Working with Text

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Communication - Semiotics

- Original <---> Recipient
- Original … Two recipients
- Incomplete original
- Two parts of original, two recipients
- No original => Model, representation
- No model => Darstellung, Ostension
- Knowledge direct or indirect
- Metacommunication, semiotics

Key Source for Today

- WWW design issues by B. Mitchell, SIGGRAPH 96 Course Notes

- *http://www.siggraph.org/education/materials/graphics_design/mitchell_S96/chapter1.htm*

- **Easy access -> WEGA page, AF page**

Two Roles of Text

In any type of layout, text works both

- as a means for conveying **content**

&

- as a **graphic element** on the page

Text Necessary 4

- **Exact thinking (** rational layer, symbolic capital **)**
- **Filenames, URLs, numbers, mail, FAQs…**
- **Titles, headings, chapters, paragraphs, books**
- **Absolute majority of jokes**
- **Typography, font design**
- **Handwritting, typewritting, keyboards**
- **Annotations, tables, interaction**
- **One can ignore images only – no text off**

Text Definitions by ISO

- **TEXT (POSITION, STRING)**

- **Appearance attributes:**
- **Character height, font, precision, alignment, path, character up vector, color, char & line spacing, …**

- **TLC – Text Local Coordinates (9-15 ref. points), TTF**
- **WWW Text = STRONG SIMPLIFICATION**
- **Slovak terminology @ www.sccg.sk/~Valentova**

Text Encodings by ISO

- **ASCII = IS 646, 7 bits, glyph table**
- **IS 2022, 8 bits, invocation, ESC sequences**
- **UNICODE = UTF-8, 16 bits**
- **Compatibility**
- **Binary - .DOC**
- **Clear text - .RTF, (SGML), HTML, XML, VRML**
- **Printers - .PS, .PDF**
- **IBM PC keyboard paradoxon**

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Working with Text

- By Bonnie Mitchell

- The above suggestions relating to color, in graphics alignment, etc. may also be applied to text.

- Text as a Design Element
- Alignment Horizontal and Vertical
- Type Consistency
- Captions
- Anti-aliased vs. Aliased Text

Working with Text 2
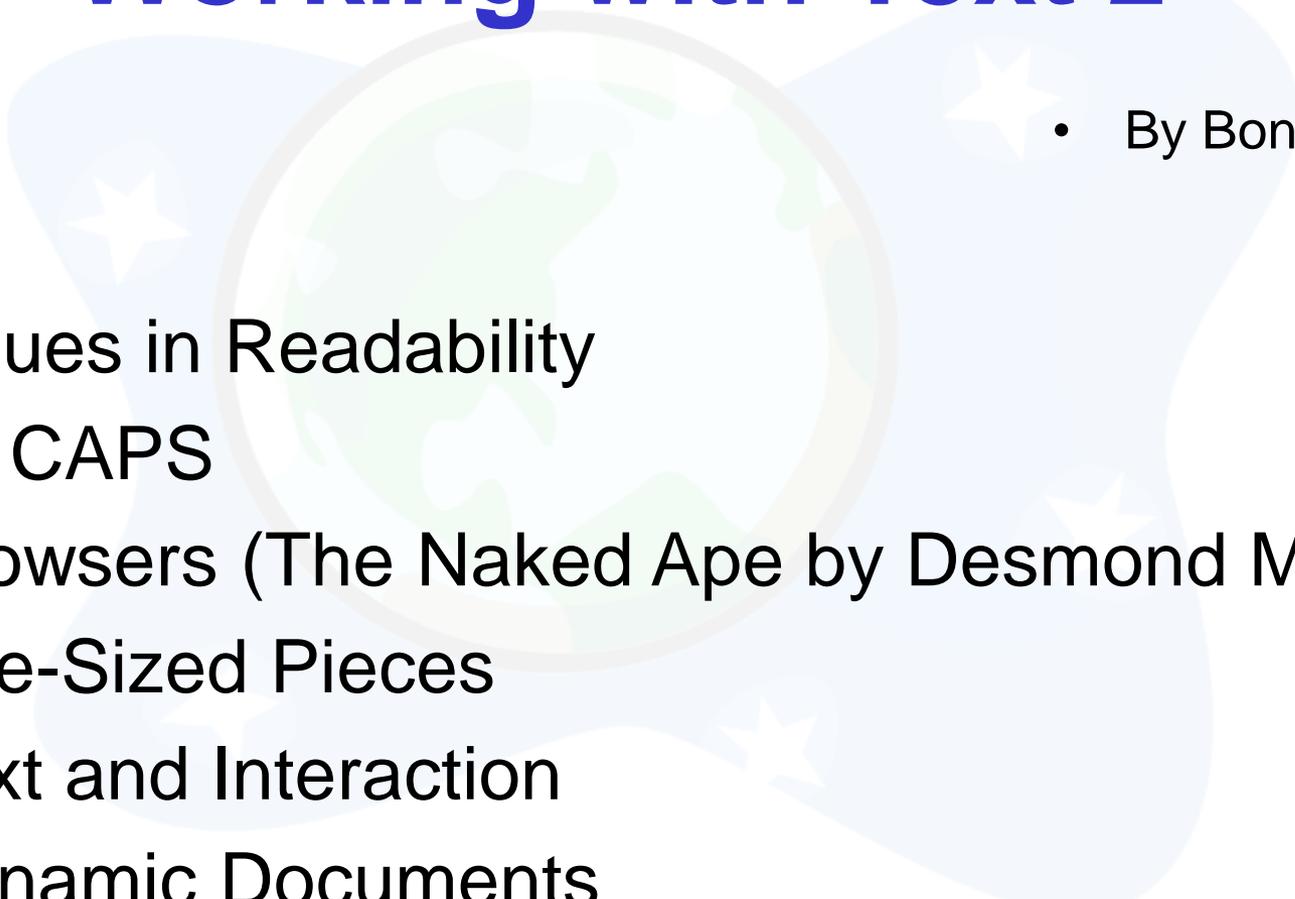
- By Bonnie Mitchell

- Issues in Readability

- All CAPS

- Browsers (The Naked Ape by Desmond Morris)

- Bite-Sized Pieces

- Text and Interaction

- Dynamic Documents

Text as a Design Element

- By Bonnie Mitchell

- text as texture

- meaning of the words does not matter

- „shape" and appearance attributes

Alignment Horizontal & Vertical

- By Bonnie Mitchell

- an invisible grid to structure your page

- align your text edges with your image borders and to other elements

- it must be – at least - balanced by other elements to give the impression it is intentional rather than a mistake

- Grid – better to work with tables

Alignment Horizontal & Vertical

figure 1-23 Overall color coordination of background image, foreground graphics and text color

- By Bonnie Mitchell

Type Consistency

- By Bonnie Mitchell

- Use type size & style effectively by devising a formula and applying it consistently

- E.g., all book titles italicized,
  all subheadings will be set in font size 4

- This allows to quickly recognize the pattern of text formatting and then use it to digest the content of the page

Captions

- By Bonnie Mitchell

- they are searching for quicker and they will be thankful for it

- A HTML header tag <H1>&127&127&127</H1> ... sizes ranging from 1-6

- Another way to create captions is to use the tag

<FONT SIZE = 4>&127&127&127</ FONT>

Anti-aliased vs. Aliased Text

- By Bonnie Mitchell

- a trade-off; a slight increase in text quality at the expense of additional download time

- Compromise: save the image of your text at very minimal bit depths, thus minimizing the download time required

Issues in Readability

- By Bonnie Mitchell

- few general fonts that differ from platform to platform

- non-proportional (all characters taking equal amounts of space) and proportional fonts

- easier to read vs. look better in tables

All CAPS

- By Bonnie Mitchell

- In chat rooms and on email on the Internet, when you type in all caps, it is considered SHOUTING

- words in caps are harder to read

- We recognize most common words by their shape

- When using all caps, you make all words essentially the same shape but different lengths. Thus all caps DETRACTS FROM THE READABILITY of the text.

Browsers

- By Bonnie Mitchell

- People are essentially browsers.
- Naked Ape: vegetarians/predators
- uncommon to stop and read every word
- important to keep the information concise and limit the size of each page
- multiple pages with an index or outline that allows the user to progress through it at their own rate

Bite-Sized Pieces

- By Bonnie Mitchell

- break the blocks of text into small manageable chunks

figure 1-23 Page using losts of different colors but dominant colors help create color unity

Text & Interaction..Dynamic Documents

- By Bonnie Mitchell

- Text and Interaction

- Menu/Choice vs. Hypertext

- WIMP – 2D (book inspiration) vs. CLI – 1D

- WIMP (windows, icons, mouse, pull-down menus)

- CLI (command-line interface)

- Dynamic Documents - HyperMedia

Ballots and Lines

- ***After Lynda Weizman***

- Horizontal lines easy in HTML, XHTML
- Vertical lines tricks – background or tables

- Ballots from ClipArt

- Text/Images – problem of linking 4 visual hierarchy

Special Fonts 4 WWW

- *After Lynda Weizman*

- VERDANA
- **Georgia**
- **... developed for MS >> free**

- Serif **vs. Sans Serif**
- **Color ~ Text Font => Do not abuse**
- **1 or 2 families (**normal**, bold,** *italics,* <u>*underlined*</u>**...)**

Undestructable Text

- ***After Dan Cederholm***

- Do not use pixels – font-size: 11px;
- Use keywords and %

- Font size controversy
- E-accesibility

- Keywords – larger, smaller
- Units – in, cm, mm, pt, pc

Undestructable Text 2

- *After Dan Cederholm*

- body {
- font-size: small;
- }
- h1 {
- font-size: 150%
- }
- h2 {
- font-size: 120%
- }
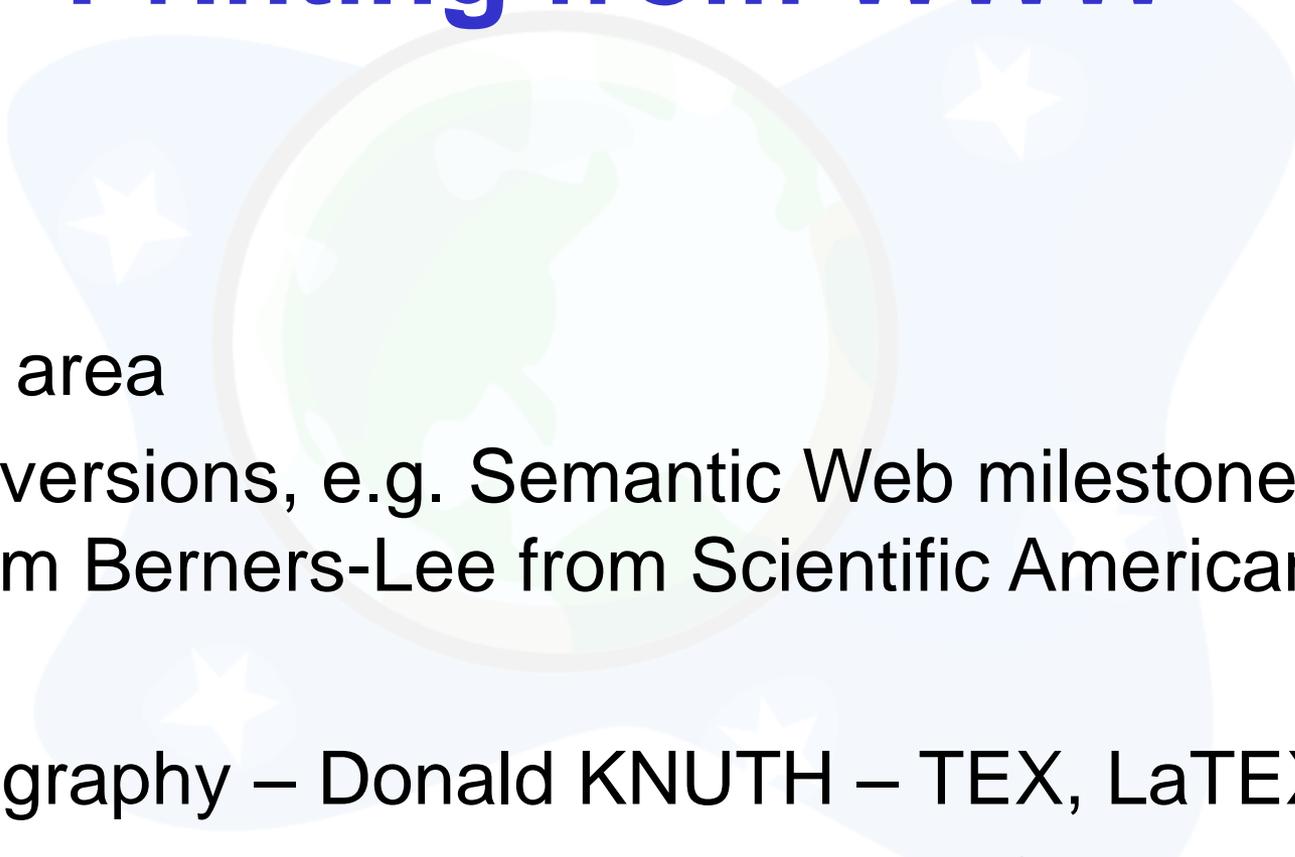
Printing from WWW

- PDF
- Safe area
- Two versions, e.g. Semantic Web milestone paper by Tim Berners-Lee from Scientific American page

- Typography – Donald KNUTH – TEX, LaTEX...
- One page typo ~ expensive, guess?

Conclusions
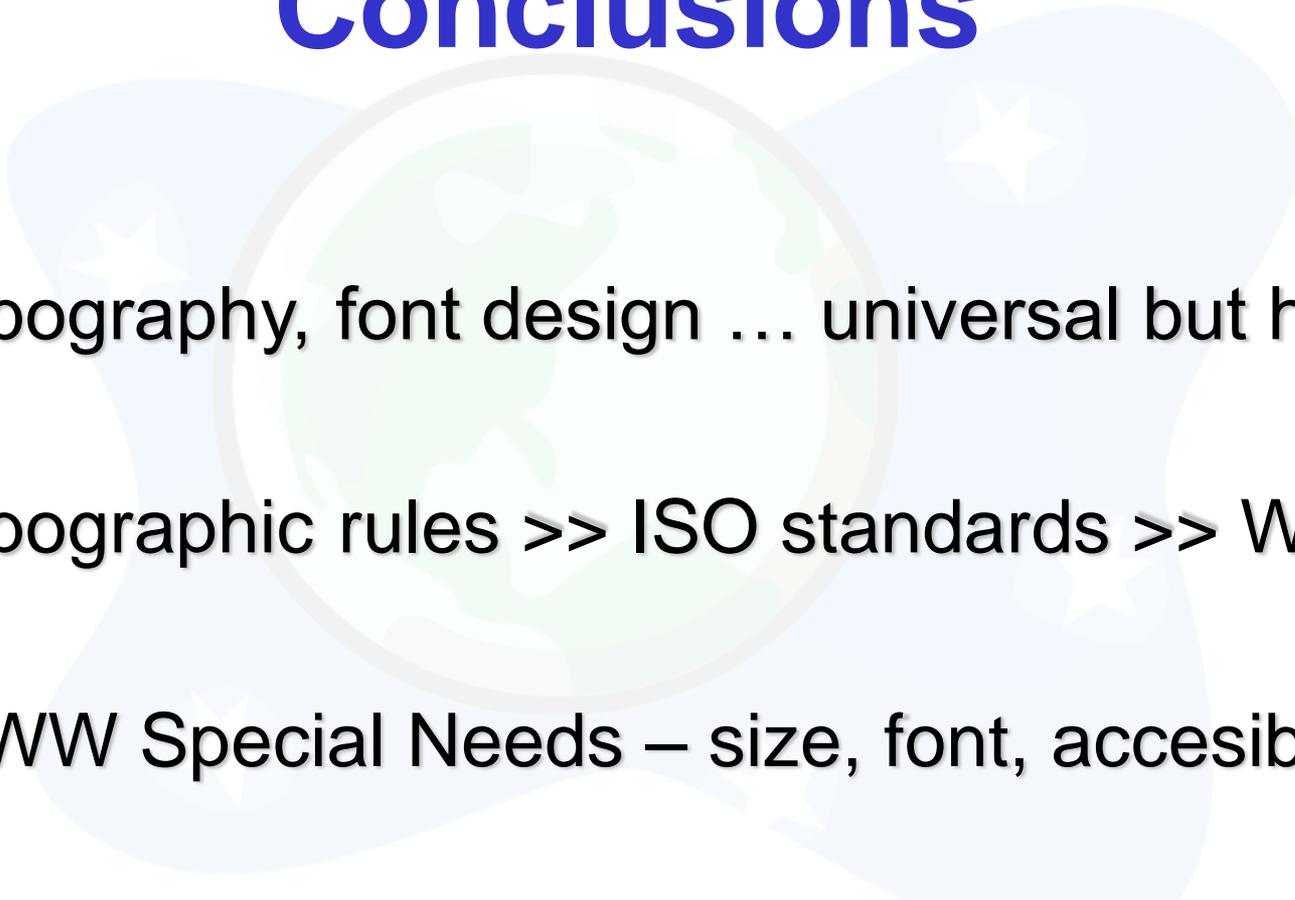
- Typography, font design … universal but hard

- Typographic rules >> ISO standards >> WWW

- WWW Special Needs – size, font, accesibility

- Working with Text – refer to old media (books)
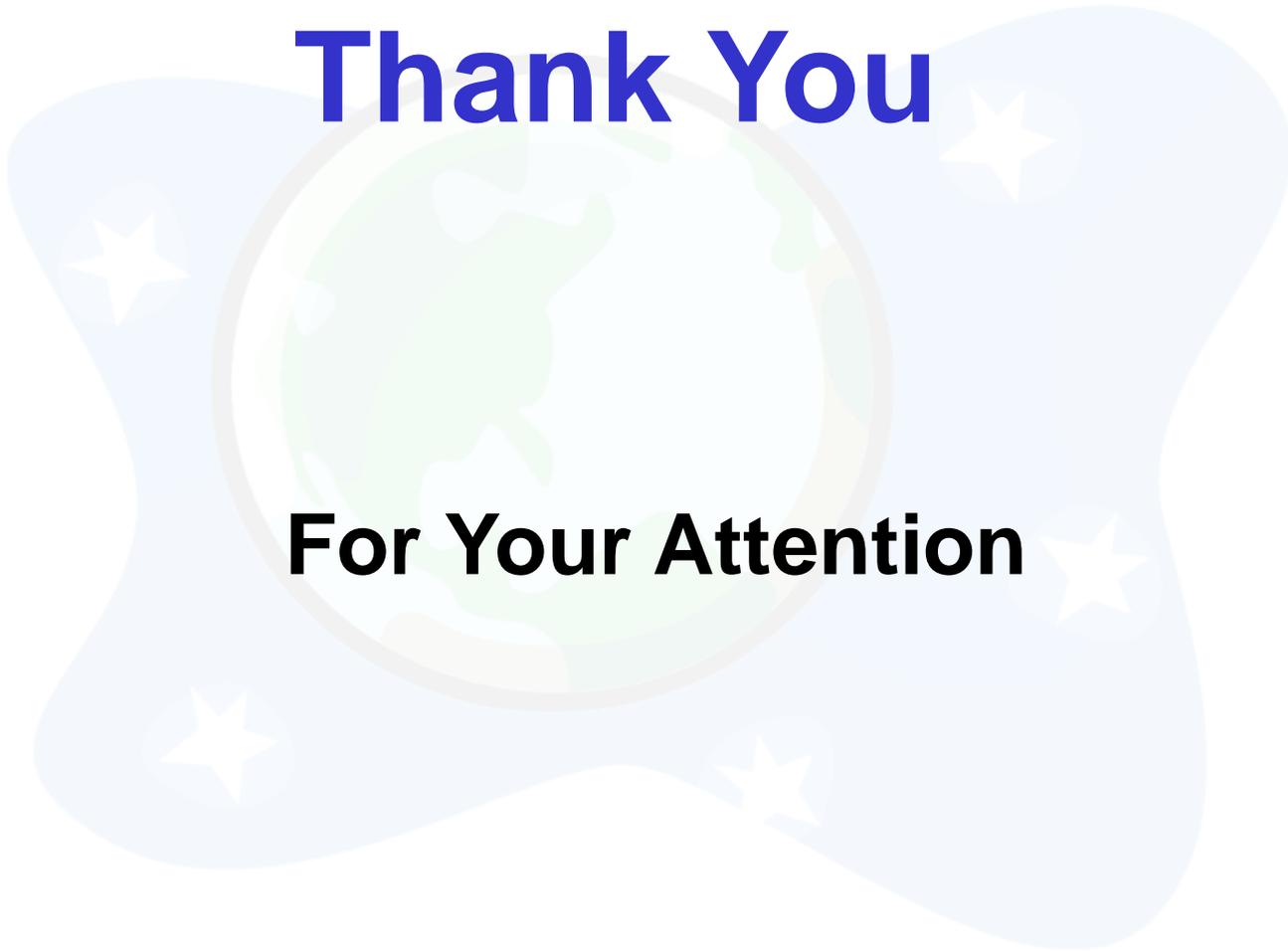
Thank You

For Your Attention

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