“In other words, in *Super Mario Bros.,* the uncertainty is in your performance - in your ability to master the skills of the hand eye coordination demanded by the and apply them to overcome its challenges” - Costikyan, G (2013). *Uncertainty in Games*. Cambridge: MIT Press. p20.

For optimum readability you want the measure to be between 40-80 characters, including spaces. For a single-column design 65 characters is considered ideal...the larger the type size, the less leading is required. A good rule is to set the leading 2-5pt larger than the type size, depending on the typeface...When setting a block of text unjustified with a left or right alignment, be sure to keep the rag (the uneven side) balanced without any sudden “holes” or awkward shapes. - Aisle One. (2009). *8 Simple Ways to Improve Typography In Your Designs.* Available: http://www.aisleone.net/2009/04/06/8-ways-to-improve-your-typography/. Last accessed 11th March 2018.

<http://press.etc.cmu.edu/content/greatest-gift-ray-mazza> - theming