MEMORANDUM

To: Ms. Susan Tilka, Lecturer

From: Stuart Olsen

Date: October 27, 2014

Subject: Given an audience of computer scientists, why is the design of page 100 of *Encyclopedia of Algorithms* effective?

The purpose of this memo is to evaluate the design of page 100 of *Encyclopedia of Algorithms*.

**Layout**

The typesetters of *Encyclopedia of Algorithms* lay out the selected page in a two-column, full-justified format. They break the text into two columns, which reduces the width of each column, making the text easy to read. The typesetters lay sections out in chunks, making the sections easy to identify. The typesetters set complex formulas apart from the body text to prevent the formulas from cluttering the text.

**Typography**

The typesetters use several typefaces in the selected page. They set the body text in an upright serif face. The typesetters italicize math expressions and the body text of theorems, setting the math expressions and formulas apart visually from main body text. The typesetters use a fixed-width typeface to distinguish computer data from formulas and English text. The typesetters set section headers in bold to make the headers visually distinct from the body text. The typesetters take advantage of small adjustments such as typographic ligatures to improve the text’s readability.

**Line Drawings**

The selected page contains one line drawing. The typesetters place this visual aid across the full width of the content area. This draws the readers' attention to the visual aid and arranges the information more clearly than a single column would. The typesetters complement the visual with a natural language description of the visual. The typesetters also include a figure number, which the body text uses to refer to the visual aid.