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 to evaluate the design 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 easier 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 that material 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.

**Visual Aids**

The selected page contains one visual aid. The typesetters place this visual aid, a drawing of example data, across the full width of the content area. This draws the reader’s attention to the visual aid and allows the information the visual conveys to be arranged more clearly than if the visual aid were restricted to a single column. The typesetters complement the visual with a natural language description of the visual. They also include a figure number which the body text uses to refer to the visual aid.