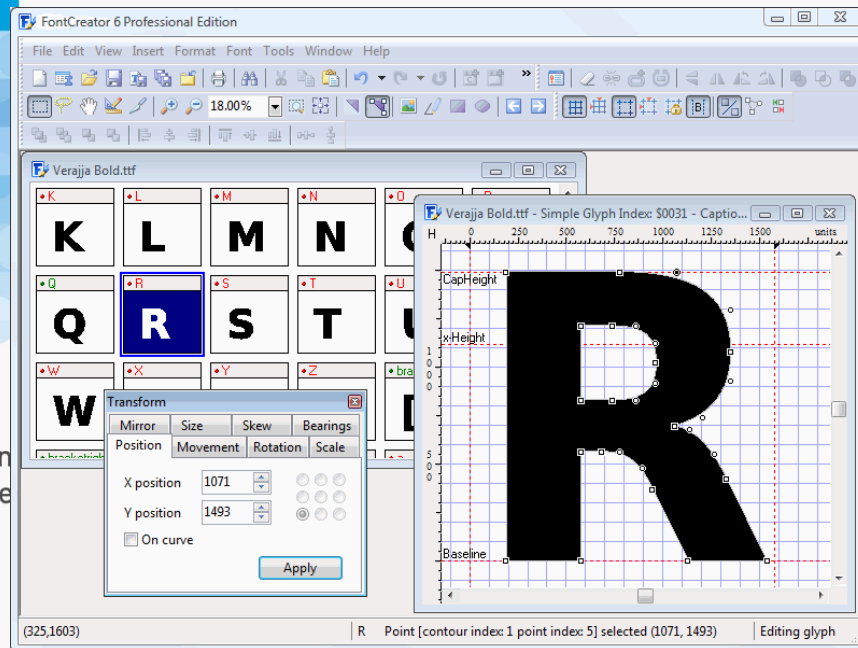


Using Text In Multimed

- Fields for Reading :
 - Use a font that is easy to read rather than a prettier font that is illegible.
 - There are two orientations : **portrait and landscape**

Font Editing and Design Tools

- Special font editing tools can be used to make your own type. The tools are :
 - Fontographer
 - FontCreator



Hypermedia and Hypertext

- Interactive Multimedia becomes **Hypermedia** when its designer provides a structure of linked elements through which a user can navigate and interact.
- **Hypertext** : the organized cross-linking of words not only to other words but also to associated images, video clips, sounds, and other exhibits.
- Two buzzwords used often in hypertext system are **link and node**.

Hypermedia and Hypertext

- **Links** : connection between the conceptual elements. **Links** are the navigation pathways and menus.
- **Nodes** : consists of text, graphics, sounds, or related information in the knowledge base. **Nodes** are accessible topics, documents, messages and content elements.
- **Hypertext systems** are currently **used** for electronic publishing and reference works, technical documentations, educational courseware, interactive kiosk, electronic catalogs, interactive fiction, and text and image databases.

Guidelines for The Use of T

- The following guidelines for the use of Text :
 - Be Selective
 - Be Brief
 - Make Text Readable
 - Be Consistent
 - Be Careful
 - Be Respectful
 - Combine Text with other media
 - Make text interactive

Choosing Text Font

- For small type, use most legible font, decorative font can't read useless
- Use few different faces, style, too much font called ransom-note typography.
- In text block, adjust leading font, pleasing line spaces
- Vary size in proportion for message delivering
- Adjust spacing between letter (kerning) for large headlines
- Explore effect different color in different background
- Using antialiasing for gentle and blended text

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LIVE & WORK ON YOUR OWN TERMS

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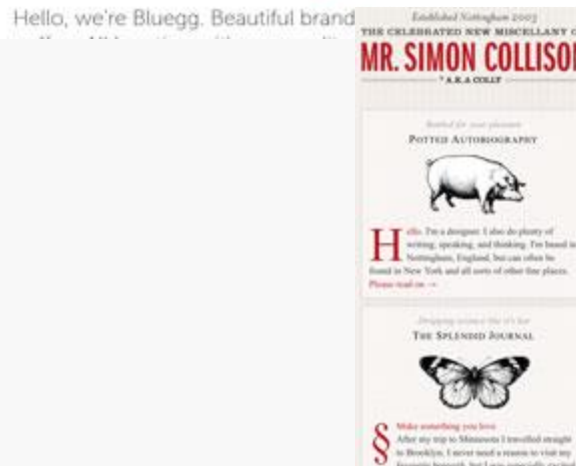
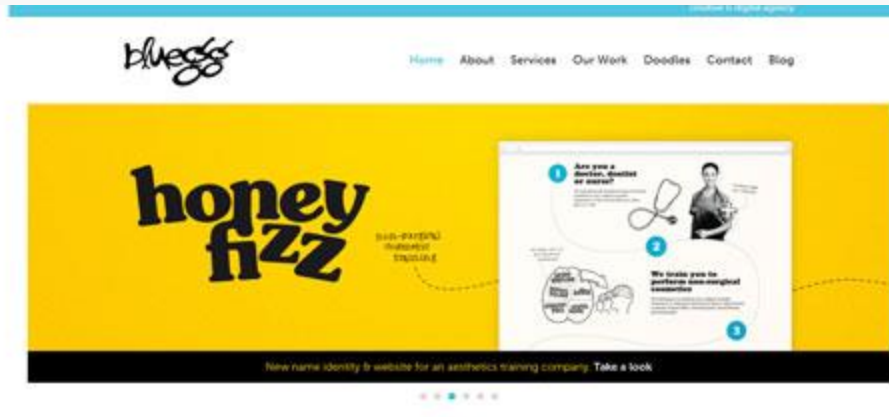
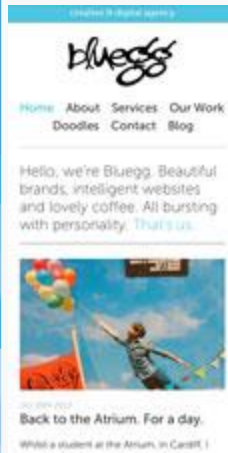
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SUPPORTING MATERIALIA

- <http://www.w3.org/TR/html4/>
- <http://www.fontfoundry.com/>
- <http://www.webstyleguide.com/wsg3/8-typography/4-web-typefaces.html>
- http://efuse.com/Design/web_fonts_basics.html
- <http://www.webdesignerdepot.com/2015/02/7-simple-rules-for-mobile-typography/>
- <https://www.smashingmagazine.com/2010/12/what-font-should-i-use-five-principles-for-choosing-and-using-typefaces/>
- <https://tympanus.net/codrops/2012/11/12/mobile-design-typography-is-vitally-important-and-challenging/>

Exercise

- Explain the difference between Font and Typeface!
- Discuss the difference between Leading and Kerning! Explain your answer with example!
- When you design a multimedia on mobile, what think you must consider? Mengapa kita perlu memperhatikan font tersebut