

Impact & Influence Through Typography

By Jon Beebe, Assoc. Director of Mobile Apps at Ramsey Solutions
Twitter: @bejonbee



source: [twitter](#)

**Typography is not
a new problem**

Technological shift in modern typography

You impact and influence
users through your
typographic choices.

First:

What is the problem?



Hugo Giraudel

@HugoGiraudel

Typography is this weird topic that everybody knows about but nobody really knows how it should work.

4/30/15, 04:27

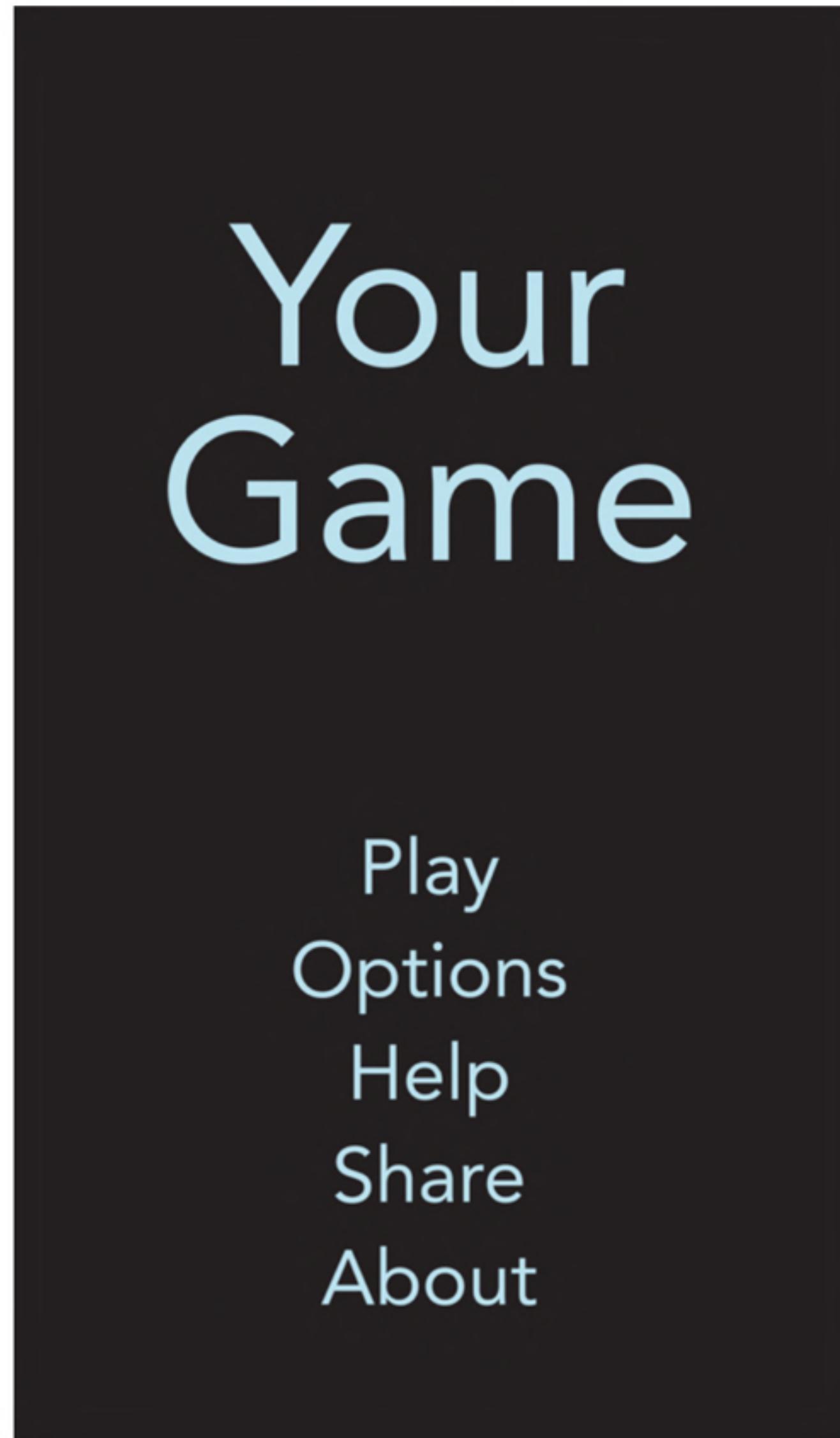
3 RETWEETS 4 FAVORITES



“A change in typography and the inclusion of pictures should make the book more useful.”

New Testament Survey, Tenney, 1997 revised edition, preface to the revised edition.

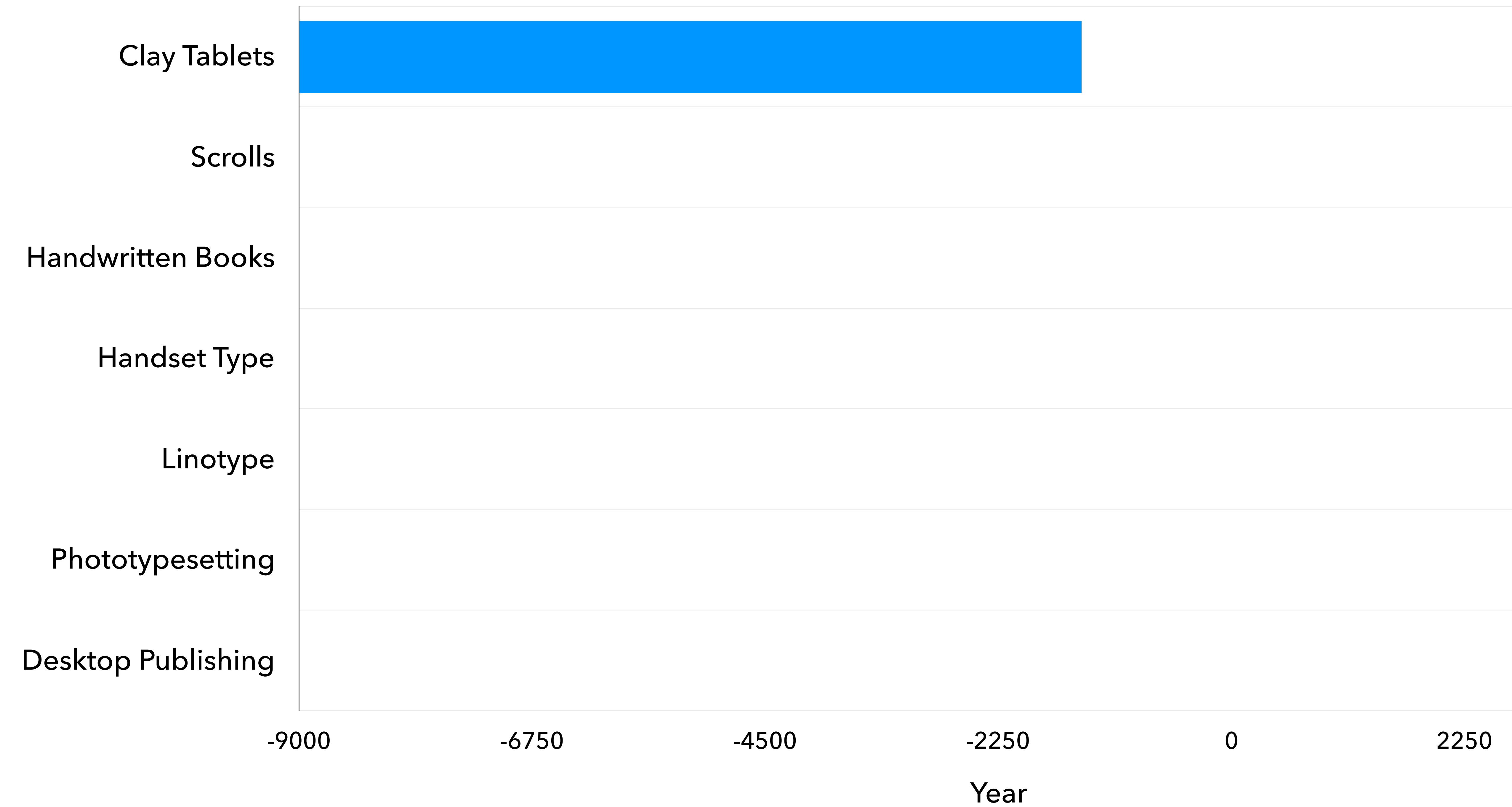
Recommended

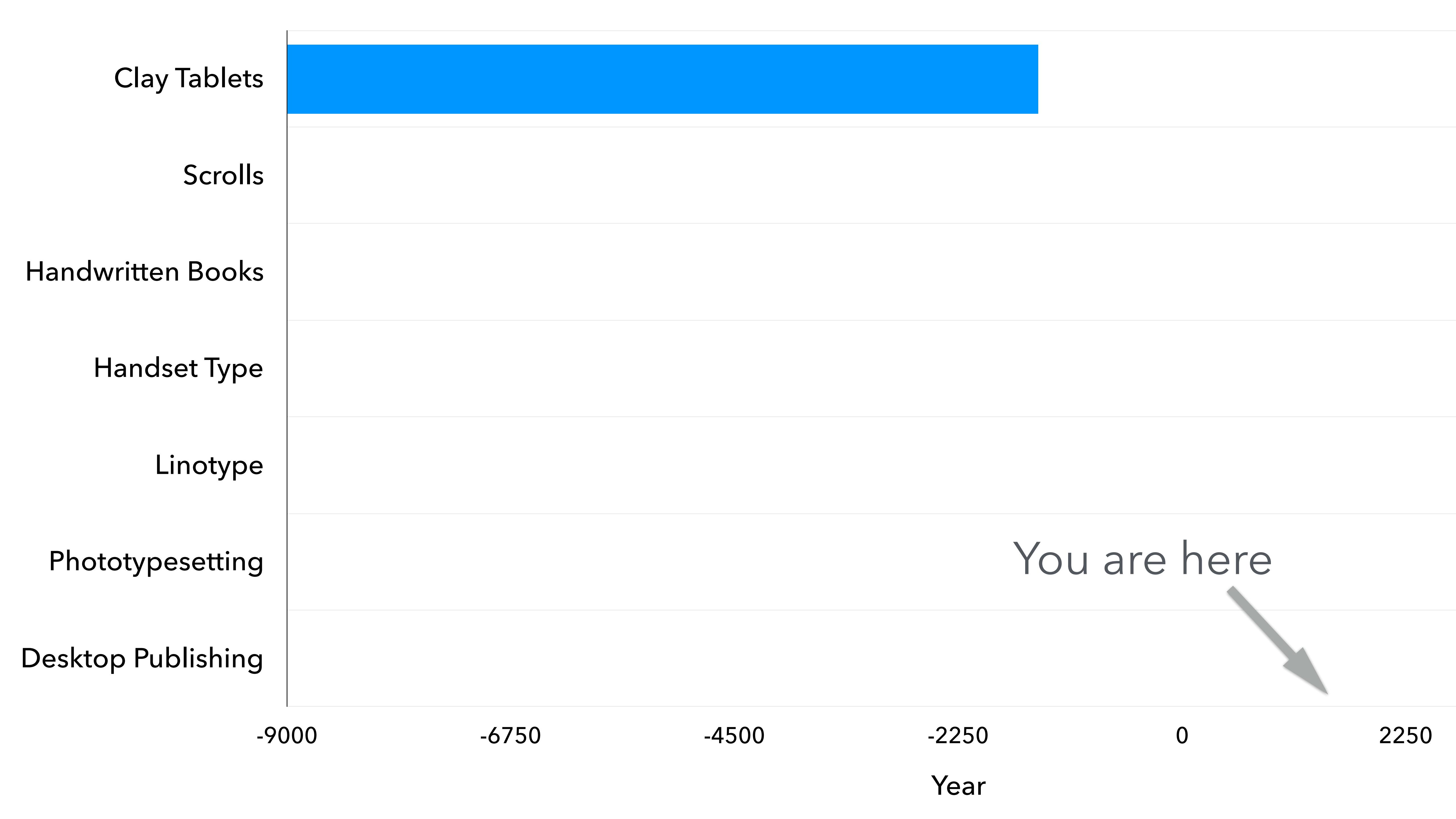


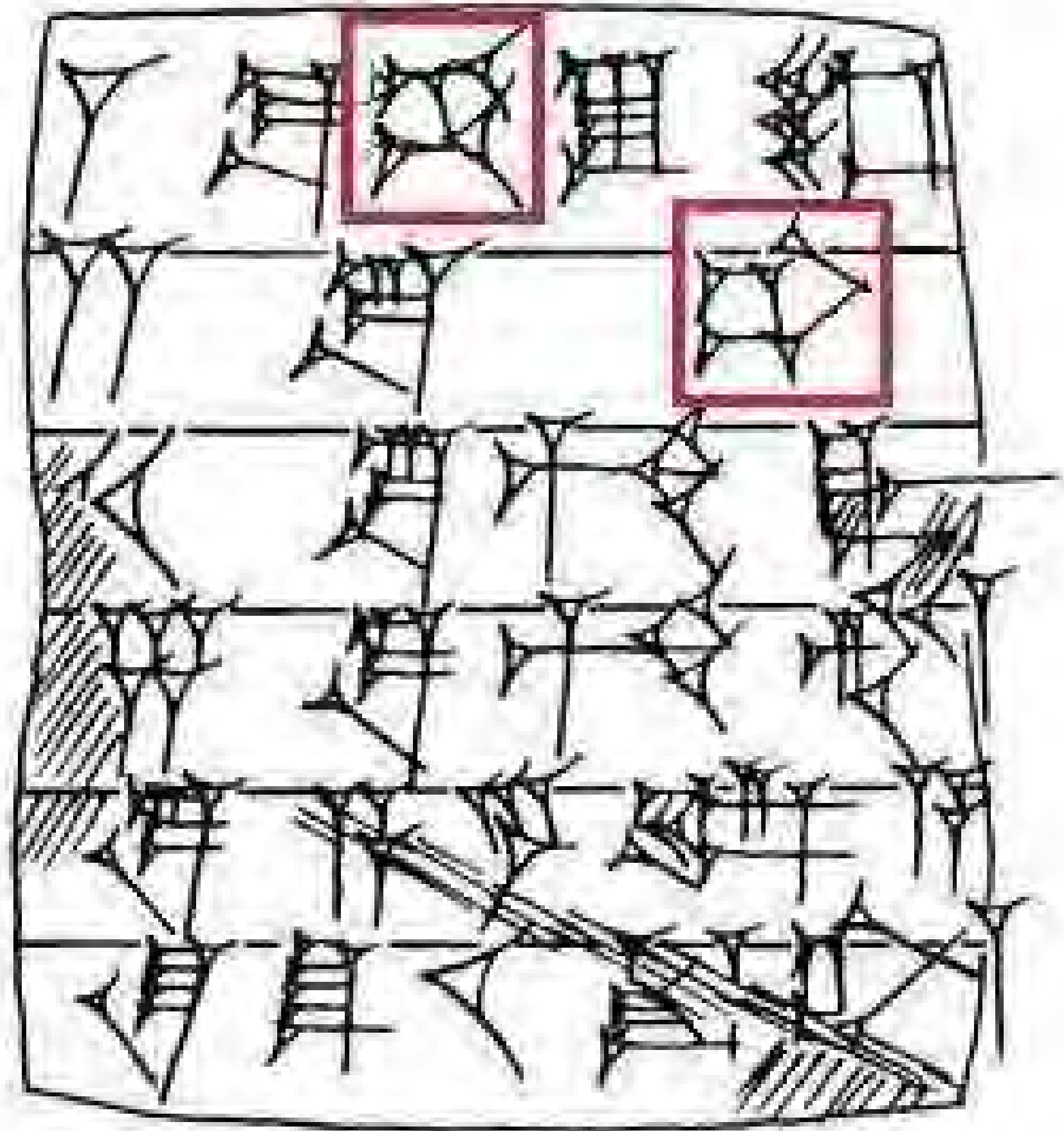
Not Recommended

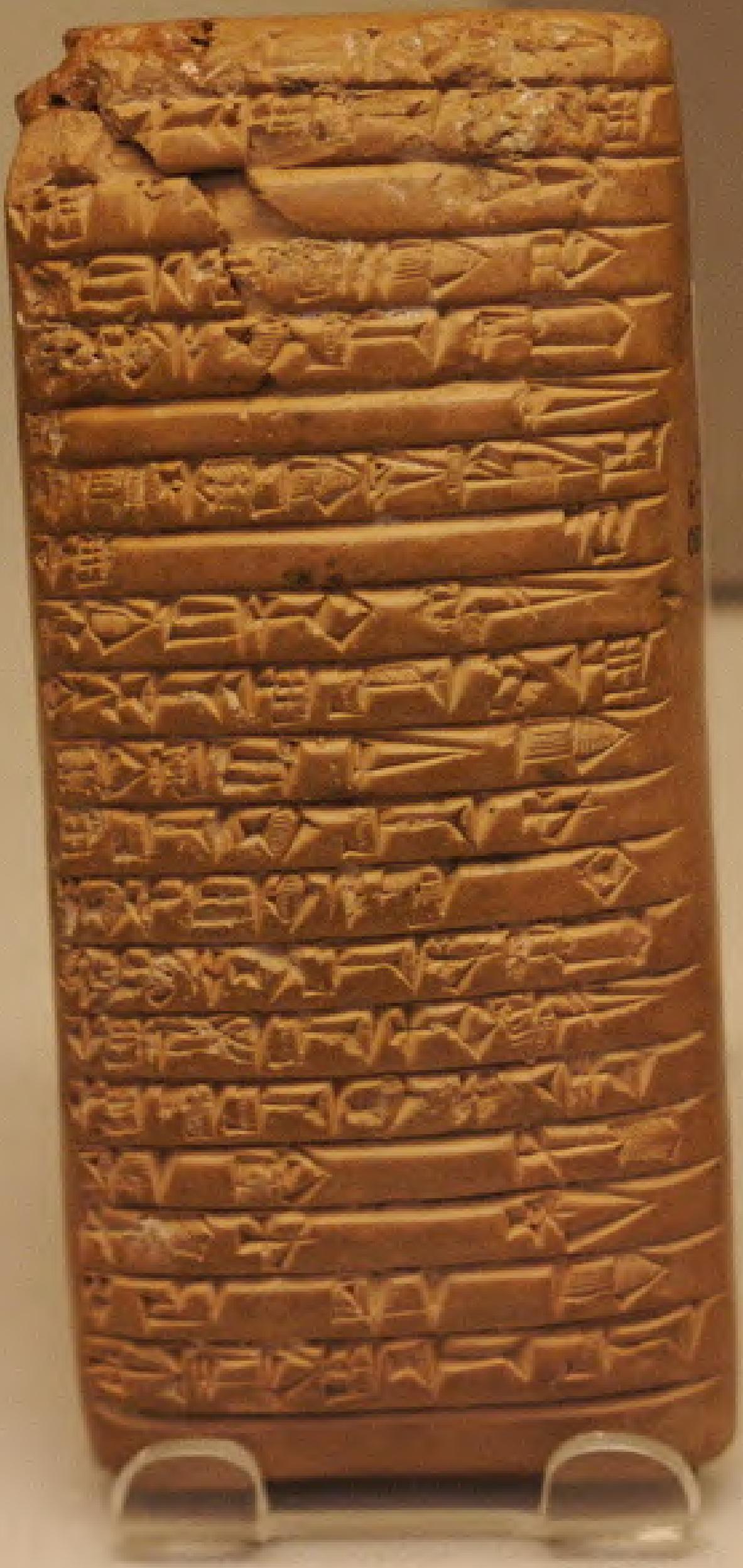


**Typography is not
a new problem**



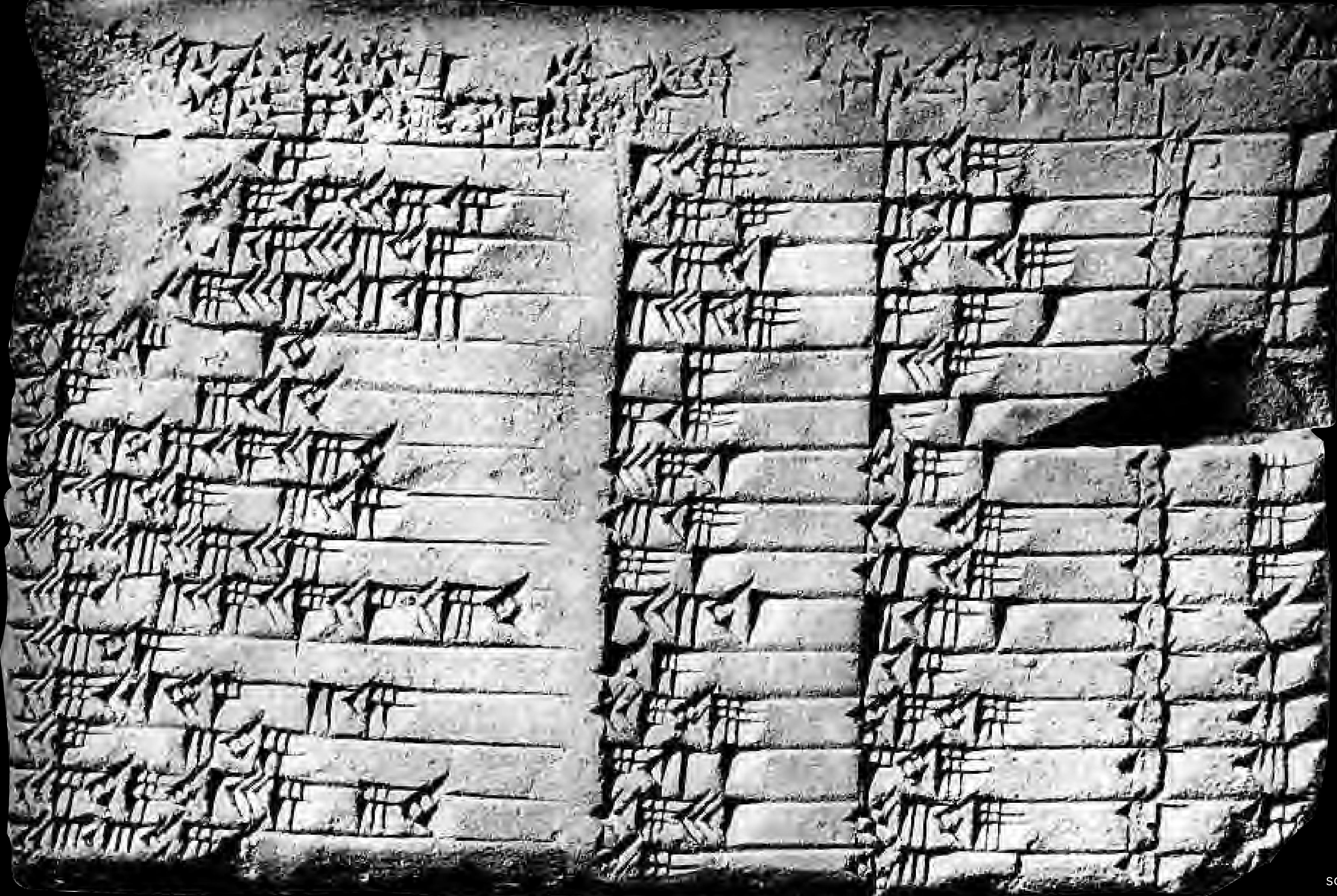




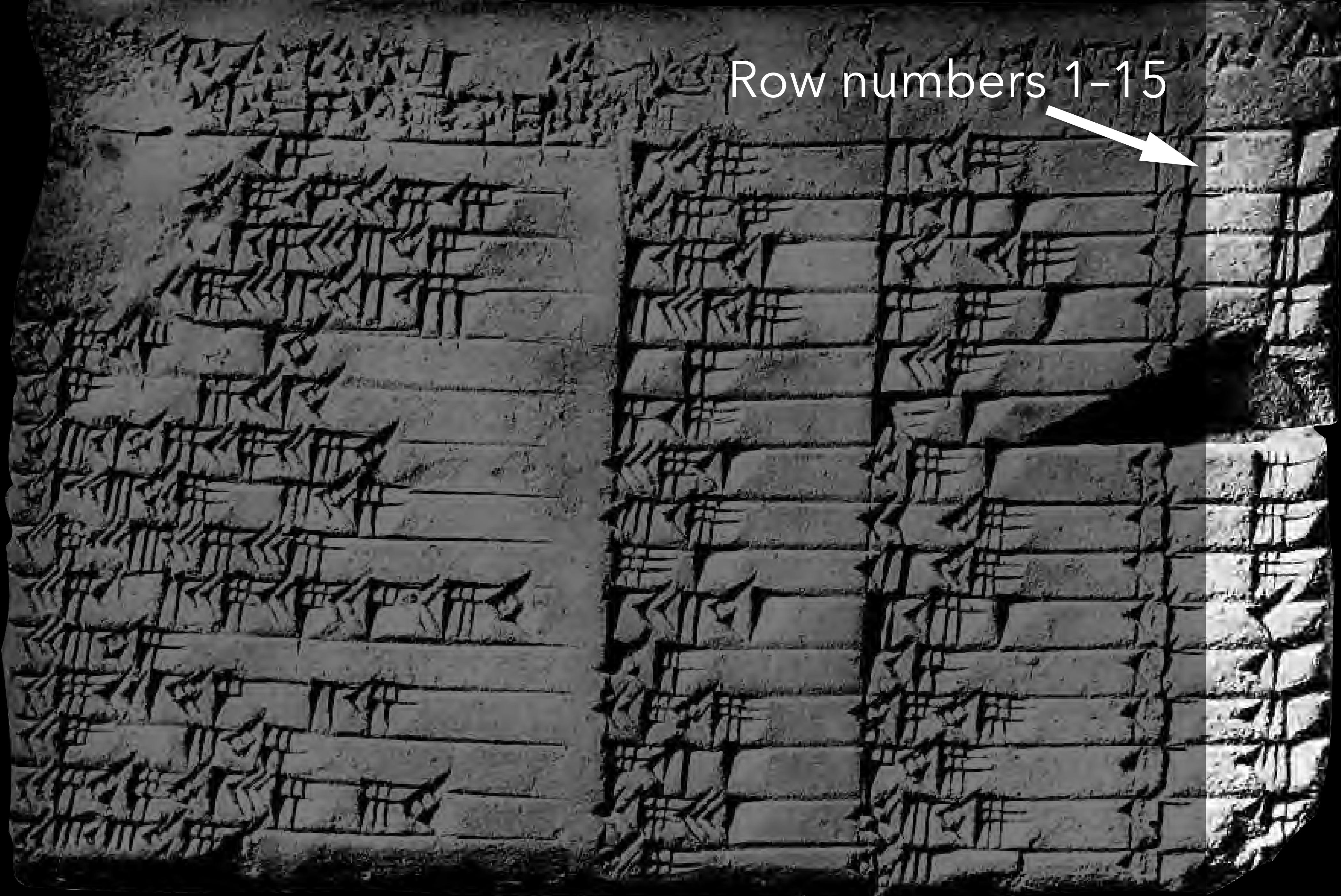
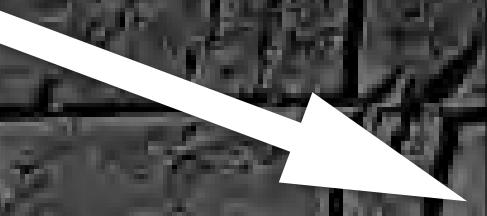


source: [wikimedia](#)

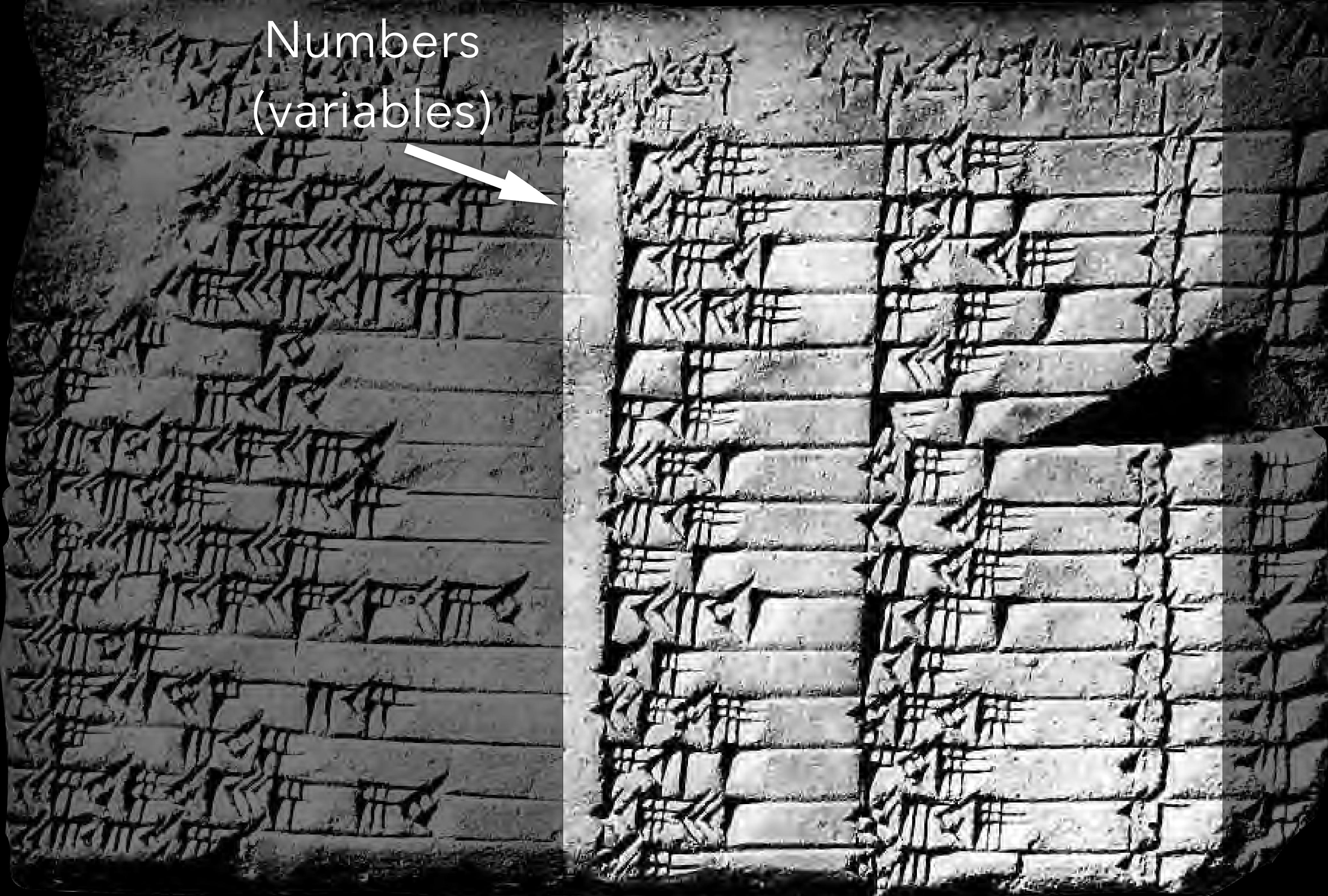


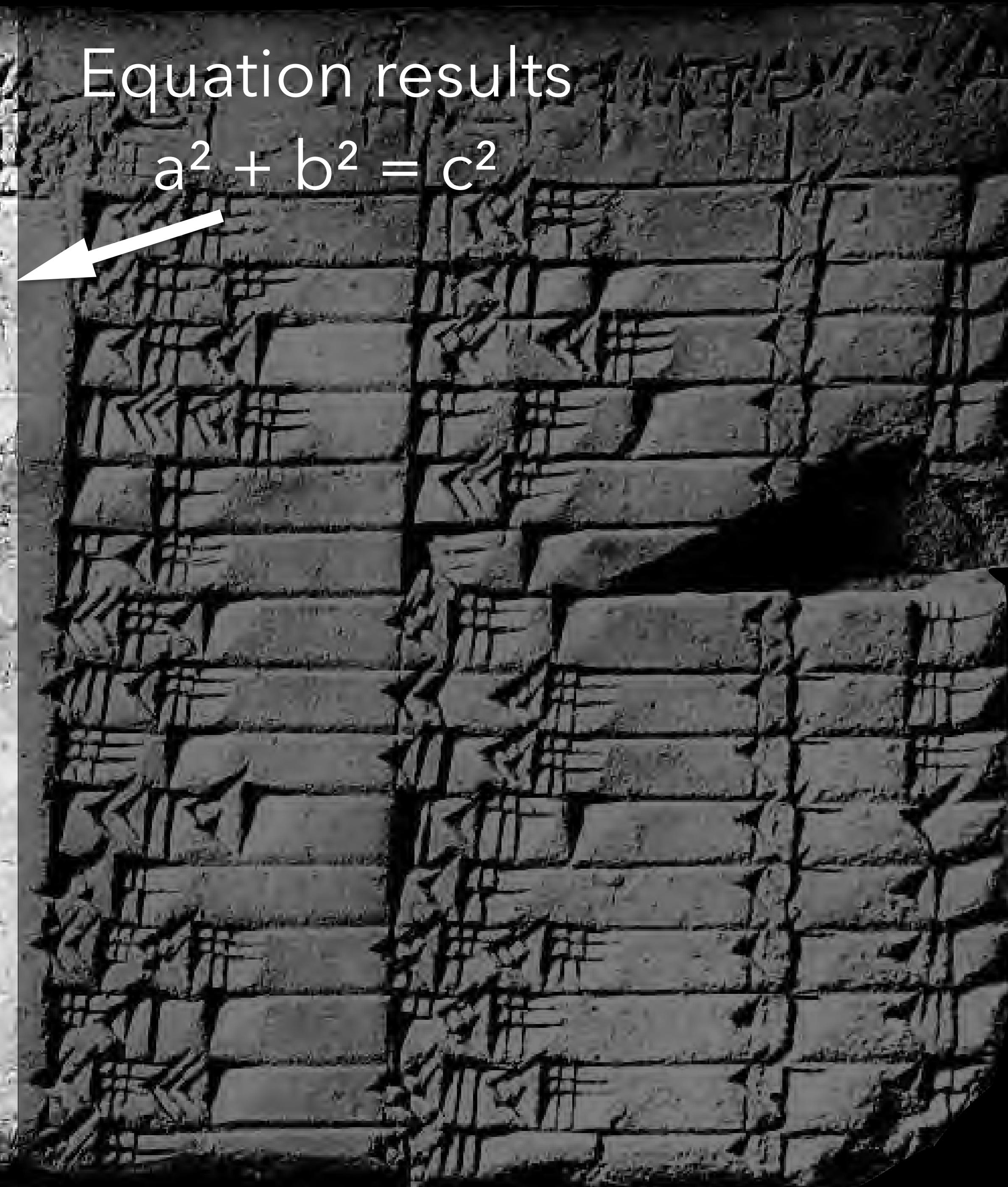


Row numbers 1-15



Numbers
(variables)

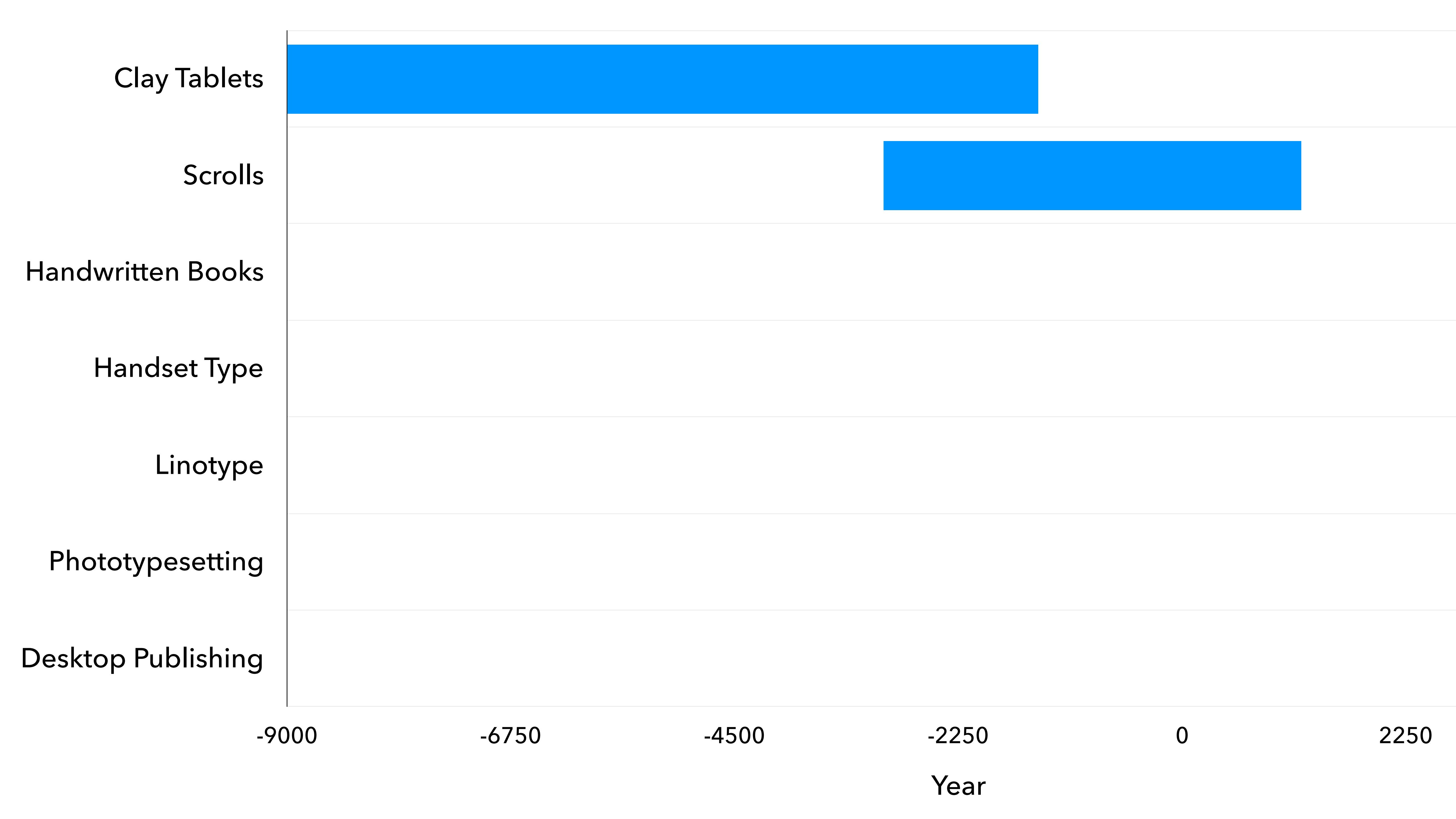




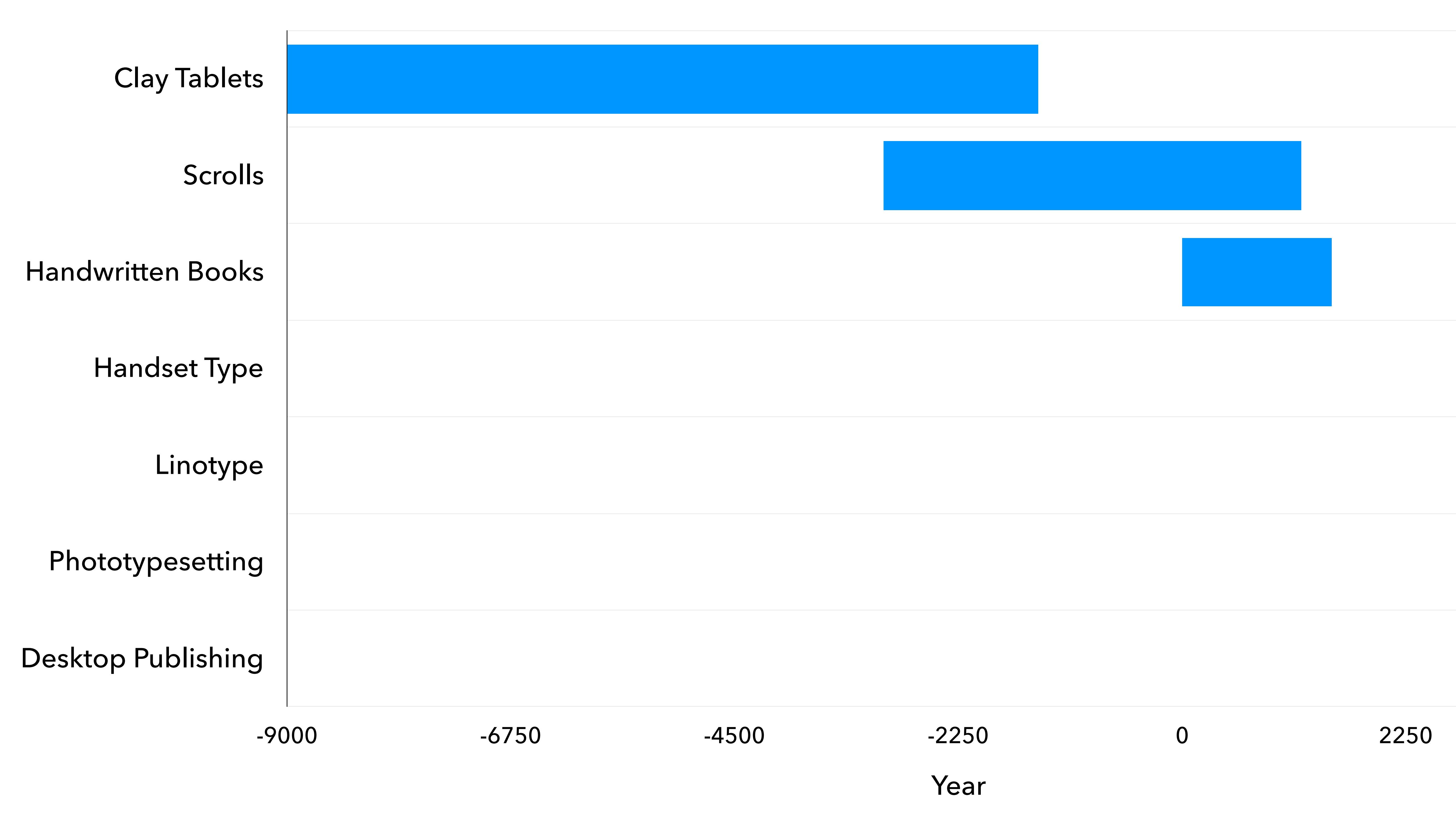


4,000 year old
spreadsheet!

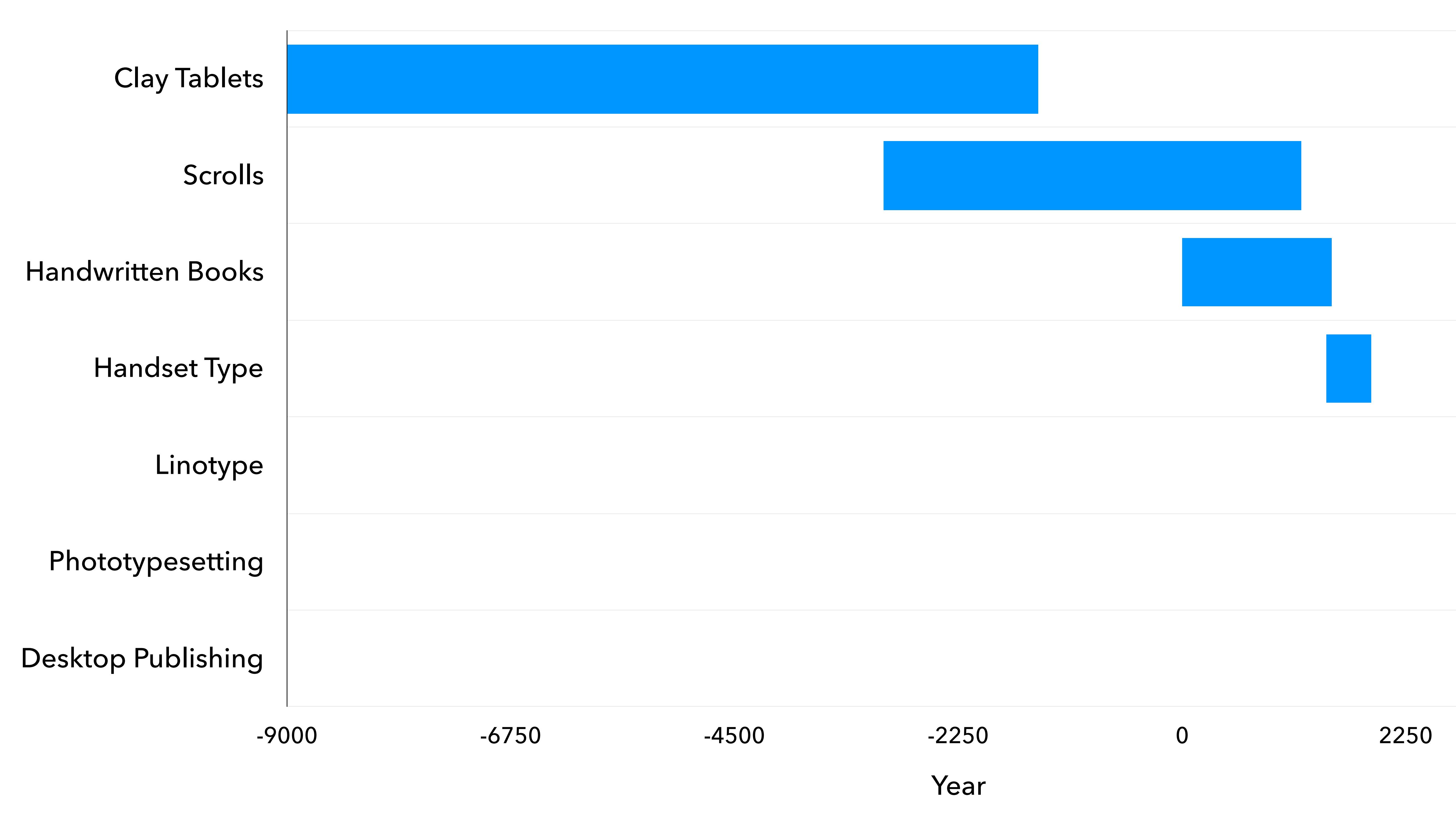
**Typography is not
a new problem**





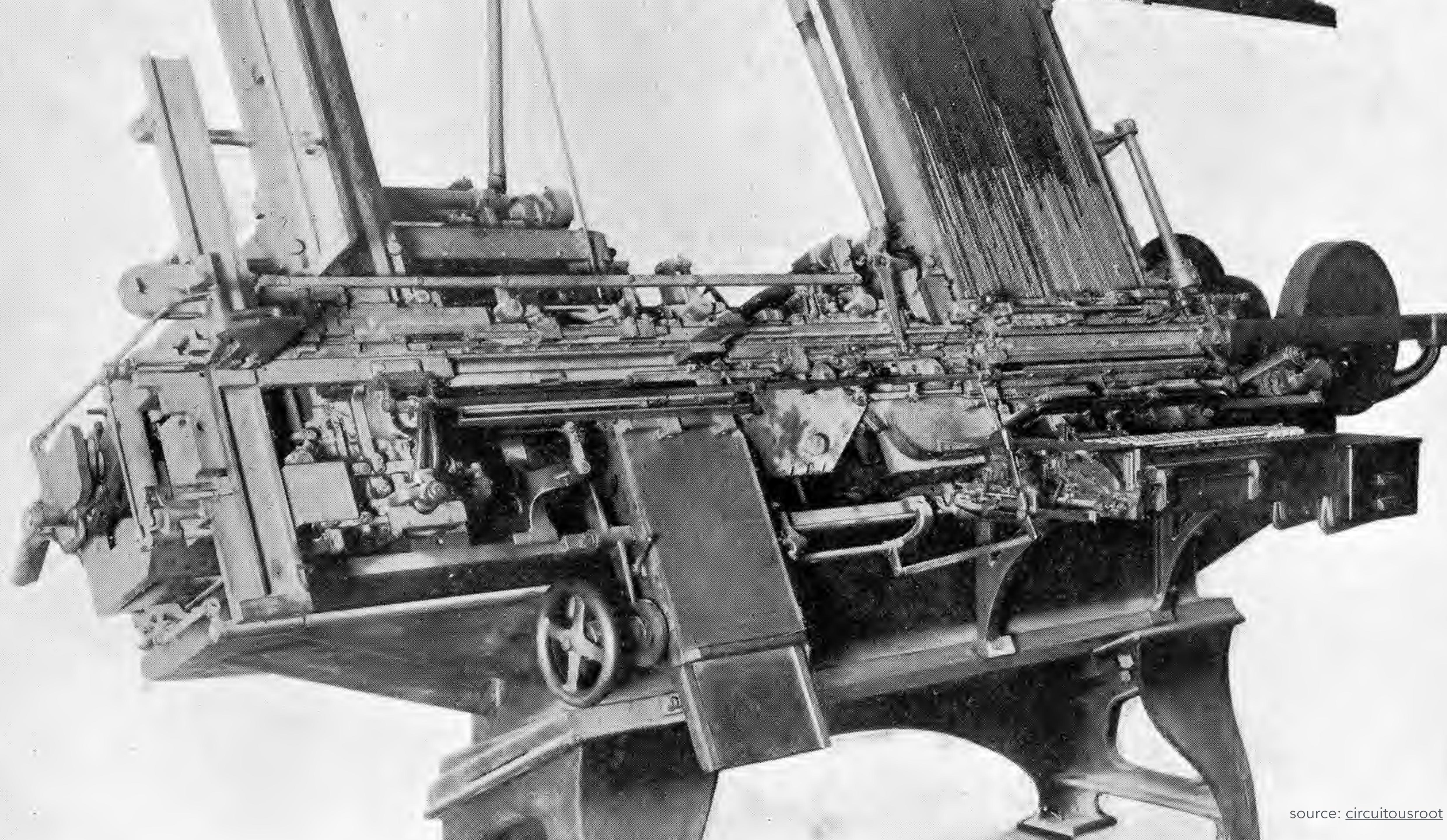


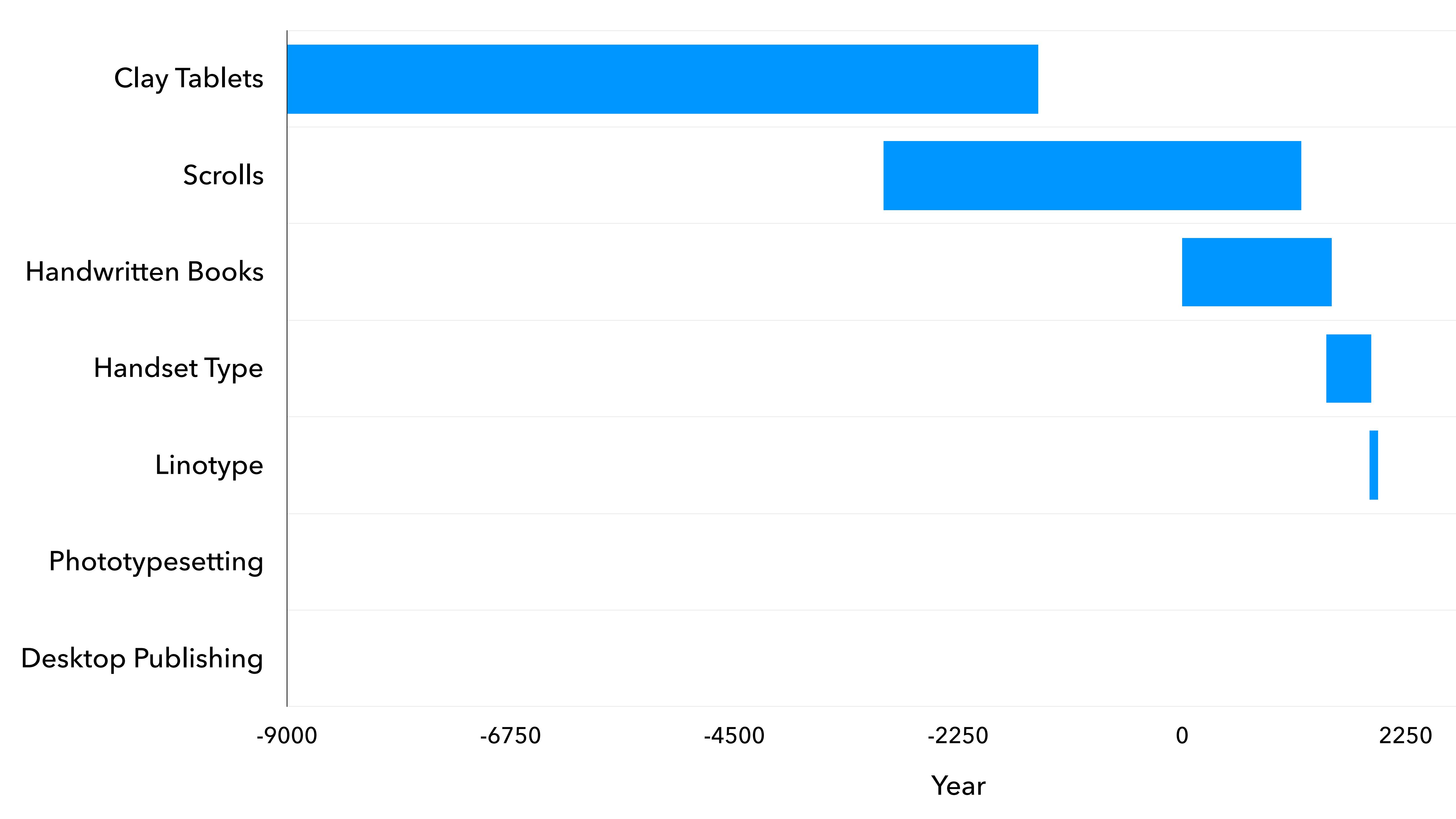




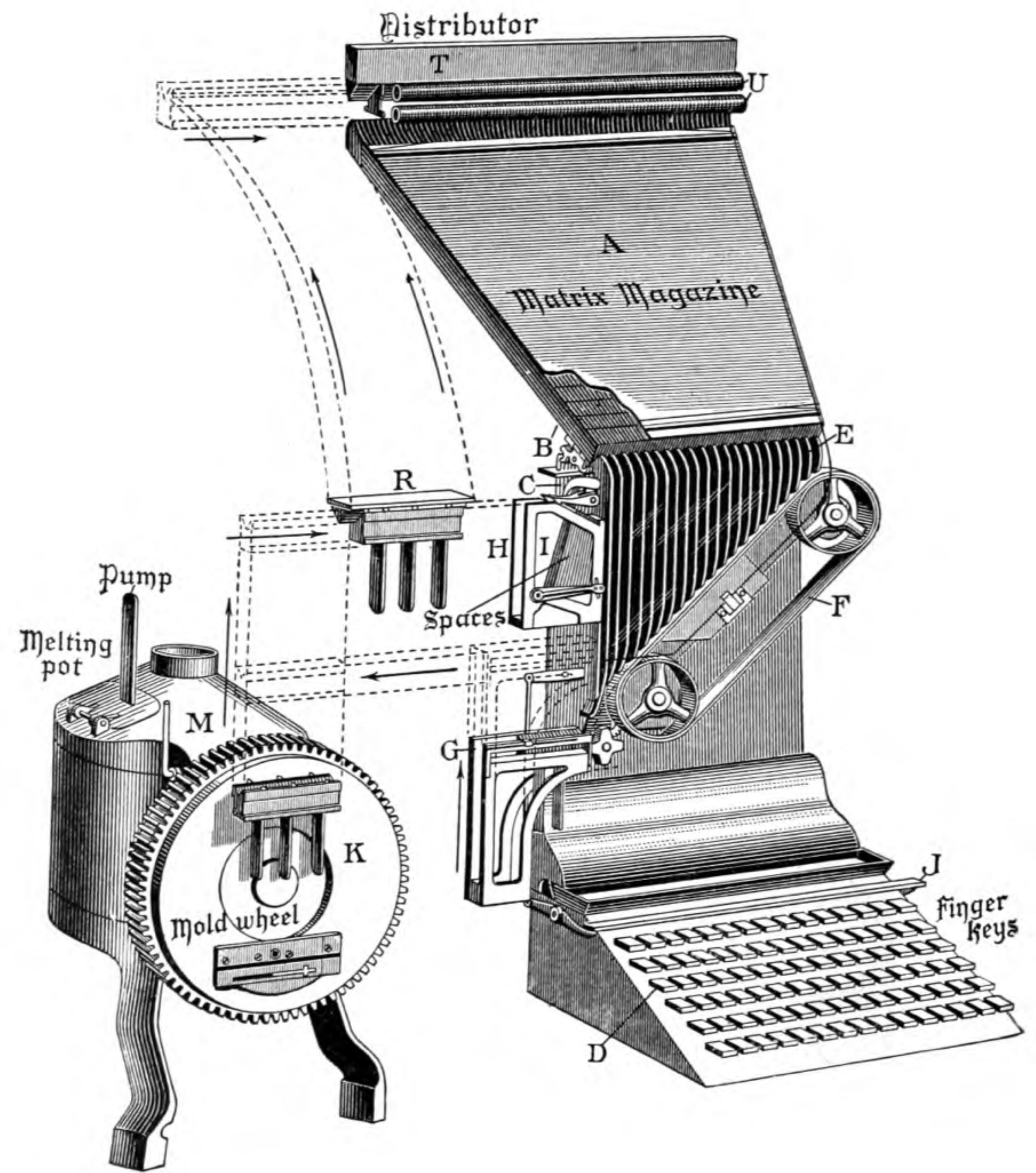


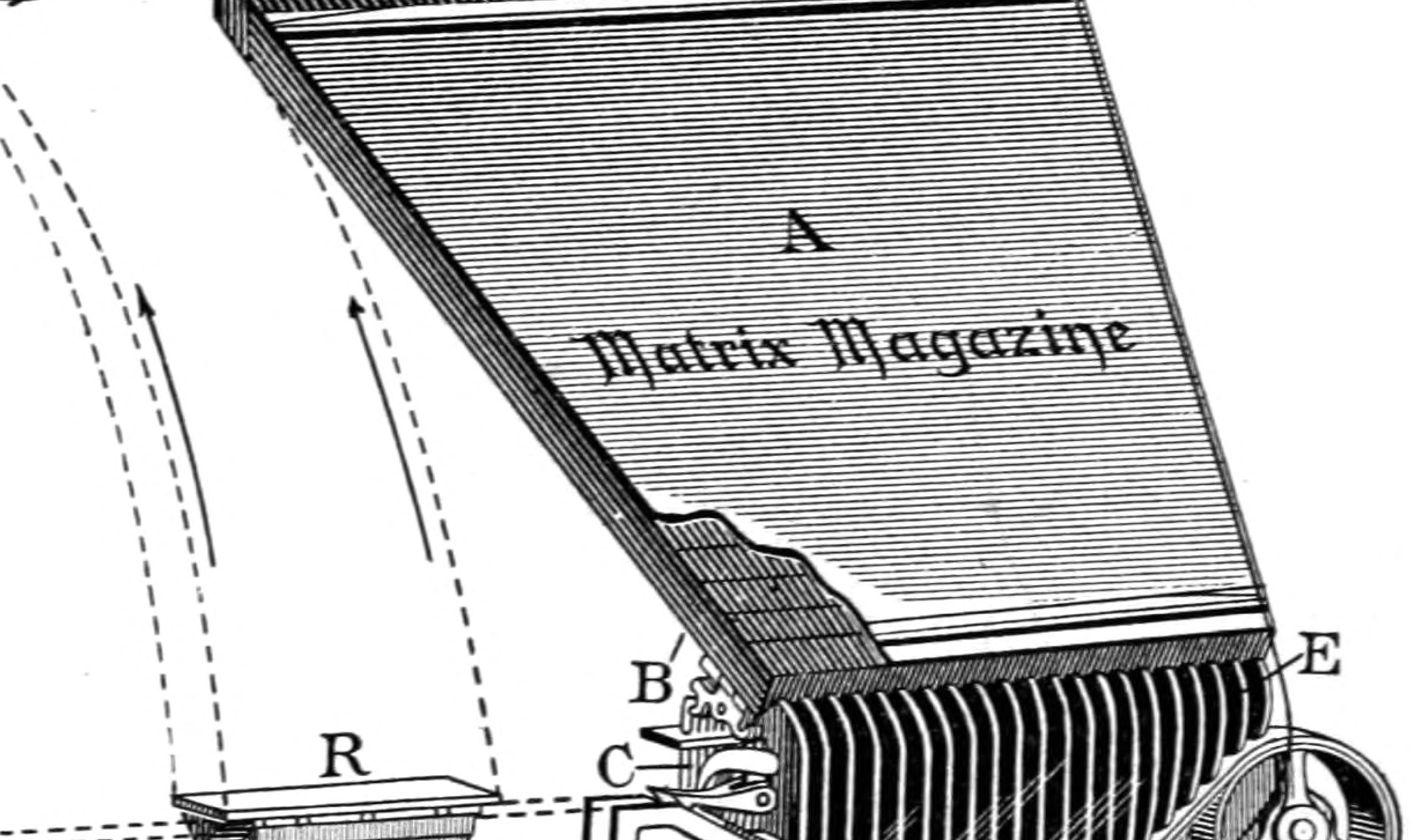


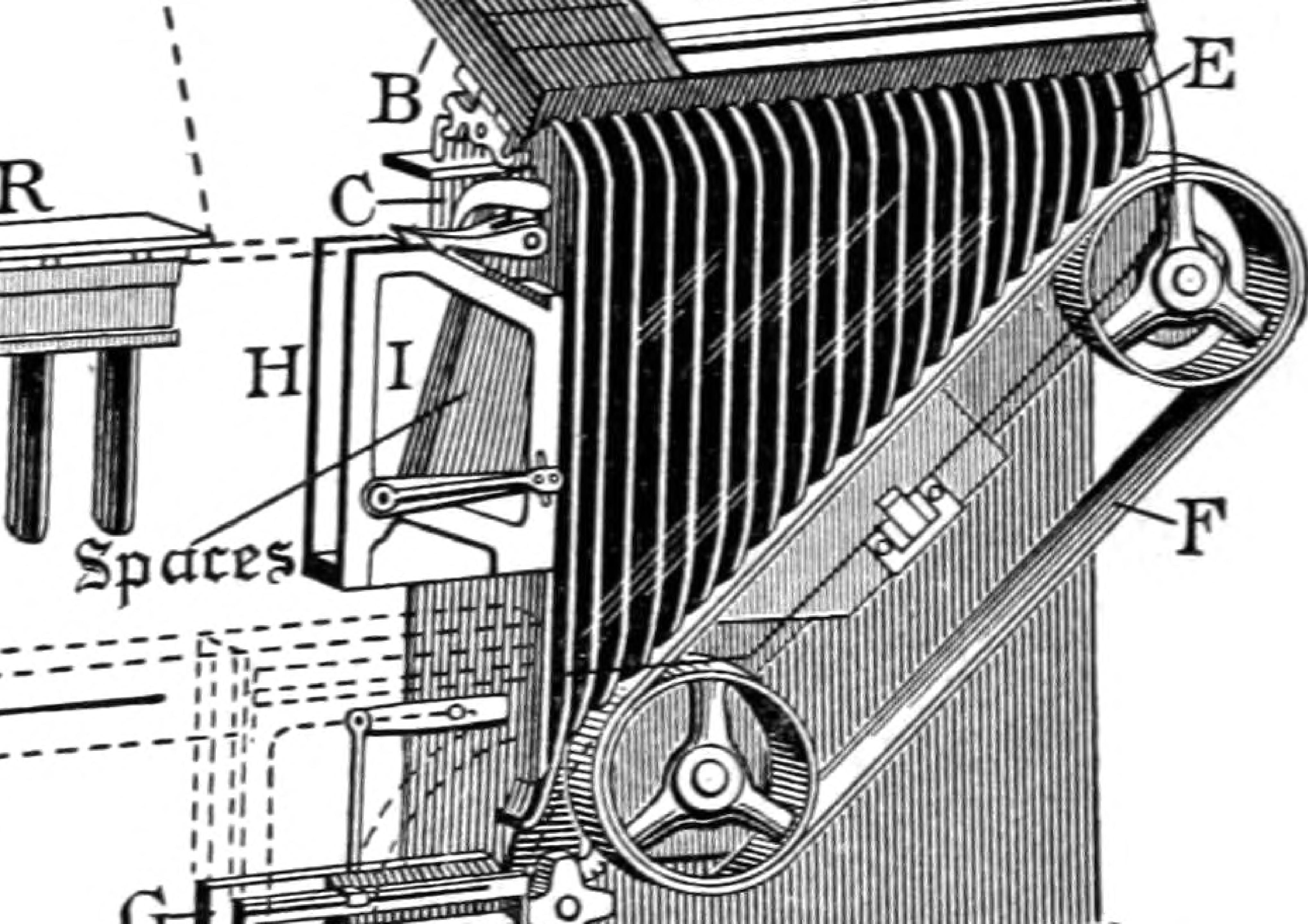


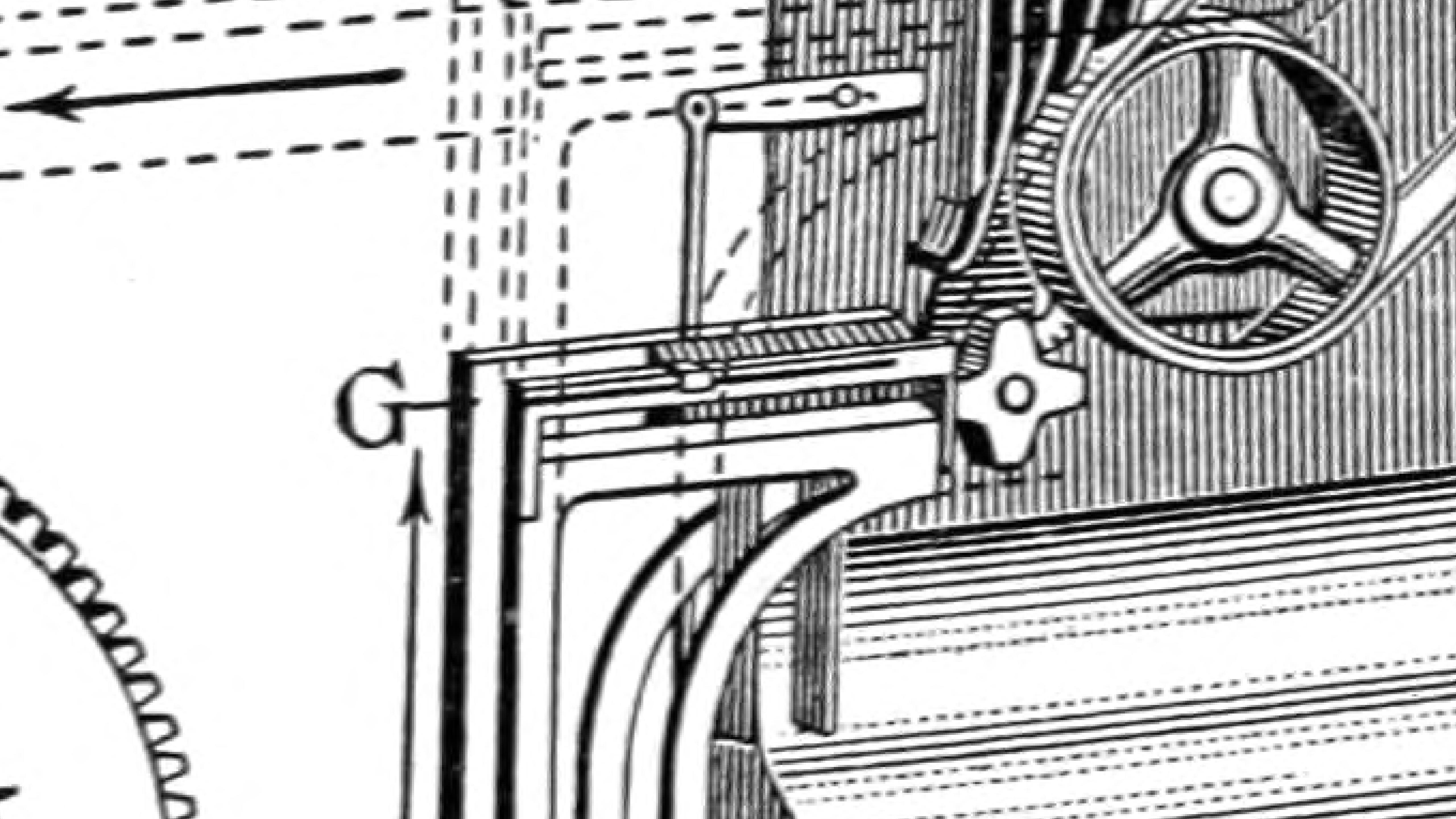




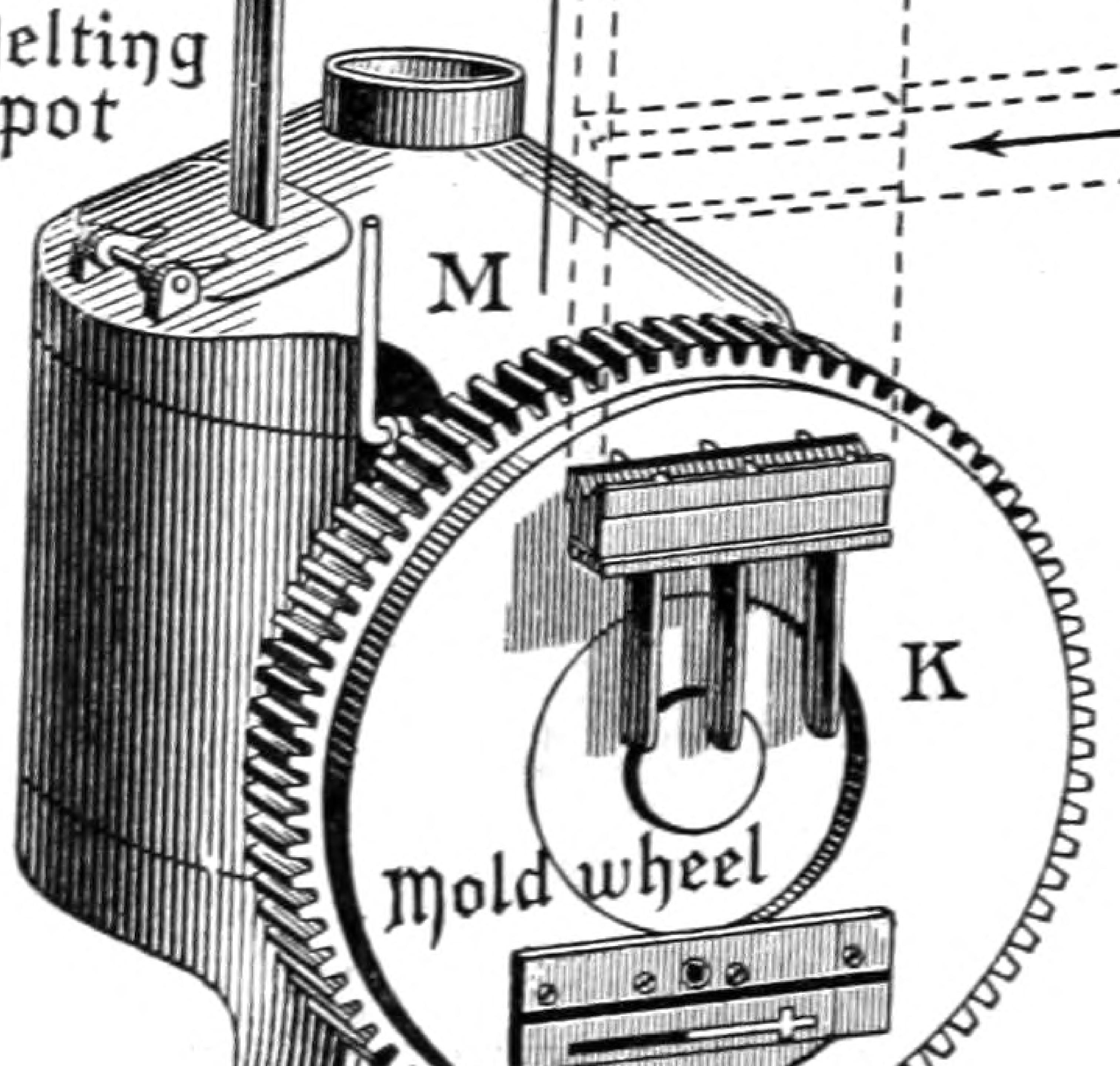


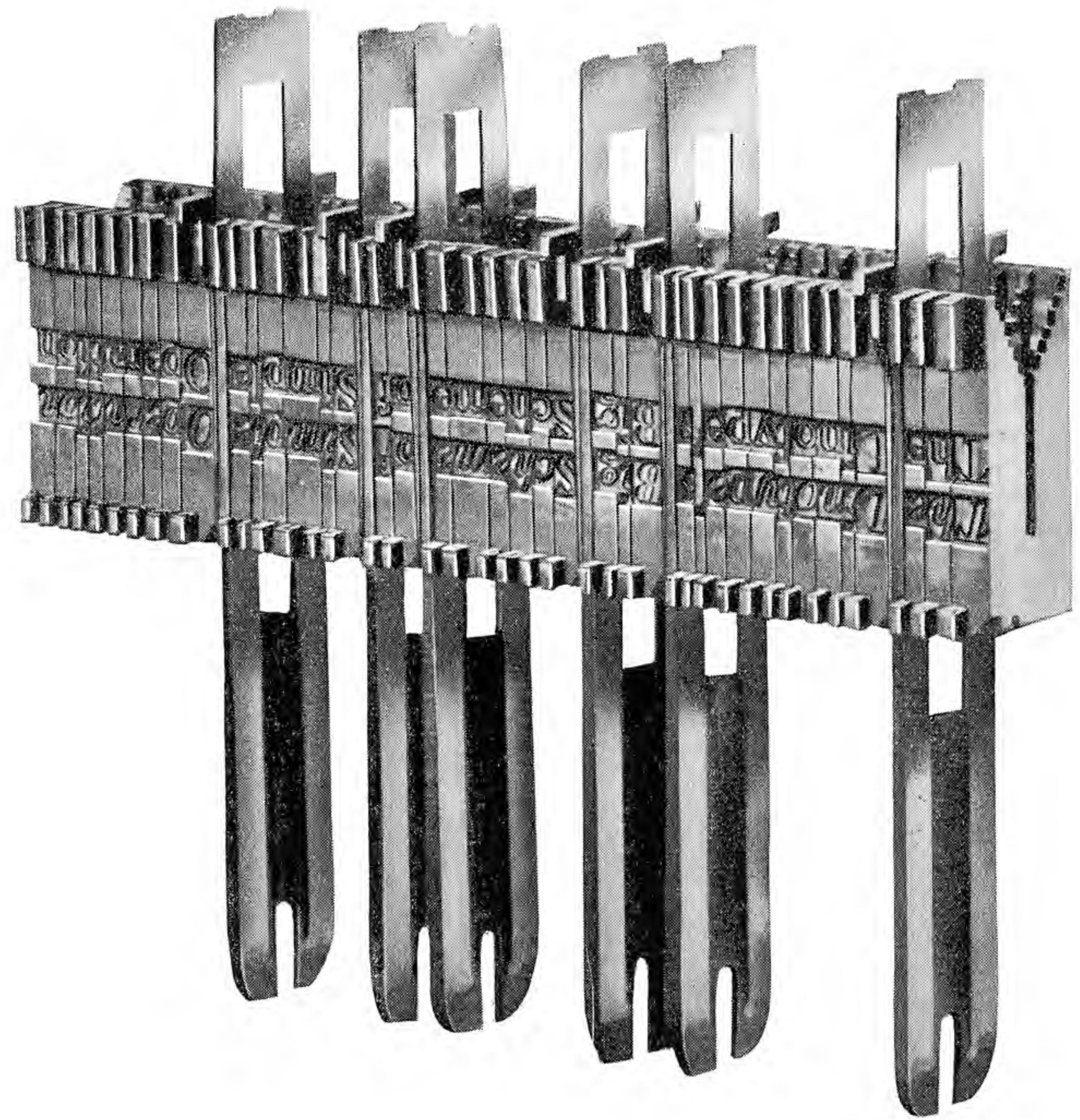






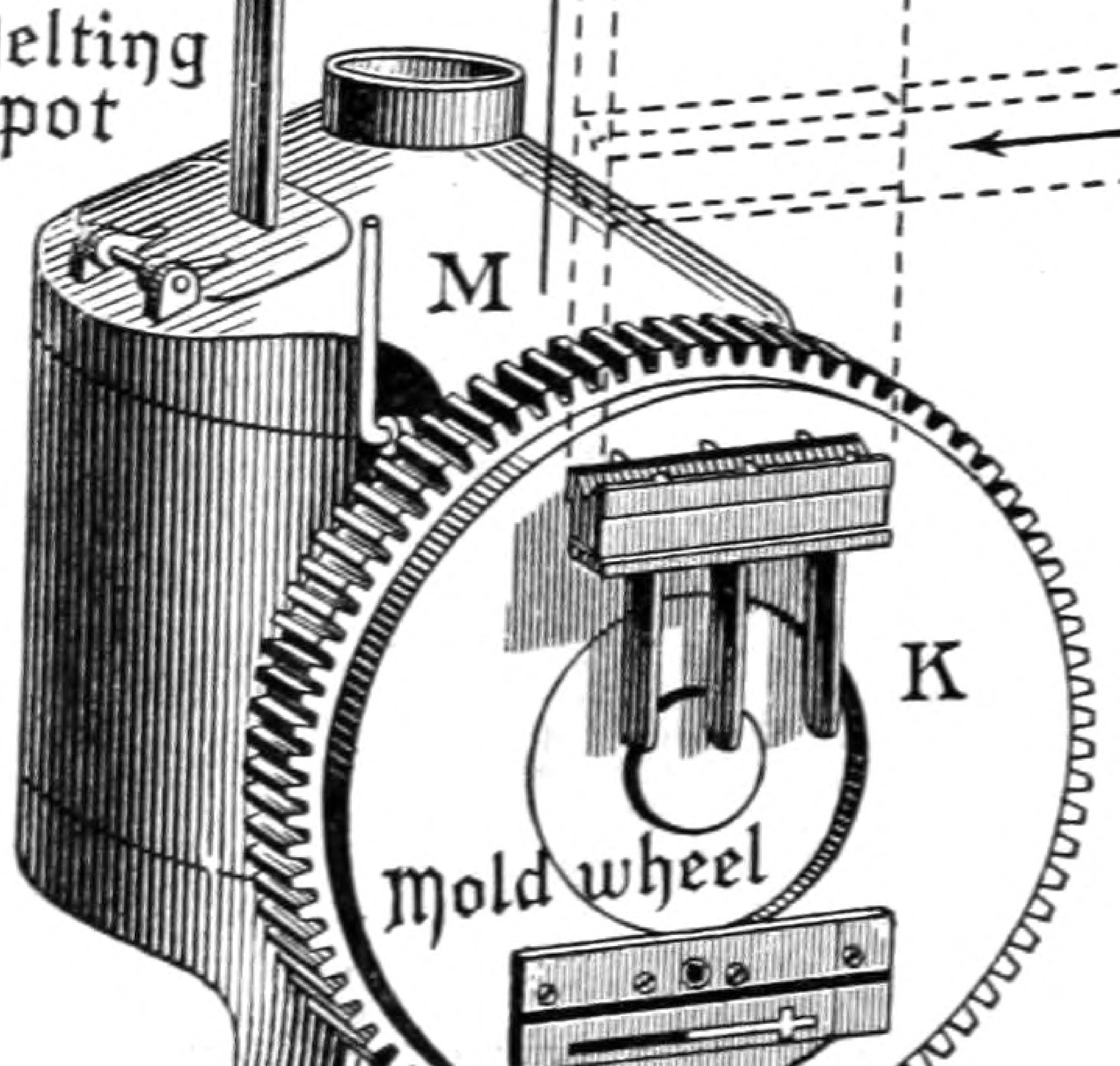
Melting
pot



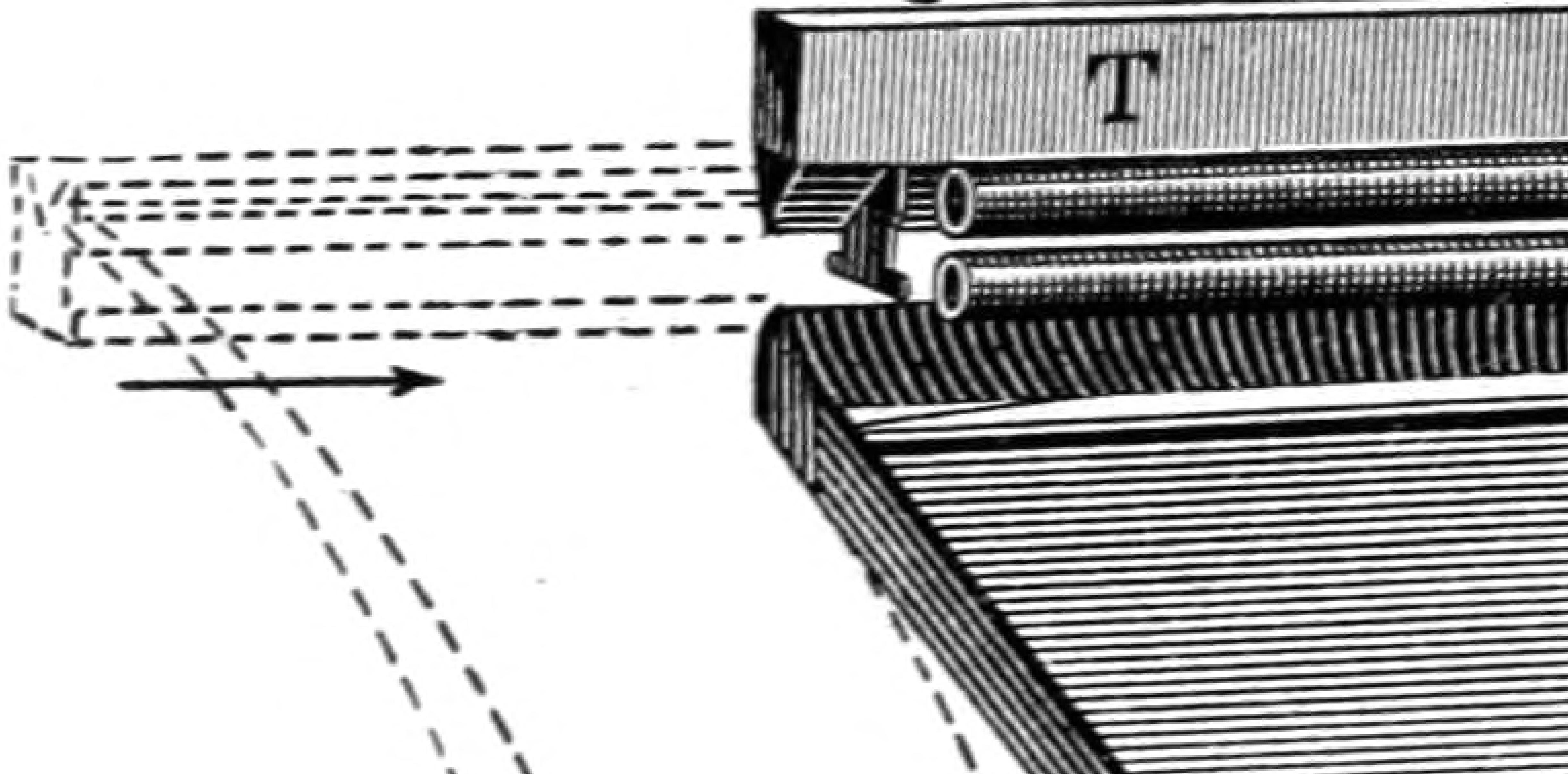




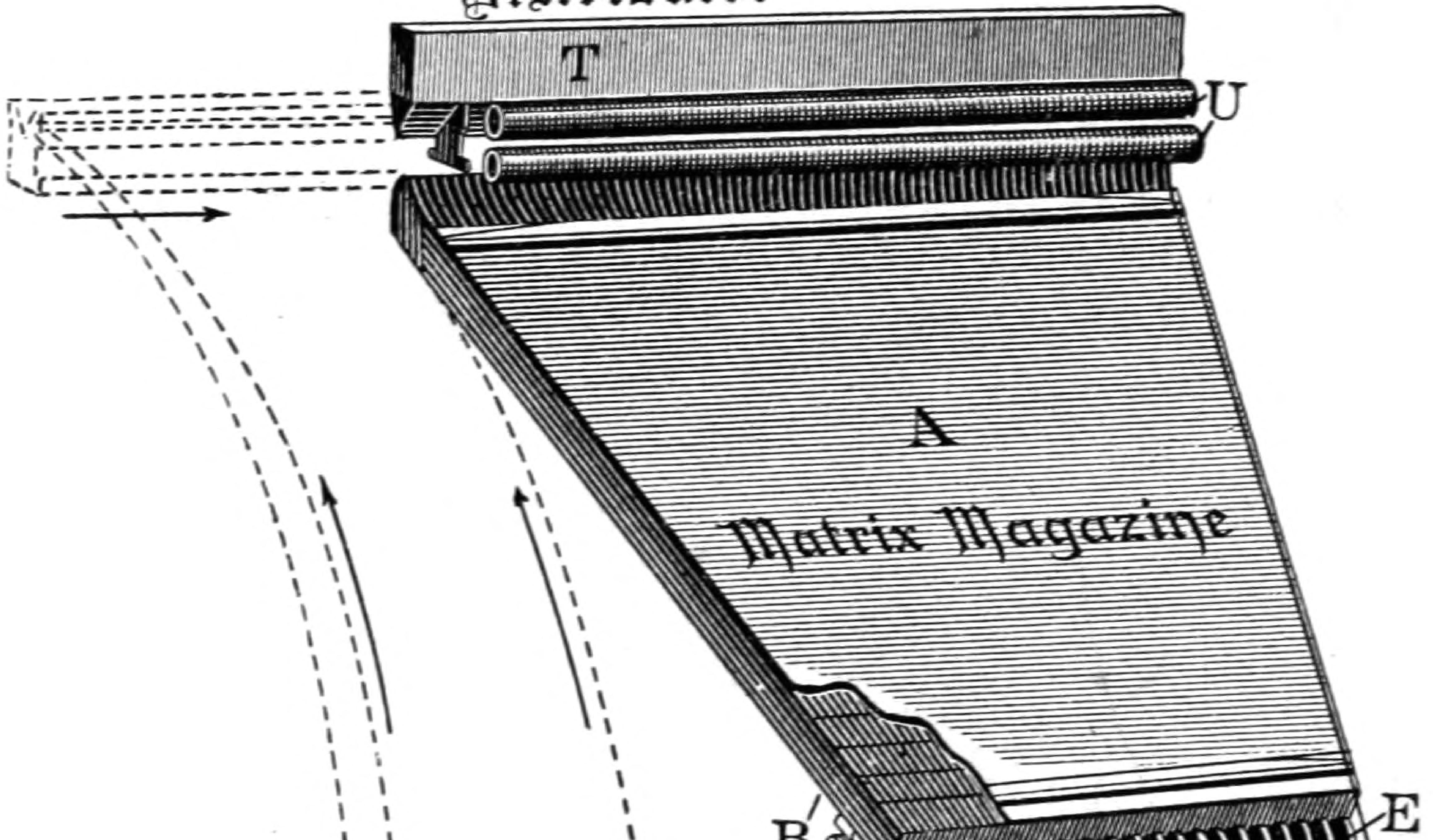
Melting
pot

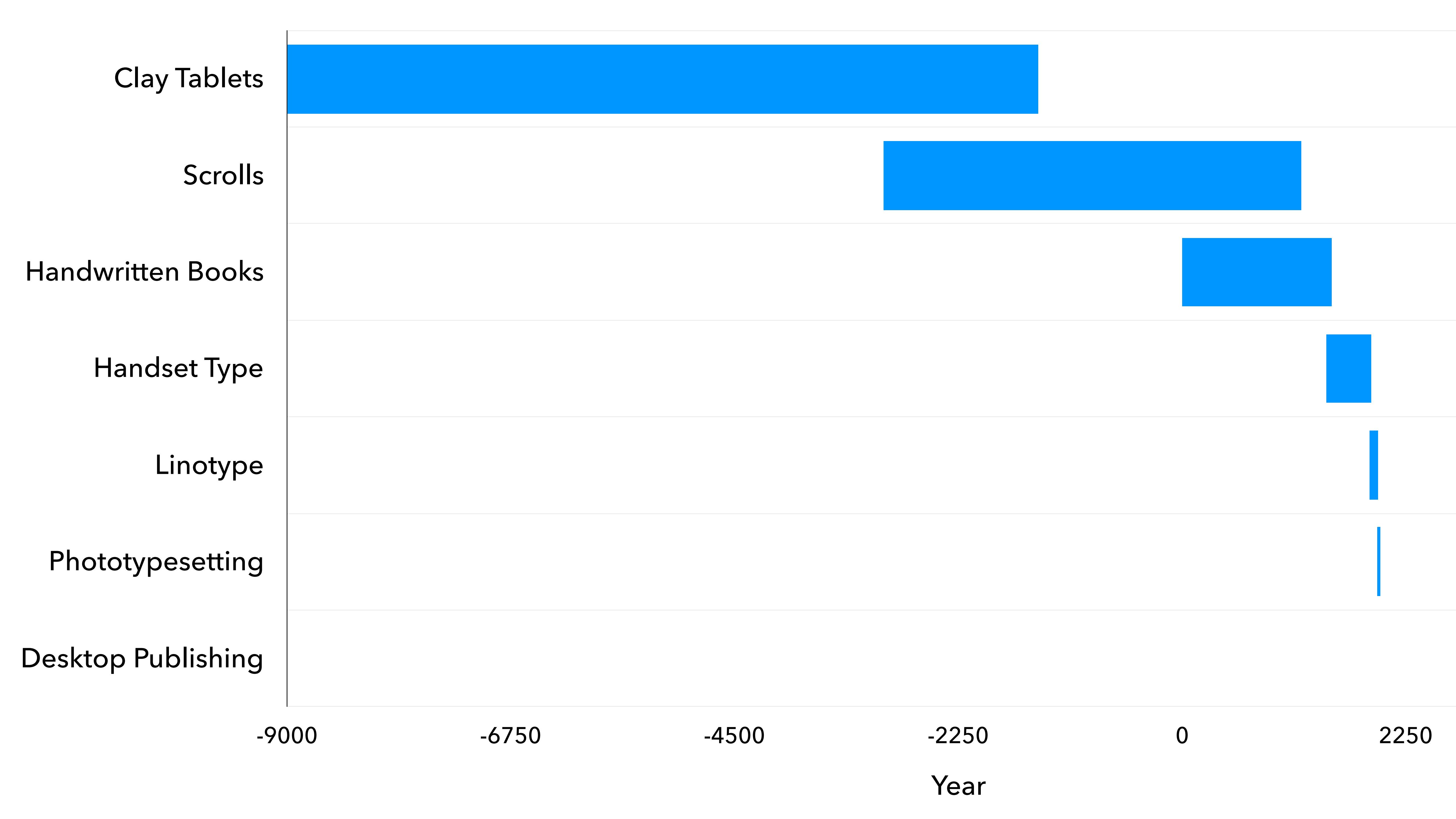


Distributor



Distributor







Analog → Digital



Donald
Knuth '60
50th Reunion

Samples from the *Transactions of the American Mathematical Society*

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I call this ineffective part of x_e "innocuous"
validate the fundamental proposition

$$[f(x'_e) \neq f(x''_e)] = (x'_e \neq$$

which was proved above (P. 4) for effective val
ineffective part of x_e is innocuous is clear: it, as
that the variation of x_e does not take place in it

D. 3. But this consideration leads to the *defin*
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i. e.,

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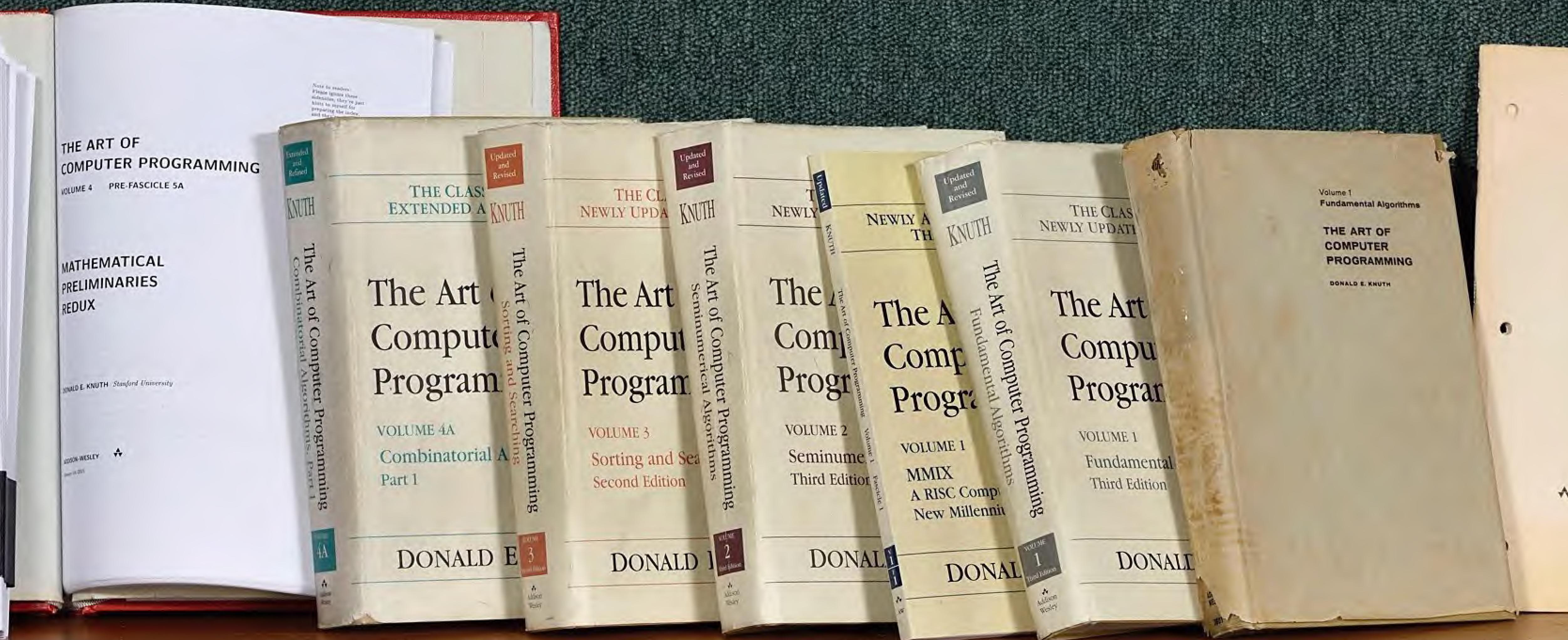
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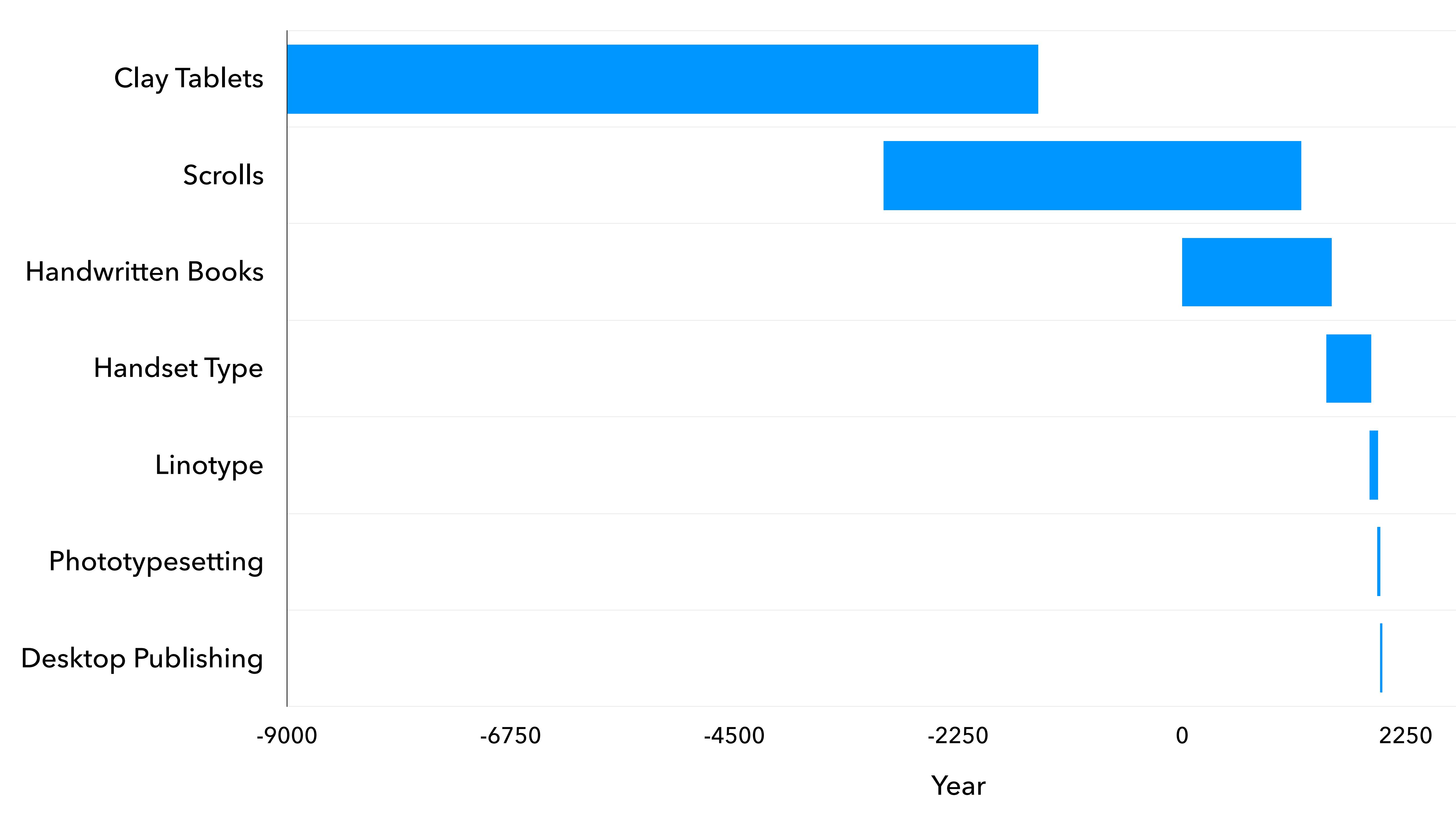
The algebra P is nearly simple if and only if the
(a) N is spanned by $a, \dots, a^{n-k-1}, b_1, \dots$
 $i, j = 1, \dots, k$.

(b) Either $n - k = \text{char } F$ with k even or n

Proof. By Theorem 5.5, there are elements
 $a, \dots, a^{n-k-1}, b_1, \dots, b_k$. Furthermore, $ab_i =$
for all i, j where each a_i, λ_{ij} is in F . From t
space of the space spanned by $a^{n-k-1}, b_1, \dots,$

Assume P is nearly simple. Then there is
show that each b_i is in M . To do this, it is nec





Serif

Sans



Serif

Bookerly

Sans

Serif

Bookerly

Sans

Literata





Serif

Bookerly

Literata

Sans

Roboto



Serif

Bookerly

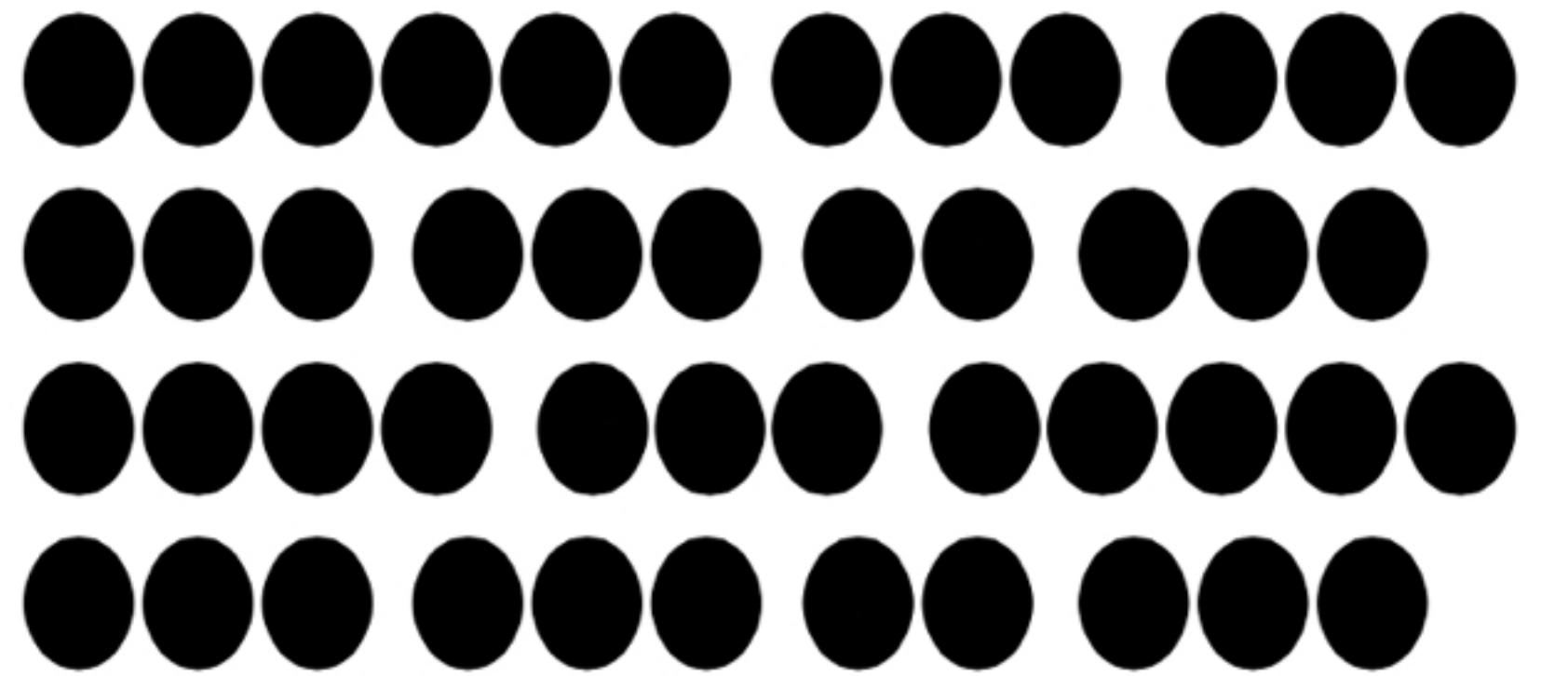
Literata

Sans

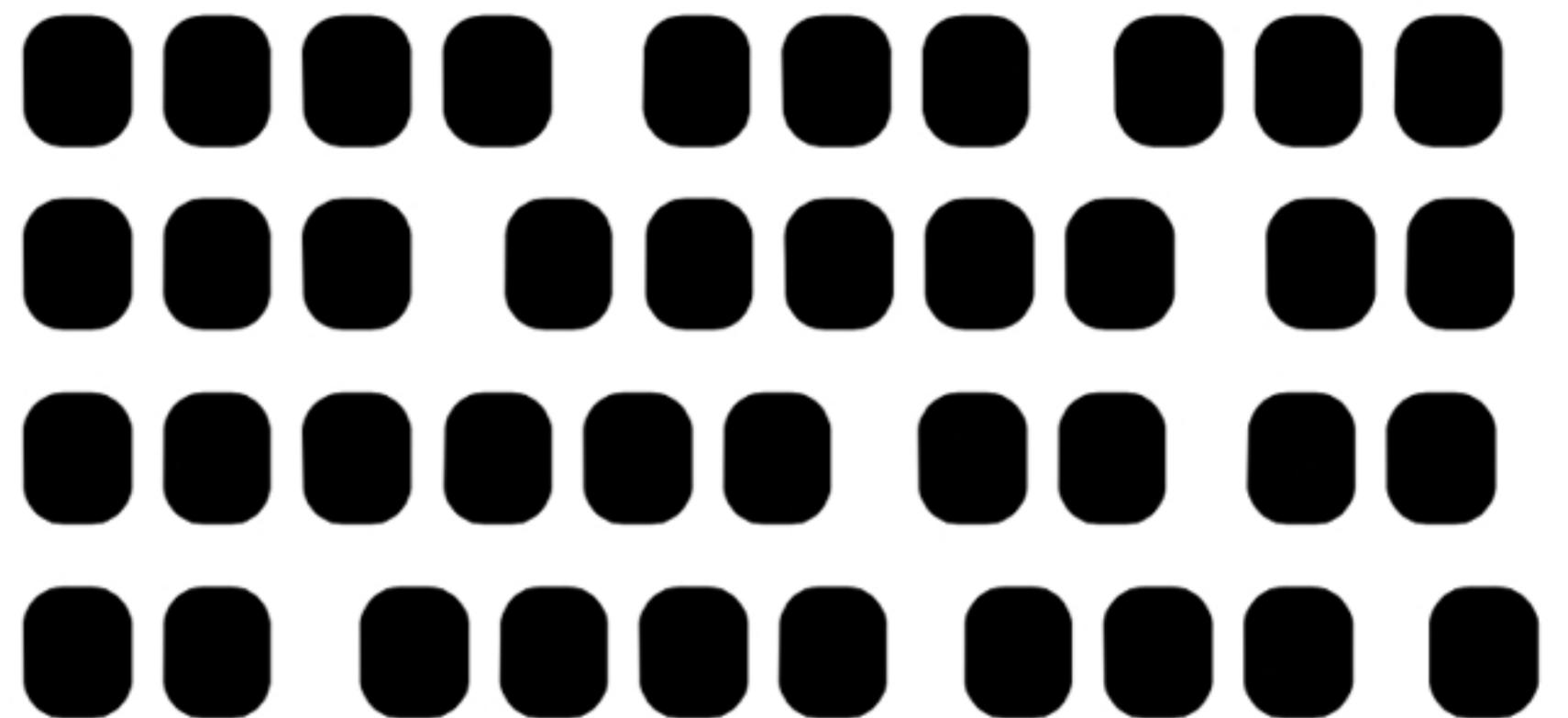
Roboto

San Francisco

Texture



(O)es



|O|es

Negative Space

hamburgefonstiv

hamburgefonstiv



Because
SCIENCE!

*“Science leaves the designer more
or less at sea...”*

– Ellen Lupton

*“Type faces in common use are
equally legible”*

Studies of typographical factors influencing speed of reading, 1932

*“13.4% advantage for lower case
type compared with...all capitals”*

Influence of type form on eye movements, 1939

User Preference

•••• T-Mobile LTE 17:25 31%

esv

The Creation of the World

1 In the ^abeginning, God created the heavens and the earth.² The earth was ^bwithout form and void, and darkness was over the face of the deep. And the Spirit of God was hovering over the face of the waters.

³ And God said, “Let there be light,” and there was light.⁴ And God saw that the light was good. And God separated the light

•••• T-Mobile LTE 17:25 33%

GENESIS 1



GENESIS

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•••• T-Mobile LTE 17:26 31%

SETTINGS Done

White Sepia Night

Font Sans Serif >

Font Size Small >

Reader's Mode

Red Letter

Justified Text

Book Illustrations

One Verse Per Line

Vertical Scrolling

••••• T-Mobile LTE 19:55 67%

< Text Color

Colors

- Chartreuse
- Green
- Light Green
- Medium Green
- Dark Green
- Olive
- Light Gray
- Medium Gray
- Dark Gray
- Lightslategray
- Light Blue
- Powderblue
- Sky Blue
- Royal Blue

••••• T-Mobile LTE 19:22 71%

< Font Settings

Main Window Font Settings

- Font Face >
- Font Size >
- Greek Font Size >
- Hebrew Font Size >

Split Window Font Settings

- Font Face >
- Font Size >
- Greek Font Size >
- Hebrew Font Size >

Popup Window Font Settings

- Font Face >
- Font Size >
- Greek Font Size >
- Hebrew Font Size >

Resource Guide / Search Font Settings

••••• T-Mobile LTE 19:22 71%

< Font Face

- Abyssinica SIL
- Academy Engraved LET
- AI Nile
- American Typewriter
- Apple SD Gothic Neo
- Arial**
- Arial Hebrew
- Arial Rounded MT Bold**
- Avenir
- Avenir Next
- Avenir Next Condensed
- Bangla Sangam MN
- Baskerville
- Bodoni 72

EIGHTH LETTER

Concerning wandering thoughts in prayer.

YOU tell me nothing new: you are not the only one that is troubled with wandering thoughts. Our mind is extremely roving; but as the will is mistress of all our faculties, she must recall them, and carry them to GOD, as their last end.

When the mind, for want of being sufficiently reduced by recollection, at our first engaging in devotion, has contracted certain bad habits of wandering and dissipation, they are difficult to overcome, and commonly draw us, even against our wills, to the things of the earth.

I believe one remedy for this is, to confess our faults, and to humble ourselves before GOD. I do not advise you to use multiplicity of words in prayer; many words and long discourses being often the occasions of wandering: hold yourself in prayer before GOD, like a dumb or

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Serif

Sans Serif

Scirif

Sans Serif

Serif

Sans Serif

Preferred

Performant

Preferred

Performant



Text Color

Colors

Chartreuse

Green

Light Green

Medium Green

Dark Green

Olive

Light Gray

Medium Gray

Dark Gray

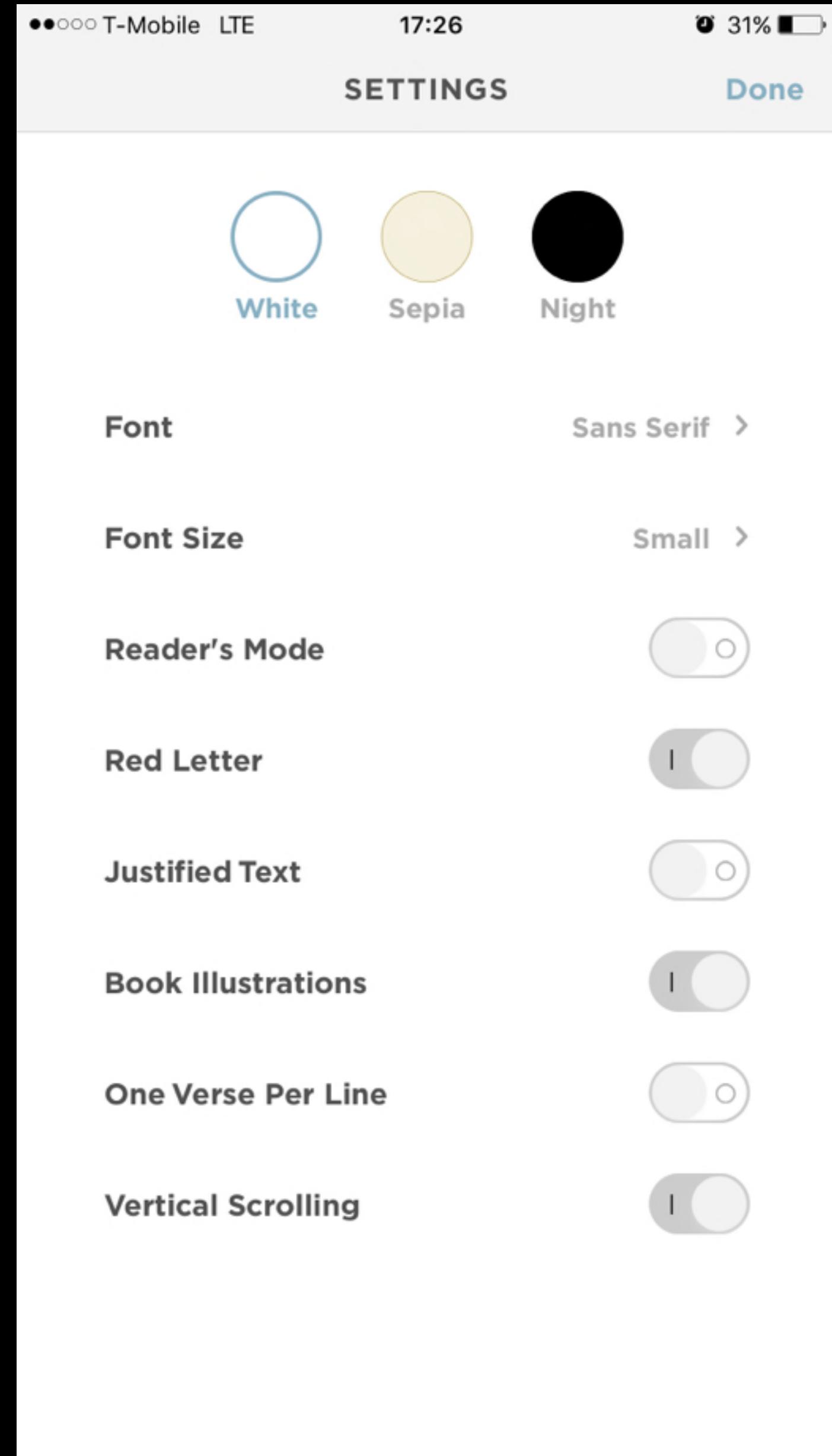
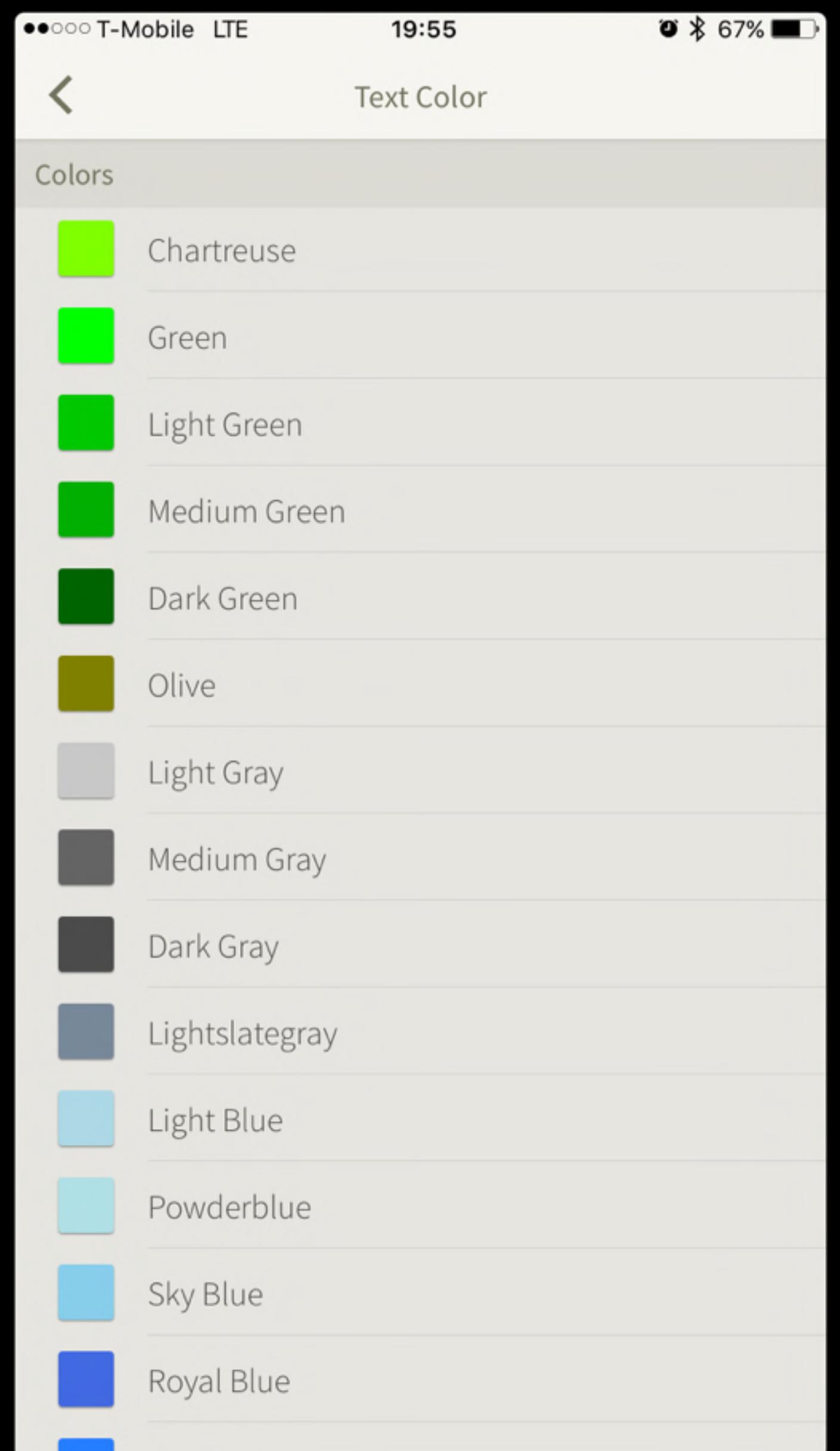
Lightslategray

Light Blue

Powderblue

Sky Blue

Royal Blue



••••• T-Mobile LTE 19:55 67%

< Text Color

Colors

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••••• T-Mobile LTE 13:53

macstories.net AA

A A

Two New Options for Combining iPhone Screenshots

Readers of MacStories have been asking me to present my screenshots in a more traditional way, so here's some context: screenshots are often used on MacStories to illustrate stories or reviews. They end up on MacStories in various ways, but they usually present a clean static image. They're usually presented in various layouts. I've been displaying them on MacStories for a long time now, and I've developed a new workflow for creating images for our C. It's been a considerable amount of time). I can take less time editing them and less money hosting them.

In the past couple of weeks, I've been playing with two new iPhone apps for combining screenshots on the iPhone – LongScreen and

< > ⌂ ⌄ ⌅

••••• T-Mobile LTE 17:26 31%

SETTINGS Done

Font: White (selected)

Font Size: Small

Reader's Mode: Off

Red Letter: Off

Justified Text: Off

Book Illustrations: Off

One Verse Per Line: Off

Vertical Scrolling: Off

You can **delight** the reader
or **assist** the reader
but *maybe not both*

Trust

Baskerville vs Comic Sans

*not *really* science, but still fun nonetheless

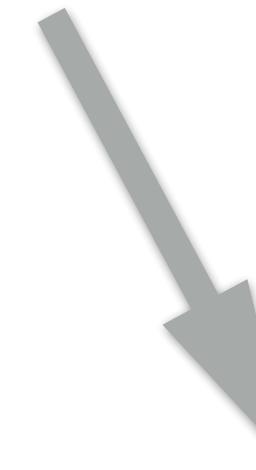
Adds 1.5%
Credibility?



Baskerville vs Comic Sans

*not *really* science, but still fun nonetheless

Removes 1.5%
Credibility?

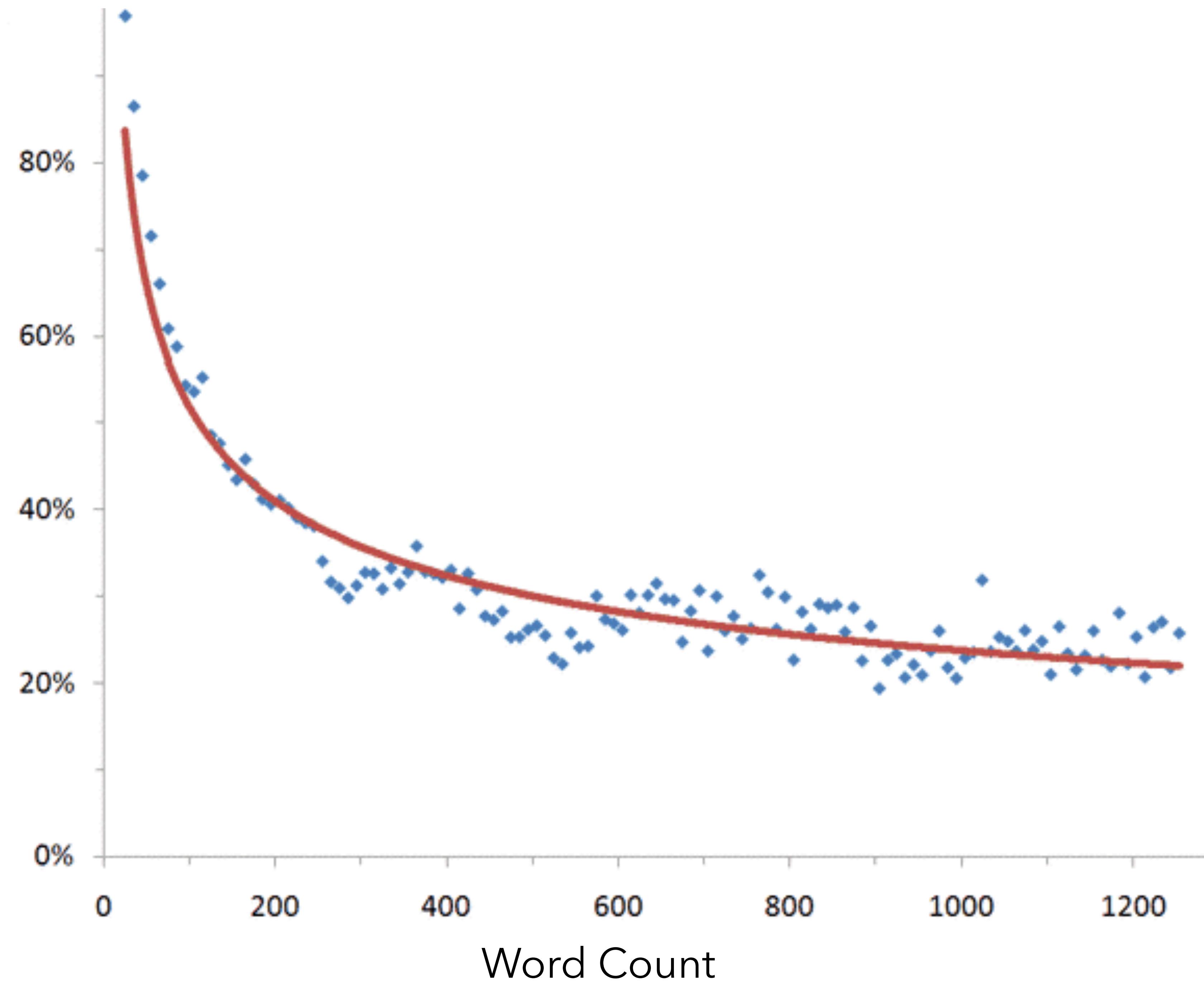


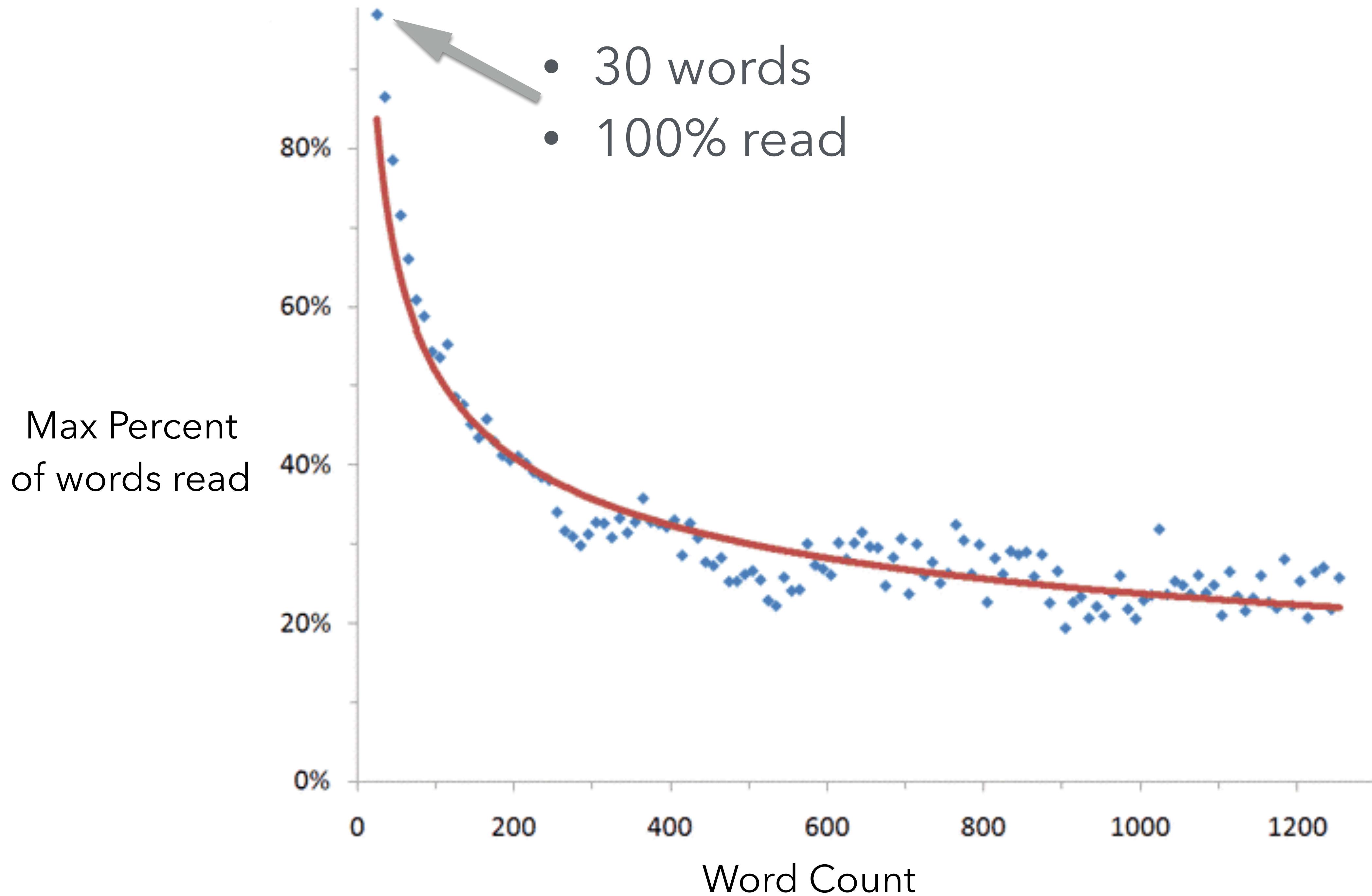
Baskerville vs Comic Sans

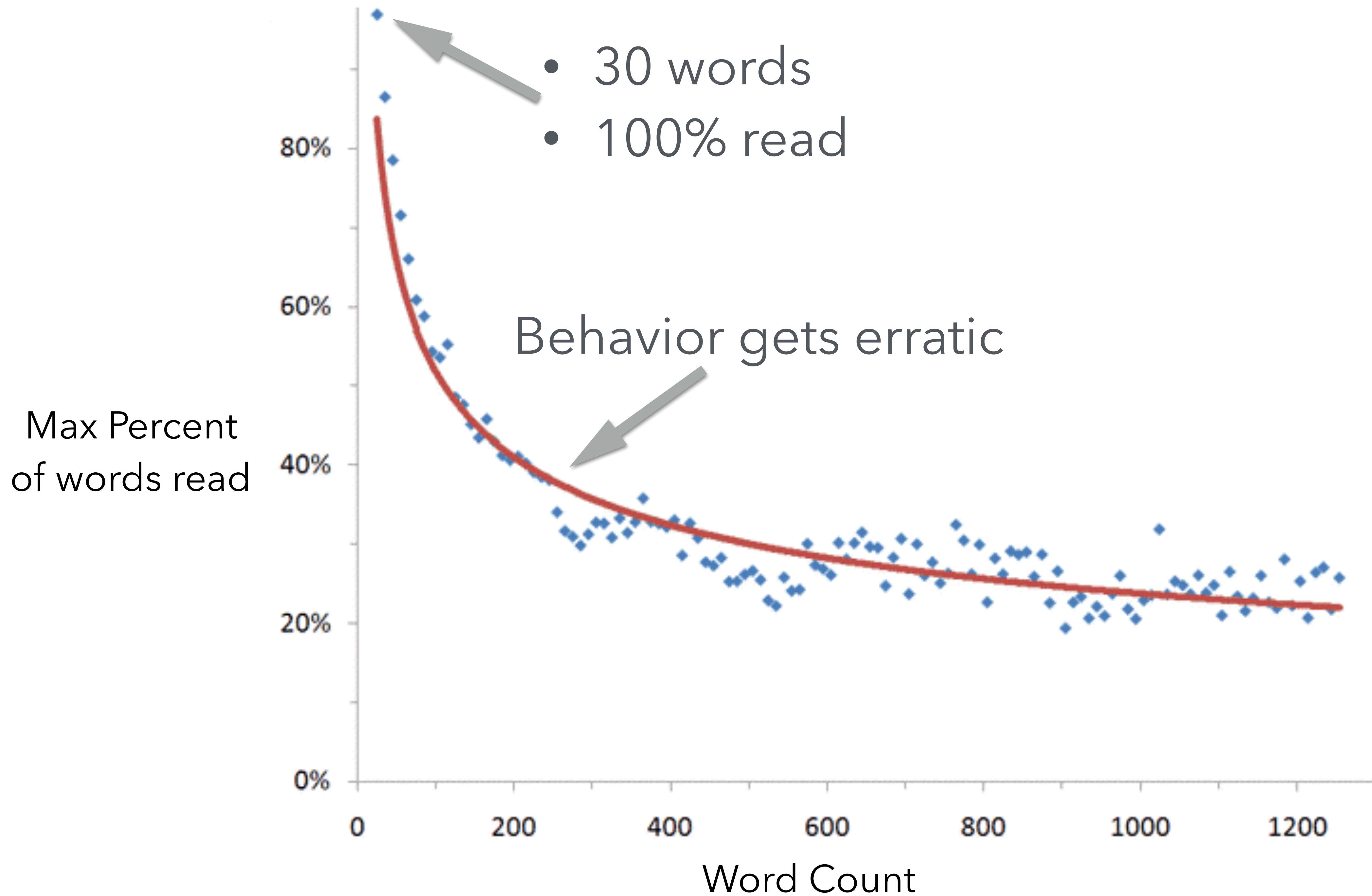
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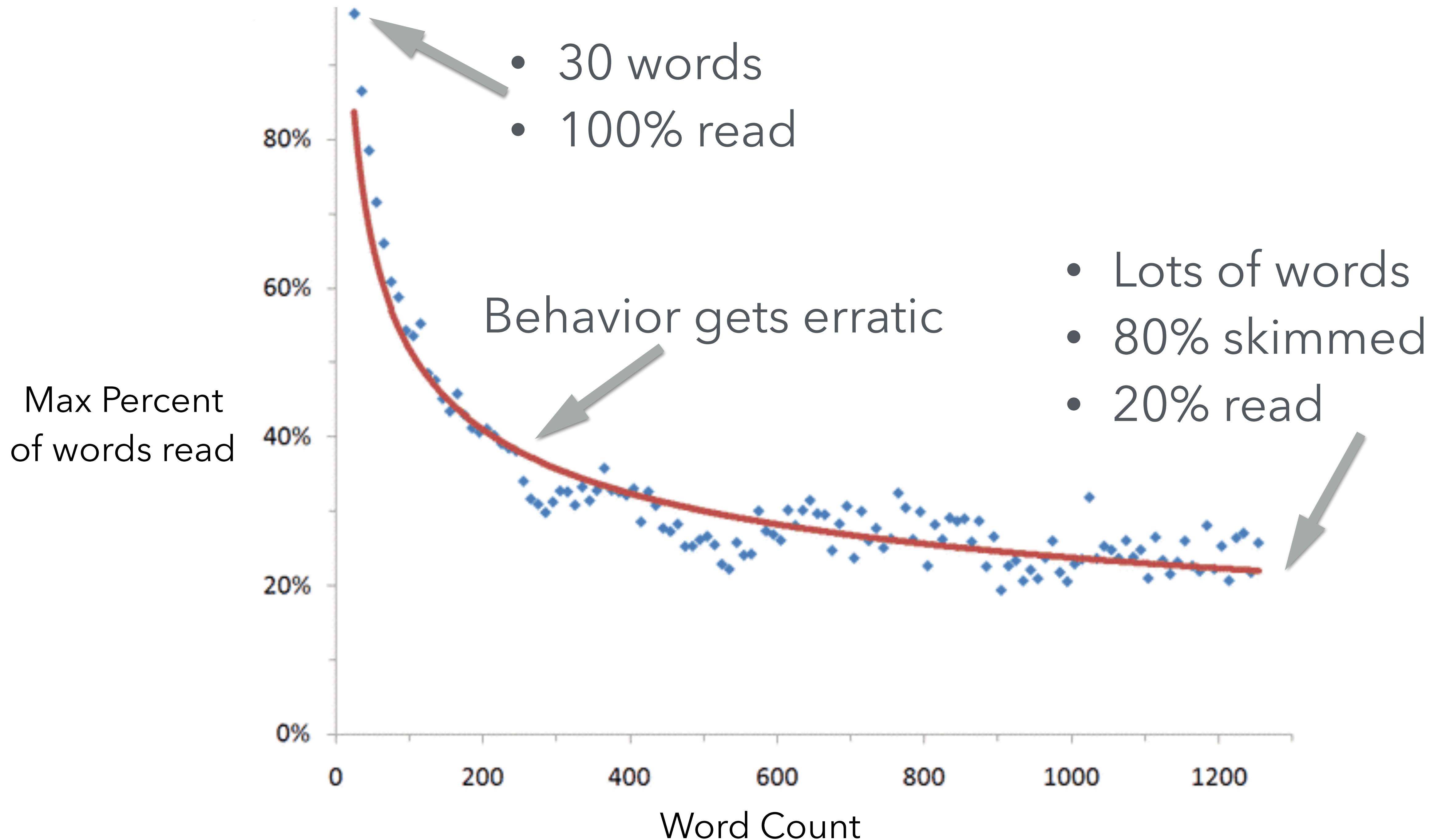
Content

Max Percent
of words read









*“web browsing...calls for page designs
that allow for cursory reading”*

"Not Quite the Average: An Empirical Study of Web Use," in the ACM Transactions on the Web,
vol. 2, no. 1 (February 2008), article #5.

Order Summary

EveryDollar Plus
Trial

Free for 15 days

After trial \$8.25/month billed yearly at \$99.

Limited time only.

Debit Card Number

Name on Card

Expiration Date

- Select One - ▾

/ - Select One - ▾

Security Code

Billing Zip

Order Summary

EveryDollar Plus
Trial

Free for 15 days

After trial \$8.25/month billed yearly at \$99.

Limited time only.

Debit Card Number

Name on Card

What we said

Expiration Date

- Select One - ▾

/ - Select One - ▾

Security Code

Billing Zip

Order Summary

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Trial

Free for 15 days

After trial \$8.25/month

Limited time only.

What users saw

Debit Card Number

Name on Card

Expiration Date

- Select One - ▾

/ - Select One - ▾

Security Code

Billing Zip

Activating the Brain

A bat and a ball cost \$1.10. The
bat costs \$1.00 more than the ball.
How much does the ball cost?

A bat and a ball cost \$1.10. The bat
bat costs \$1.00 more than the ball.

How much does the ball cost?

a little cognitive strain engages the brain

Fortune favors the

Bold

(*and the Italicized*)

Fortune favors the

Bold

Hmm, scientists
like Comic Sans

(and the Italicized)

*The difficulty engages processes
that support learning*

*Disfluency can lead to processing
more deeply, abstractly, carefully,
& yield better comprehension*

You impact and influence
users through your
typographic choices

We are experiencing a
technological shift in
modern typography

**Typography is not
a new problem**

Thank You

By Jon Beebe, Assoc. Director of Mobile Apps at Ramsey Solutions
Twitter: @bejonbee