

Introduction to Multimedia Applications CT801-4-0-OIMA



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Text & Typography

Topic & Structure of the lesson



Text



Characteristics and
features



Classification of text



Working with text

Learning Outcomes

At the end of this lecture you will be able to:-



List the characteristics and features of an typography



Classify the font used in multimedia application



Use appropriate fonts for electronic design / presentation

Key Terms you must be able to use

If you have mastered this topic, you should be able to use the following terms correctly in your assignments and exams:

Typeface

Font

Sans-serif

Serif

Anti-aliasing

Kerning

Leading

Definition - Text

A graphic
representation

To articulate a
concept or idea

To explain how
an application
works

To guide the
user navigating
through an
application

Types of Text



Printed text:

Text appears on paper.



Scanned text:

Text that is scanned from printed text. (Use Optical Character Recognition (OCR) software)



Electronic text:

Texts that are read by computer and transmitted electronically over networks.



Hypertext:

Text that has been linked. When click on a word that has been linked, computer launches the object of that link, or display additional text, or jump to another part of the application



Animating text

The process of movement or change, performed by an artificially-created text-specific object.”



3D text

An effect created by a graphics designer in any text to give a three-dimensional look to that text by using different types of tools

Examples

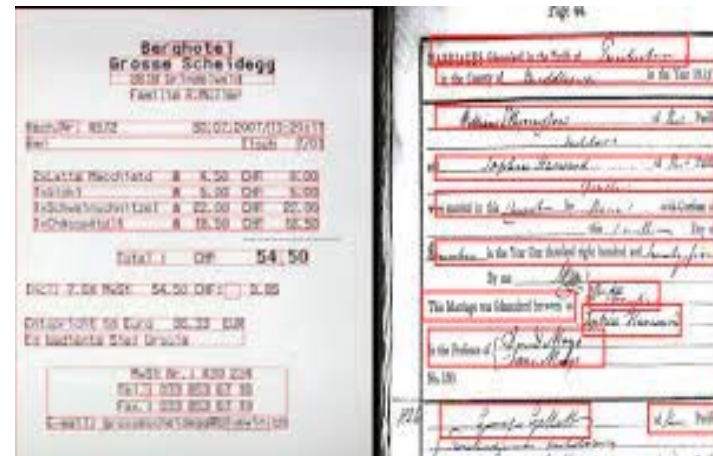


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Printed text



Scanned Text



Examples

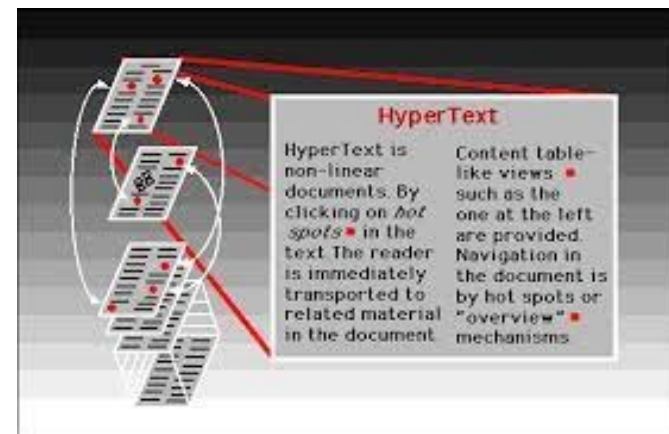
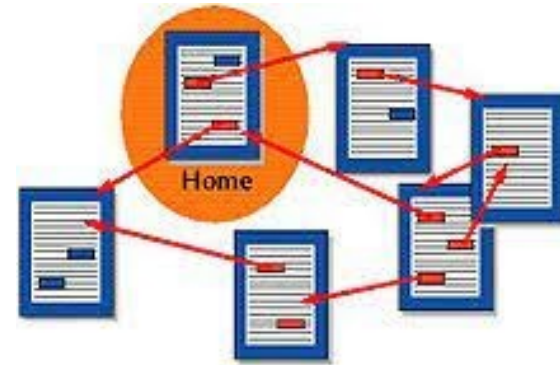


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Electronic text



HyperText



Examples

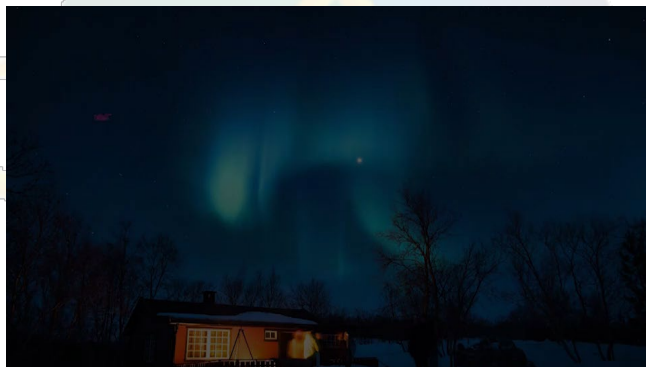


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Animating Text



3D Text



Definition of Typeface & Fonts

Typeface:

- A specific set of characters, numbers, punctuation and symbols having the same design and weight.
- A typeface family would include all the various weights, sizes, and styles available for a particular design
- Example: Helvetica, Times, Courier are typefaces

Font:

- A particular collection of glyphs of a typeface of a given size, weight and style, for example 'Times Roman Bold 12 point'.
- An entire group of letters and characters of a specific design
- Example: Times Roman 12-point italic is a font

Classification of Fonts

Fonts can be classified by:



Monospaced
or
proportional

Serif, San
serif, and
decorative

Bitmap and
outline

Classification of Fonts

(monospaced/proportional)

Monospaced font:

- Fixed-width
- Every character occupies the same amount of space horizontally, regardless of its shapes
- Example: Courier



Classification of Fonts

(Proportional)

Proportional font:

- The space each letter occupies depends on the width of the letter shape
- Allows to fit more words on to a line
- Example: Lucida Bright, Times, Baskerville, Bembo, Garamond, Helvetica



Proportional
Monospace

Classification of Fonts

(serif)

Serif:

- The little strokes added to the ends of character shapes
- These strokes are present in serifed fonts, but omitted in sans serif fonts, which consequently have a plainer look
- Example of Sans serif font: Helvetica, Univers, Arial, Gill Sans

Examples



cats!

SERIFS

The word "cats!" is written in a black serif font. Red circles are drawn around the serifs of the letters 'c', 'a', 't', 's', and the exclamation mark. A red arrow points from the word "SERIFS" to one of these circles.

cats!

NOT-SERIFS

The word "cats!" is written in a black sans-serif font. A red arrow points from the word "NOT-SERIFS" to the letter 'a', which lacks a serif.

Serif (Minion Pro)

- Old Style (Adobe Jenson Pro)
- Transitional (ITC New Baskerville)
- Modern (Bodoni)

Slab Serif (Clarendon)

Sans serif (Myriad)

Script (Coronet)

Blackletter (Teutonic No. 1)

DISPLAY (LiquidCrystal)

Monospaced (Courier)

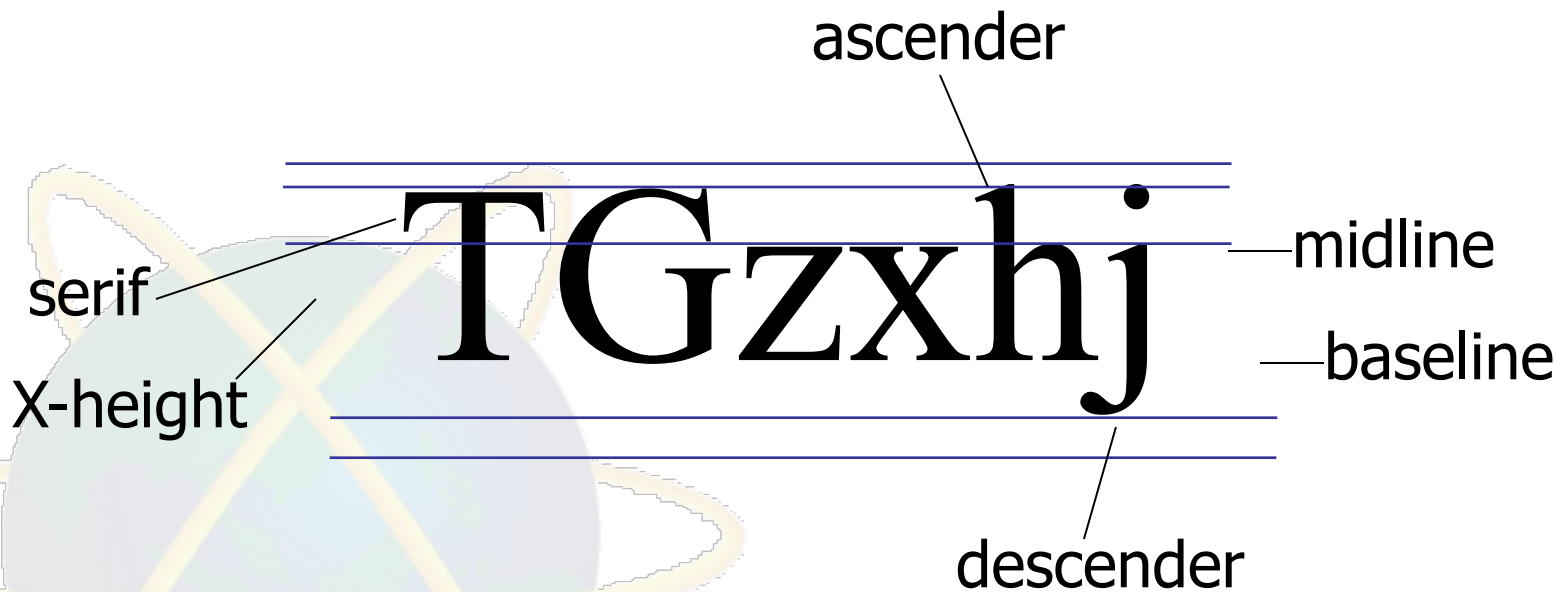


(ITC Zapf Dingbats)

(Dingbat)



Font explanation



Classification of Fonts



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Bodoni

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Serif: A serif is a line or curve extension from the end of a letter. Serif fonts are best used for body text.

Bodoni

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Sans Serif: The French word sans means “without”, so a sans serif font is one without extensions. Sans serif fonts are best used for titles

Bodoni

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Decorative: Decorative fonts, such as scripts type, are more stylish. They are best used for emphasis

Classification of Fonts

(Bitmap)

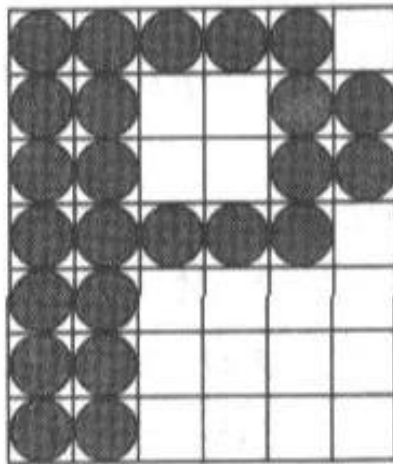
Bitmap font:

- Just the same as bitmap graphic
- Stored as single characters made up of dots that are called to the screen as we use them
- Have rough, jagged appearance

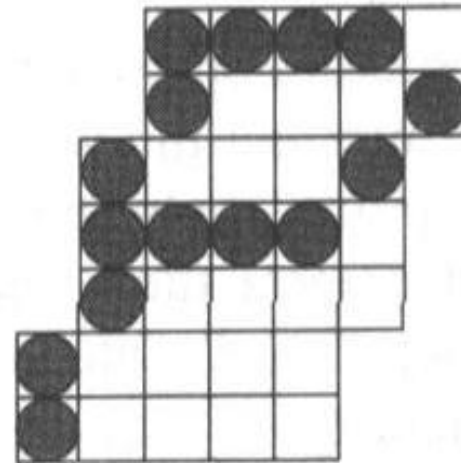
Bitmap font - example



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(a) Bold



(b) Italic

Classification of Fonts

(Outline)

Outline font:

- Vector graphic
- Composed of filled-in outlines
- Always look smooth and well-shaped, no matter the size
- Use outline fonts when we develop multimedia presentations for a more professional look

Outline font - example



Working with Text



Be concise



Be consistent



Use appropriate fonts (If application is for a single user, can use extensive and smaller text. For group, text kept to a minimum)



Makes theme clear



Text-heavy production should not use busy background



Consider type styles and colors



Integral. If we can not integrate with non-text components, we lose the opportunity to make information more accessible and interesting

Make text readable

To make text readable, always

- Check the precise shape of characters,
- Spacing
- Layout of lines, paragraphs,
- *Kerning,*
- *Anti-aliasing*
- *Leading*

Method : Kerning

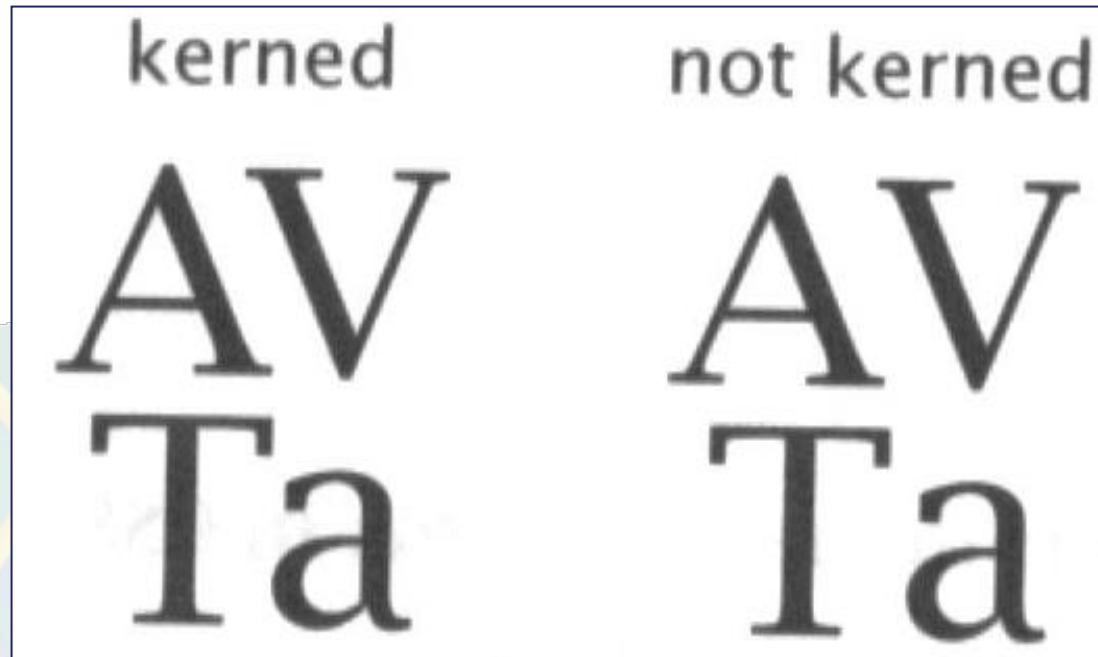
When two letters are placed next to each other, the total amount of space between them looks too great or too small.

We may adjust the spacing to make it look more uniform.

The process of adjustment is called *kerning*.

However, kerning is subtle

Kerning



Method : Anti-aliasing

Process of smoothing the edges of a bitmap by blending the colors on the edge of the image with the adjacent colors,

Thereby improving the quality of the image display.

Fonts can appear jagged.

Jaggies are a form of aliasing caused by undersampling

If we sample at a higher rate, the individual pixels get smaller. So the jagged effect becomes less noticeable

A technique called *anti-aliasing* is used to reduce the jaggies

Anti-aliasing



aliased
anti-aliased

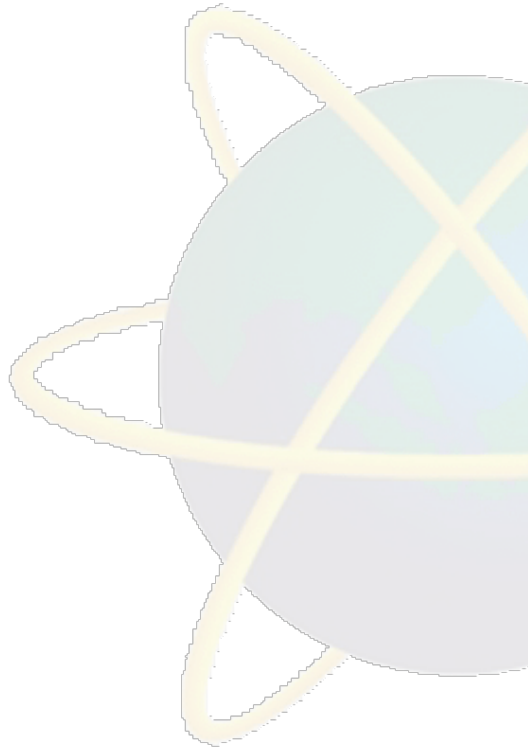
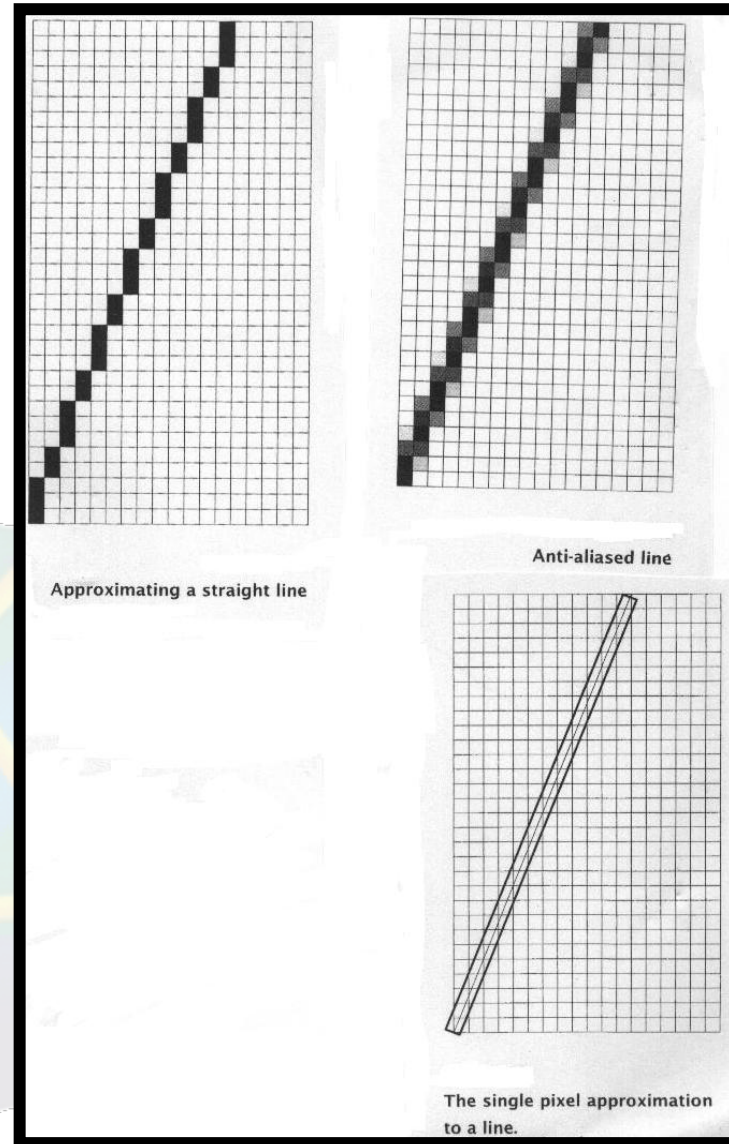
aliased

anti-aliased

Anti-aliasing



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Method : Leading

The spacing between lines of text.

This is defined when a font is designed but can often be altered in order to change the appearance of the text or for special effects.

It is measured in points and is normally 120% of the height of the text.

Tips : Working with Text

Use as few different typefaces as possible but vary the weight and size and style

The size of the font should vary with the importance of the message

Make sure the fonts are well spaced

- Leading
- Kerning

Avoid too much text (overcrowded screen)

Centered text blocks are difficult to read.

Settings and quality of the monitor (brightness, contrast, color balance...)

What fonts are available to the user

Tips : Working with Text

Use upper case only for first words of sentences, proper names, etc (ALL CAPS IS HARD TO READ)

Use two point of leading between lines unless its already there

Don't use underlining for emphasis (Users might assume the underlined word is a link.)

Use typeface that is legible

Take note of letter and word spacing

Don't use animated text

Mixed upper and lowercase letters are easier to read than all capitals.

Text Manipulation Software:

Fontographer, FontMonger, FontChameleon

- Allow us to create Font

ResEdit, Type-Designer, Typestyler, Microsoft WordArt, Adobe Photoshop

- Allow us to create special effect for text, like dramatically bending, slanting, resizing, adding fills and shadows to text.

Specular's LogoMotion ,Xaos Tools' TypeCaster

- Allow us to create 3-D text

Illustrator, Freehand EPS

- Can be used to create text in 3-D and then animate the text

Quick Review Question

01

Define the term
text

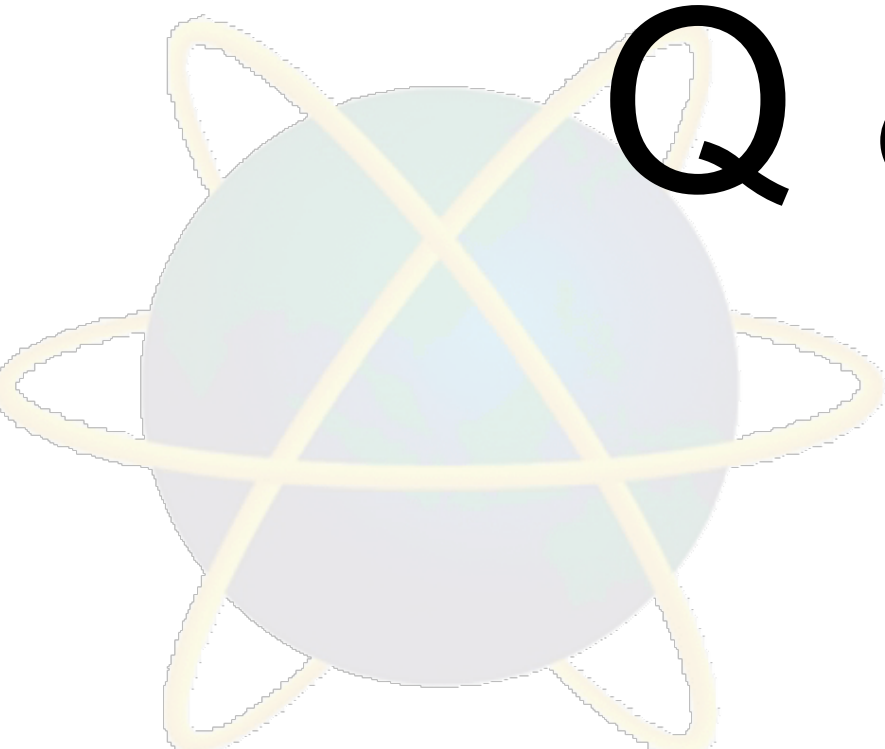
02

Identify and
explain the
different
classification of
font

03

Explain the 3
method used to
make text more
readable

Question and Answer Session



Q & A

Next Session



AUDIO