

Chapter 3

Text

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∴ Importance of Text

- Words and symbols in any form, spoken or written, are the most common means of communication.
- Text is a vital element of multimedia menus, navigation systems, and content.
- The power of meaning – Multimedia developers must use words carefully and accurately



Character

a b c f † g...

Numeric

0 1 2 3 ...

Special character

@ # \$ & !

Symbol



ASCII character

° ± ≥ ≤

.: Attributes of Text

- Factors affecting legibility of text:
 - Size
 - Background and foreground colors
 - Style
 - Leading
- Typeface – is a family of graphic characters, often with many type sizes and styles.
 - E.g. Verdana, **Impact**, Times New Roman
- Font – is a collection of characters of a single size and style belonging to a particular typeface family.
 - E.g. Verdana 20-point **Bold Italic**, Courier 18-point underlined

- The study of fonts and typefaces includes the following:

- Font styles
- Font sizes
- Cases
- Serif versus sans serif

- Font styles include:

- **Boldface**
- *Italic*
- Underlining
- **Outlining**
-

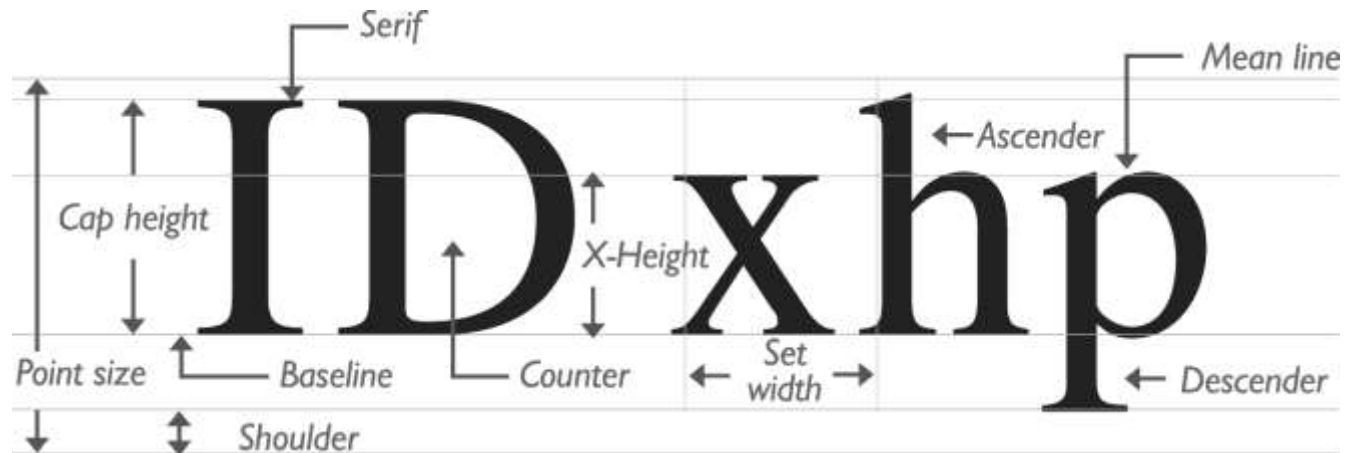
- Cases

A CAPITALIZED letter is referred to as UPPERCASE, while a small letter is referred to as lowercase.

Placing an uppercase letter in the middle of a word is referred to as an **intercap** (e.g. WorldWideWeb, GlaxoSmithKline).

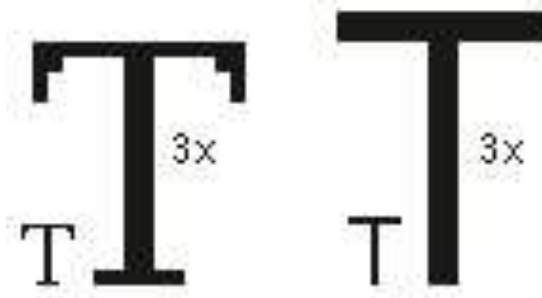
- Font sizes

- Font size is measured in points.
- Character metrics are the general measurements applied to individual characters.
- **Kerning** is the spacing between character pairs.
- **Leading** is the space between lines.



- Serif versus sans serif

- A **serif** is the little decoration at the end of a letter stroke.
- Serif fonts are **used for body text** (e.g. Times New Roman, Century, Bookman, Palatino).
- **Sans serif** fonts **do not** have a serif at the end of a letter stroke (e.g. Arial, Tahoma, Verdana).
- These fonts are **used for headlines and bold statements**.



∴ Usage of Text in Multimedia

- The text elements used in multimedia are:

- Menus for navigation
- Interactive buttons
- Fields for reading
- HTML documents
- Symbols and icons



∴ Hypertext and Hypermedia

- Hypertext systems – is defined as the organized cross-linking of words, images, and other Web elements.
- A system in which words are keyed or indexed to other words is referred to as a hypertext system.
- A hypertext system enables the user to navigate through text in a non-linear way
- Information management and hypertext programs present electronic text, images, and other elements in a database fashion
- Hypertext databases make use of proprietary indexing systems.
- Server-based hypertext and database engines are widely available



- Hypertext systems are used for:
 - Electronic publishing and reference works
 - Technical documentation
 - Educational courseware
 - Interactive kiosks
 - Electronic catalogs



∴ Hypertext and Hypermedia (cont.)

- Hypermedia – Interactive multimedia becomes hypermedia when a structure of linked elements is provided to the user for navigation and interaction
- Hypermedia structures
 - Links – are connections between conceptual elements
 - Nodes – are accessible topics, documents, messages, and content elements
 - Anchors – defined as the reference from one document to another document, image, sound, or file on the Web.

- Navigating hypermedia structures
 - The simplest way to navigate hypermedia structures is via buttons.
 - Location markers must be provided to make navigation user-friendly.
- Two functions common to most hypermedia text management systems are building (authoring) and reading.
- The functions of a builder are:
 - Creating links
 - Identifying nodes
 - Generating an index of words

*Thank
you!*

