MEMORANDUM

To: Ms. Susan Tilka, Lecturer

From: Stuart Olsen

Date: October 27, 2014

Subject: What makes the design of *Encyclopedia of Algorithms* effective?

The purpose of this memo is to describe and evaluate the design of *Encyclopedia of Algorithms*.

**Layout**

*Encyclopedia of Algorithms* is laid out in a two-column, full-justified format. Breaking the text into two columns reduces the width of each column, making the text easier to read. Sections are laid out in chunks with boldface headers, and so are easy to identify. Complex formulae are set apart from body text.

**Typography**

Several typefaces are used in *Encyclopedia of Algorithms*. Body text is set in an upright serif face. Math expressions are italicized, as is the body text of theorems, setting them visually apart from main body text. Data representations are set using a fixed-width typeface to distinguish them from formulae and English text. The typesetter has taken advantage of small adjustments such as typographic ligatures to improve readability.

**Visual Aids**

The selected page contains one visual aid. The visual aid, a depiction of an example problem, is prominently placed across the full width of the content area. This draws the reader’s attention to the visual aid and allows the information it conveys to be arranged more clearly than if it were restricted to a single column. The visual aid is accompanied by a natural language elaboration and a figure number which allows the body text to refer to the visual aid succinctly.