

Academics for design competency



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February 3, 2011

Legibility & Readability

The speed at which an object can be distinguished from another

- *Light, colour, shape and size*

The speed at which that object can be recognized

- *Space, form, contrast, and meaning*



From a light source,
light is the information

TV, LCDs, stars,
neon signs



From light on an object,
light illuminates the information

books, trees,
people, rocks

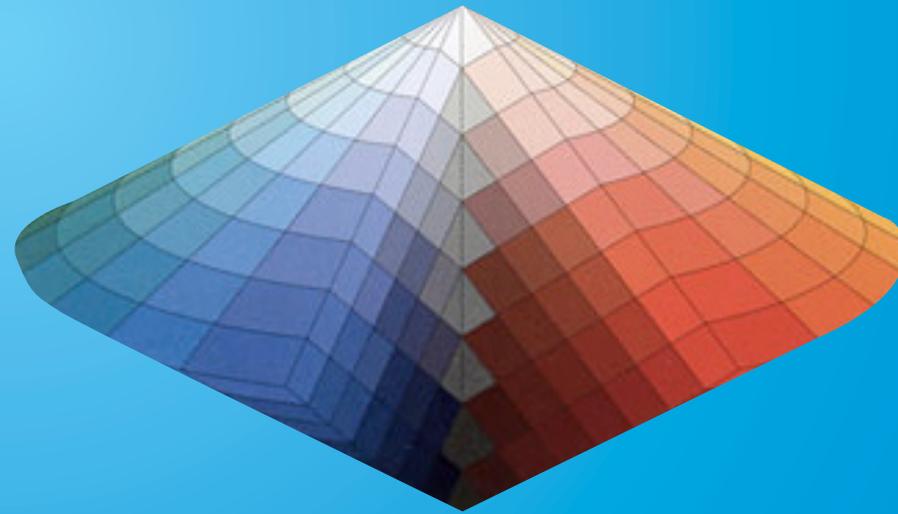


From indirect light, the
illumination is the information

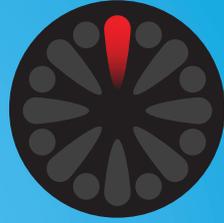
projectors,
moon, mirrors



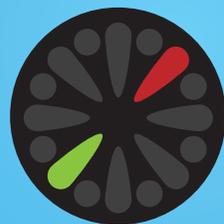
Foreground & Background



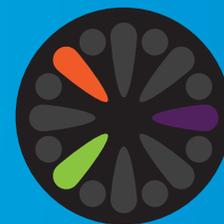
Monochromatic



Complimentary



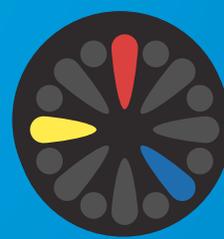
Split Complimentary



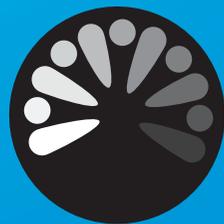
Analogous

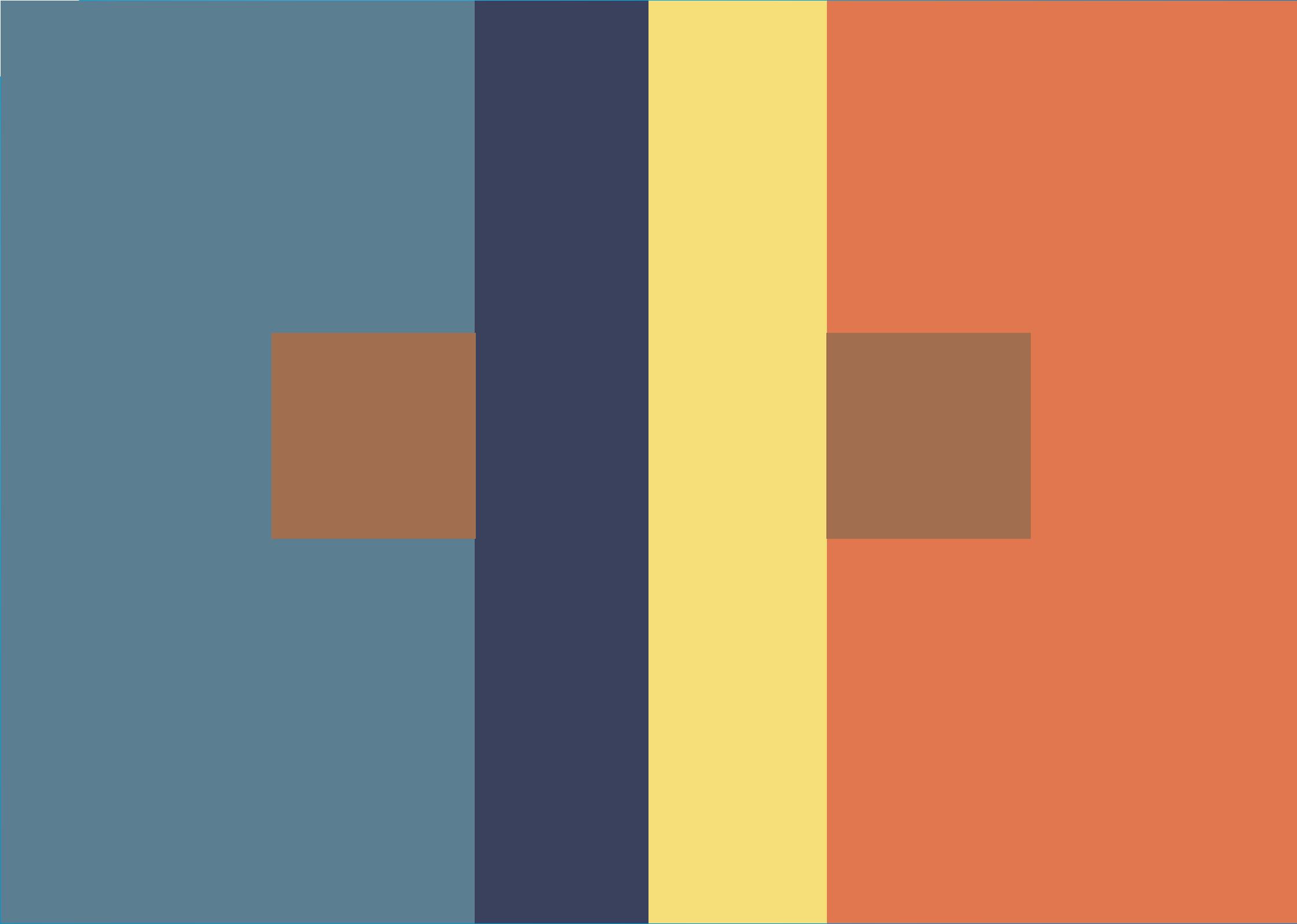


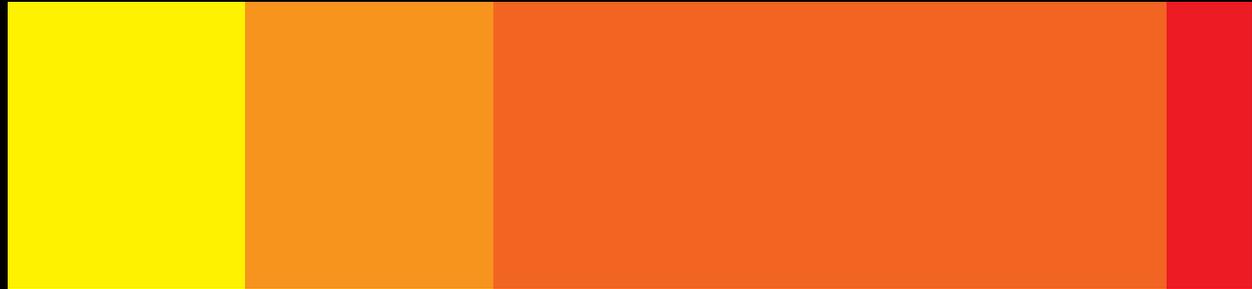
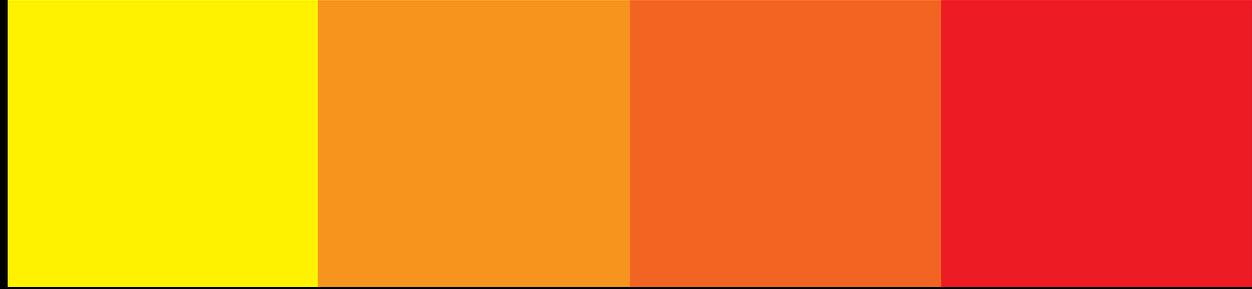
Triadic



Values









High Contrast



High visibility





Low visibility



Simultaneous vibration obstructs fixation



Parts of a letter

1. Each letter is made out of strokes. Some are thick while others are thin
2. Leg
3. Serif



Garalde / Oldstyle
Garamond, Caslon, Minion



Transitional
Times New Roman, Bookman, Georgia



Modern
Didot, Bodoni, Palatino



Slab
Courier, Clarendon

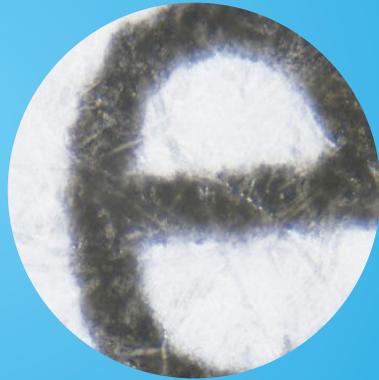


Sans
Helvetica, Calibri, Trebuchet

Stone



Paper



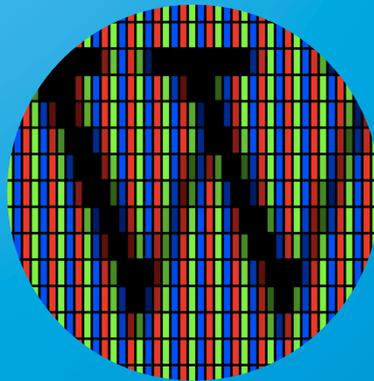
Metal



Wood



Pixels



1 Brown fox 2 3 Droid Serif

The image shows the text "Brown fox" in the Droid Serif font. It is set between two horizontal dashed lines. Three dashed circles are drawn around specific parts of the text: the first circle is around the letter 'B', the second is around the letter 'n', and the third is around the letter 'x'. The numbers 1, 2, and 3 are placed to the left of each circle respectively. The font name "Droid Serif" is written to the right of the text.

1 Brown fox 2 3 Bodoni

The image shows the text "Brown fox" in the Bodoni font. It is set between two horizontal dashed lines. Three dashed circles are drawn around specific parts of the text: the first circle is around the letter 'B', the second is around the letter 'n', and the third is around the letter 'x'. The numbers 1, 2, and 3 are placed to the left of each circle respectively. The font name "Bodoni" is written to the right of the text.

Elements of a good screen font

- 1. Low stroke modulation
- 2. Substantial serifs
- 3. Large x-height

144pt

Ea

72pt

Ea

60pt

Ea

48pt

Ea

36pt

Ea

30pt

Ea

24pt

Ea

18pt

Ea

14pt

Ea

12pt

Ea

11pt

Ea

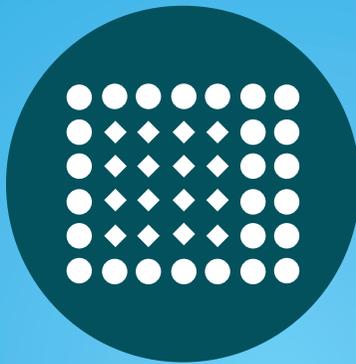
10pt

Ea

A legible presentation

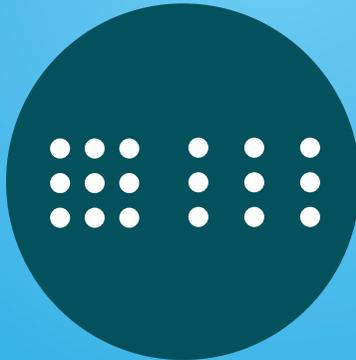
- + Indirect light source: white foreground and black background
- + Colours that do not cause visual disruption
- + 36pt transitional font with large x-height that is designed for pixel display

We read best what we read most



Similarity

We tend to group things together that are similar



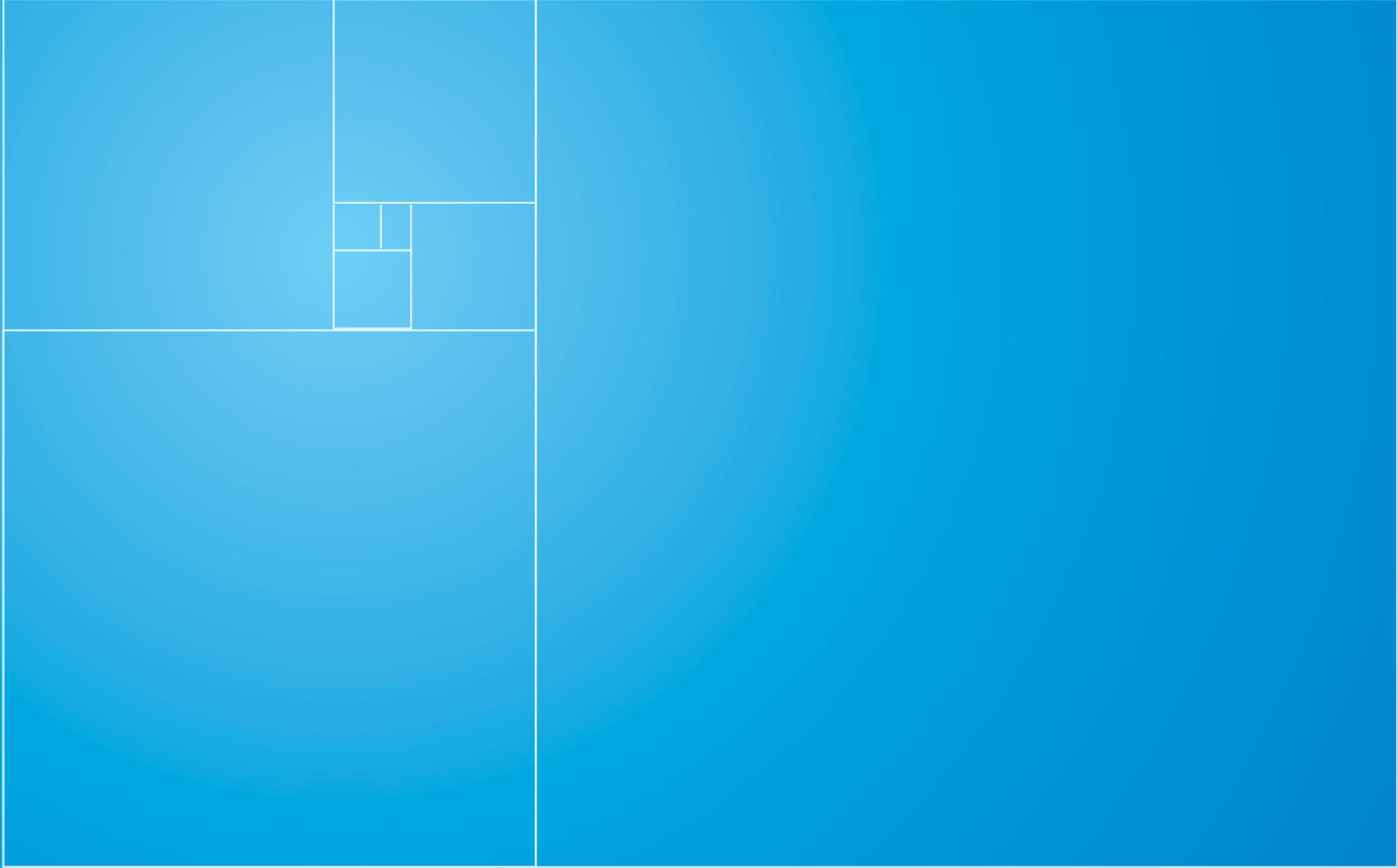
Proximity

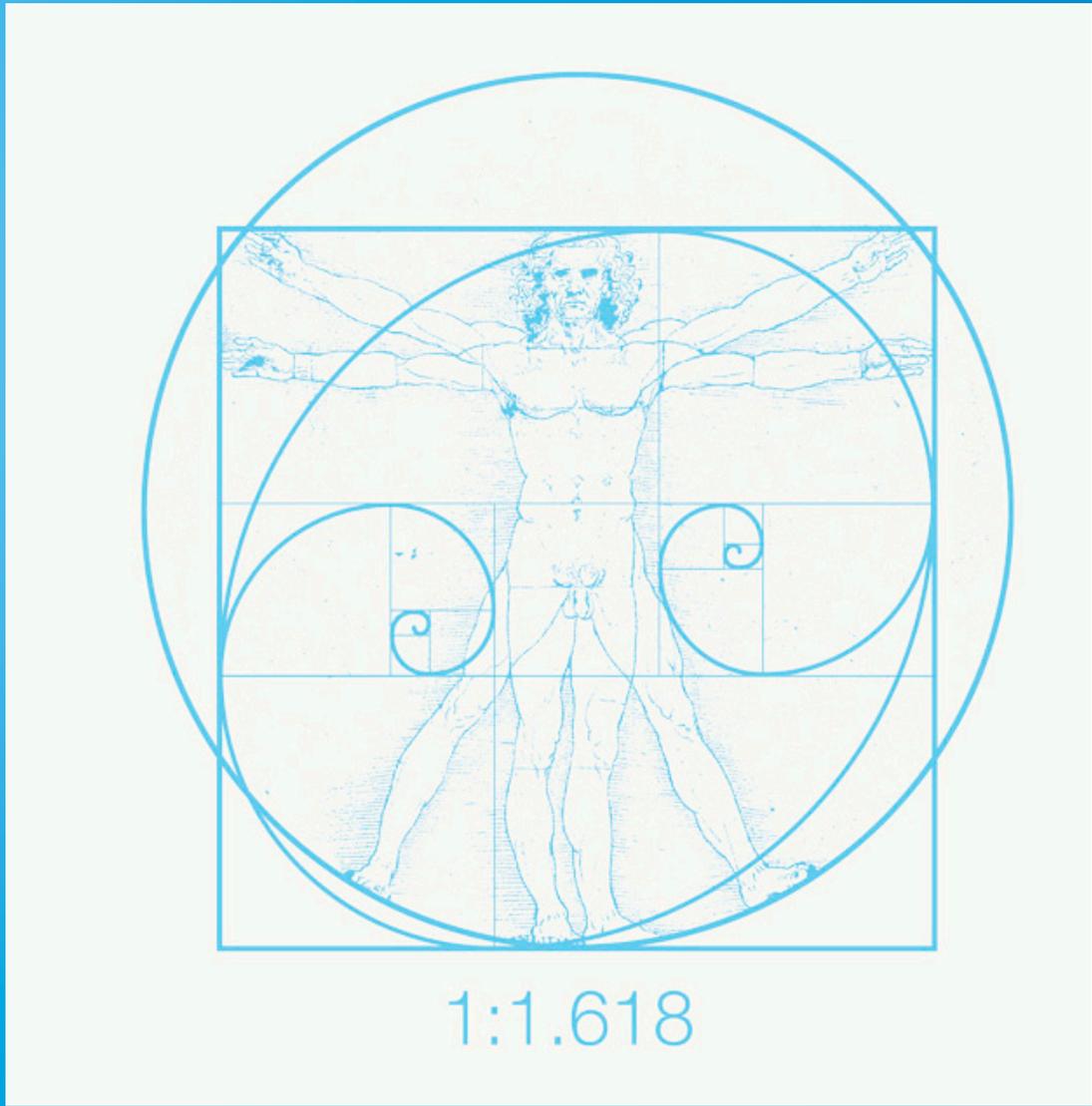
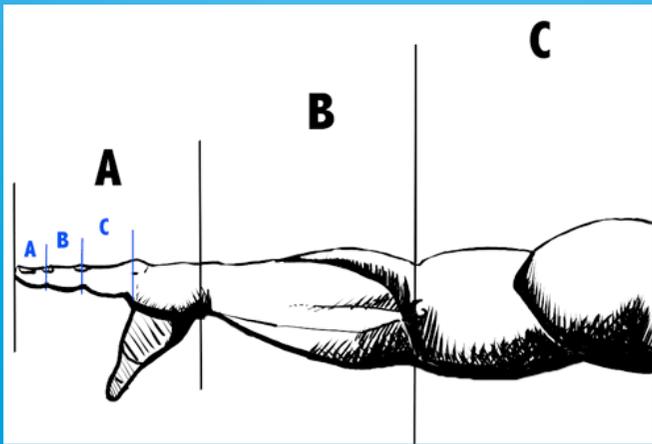
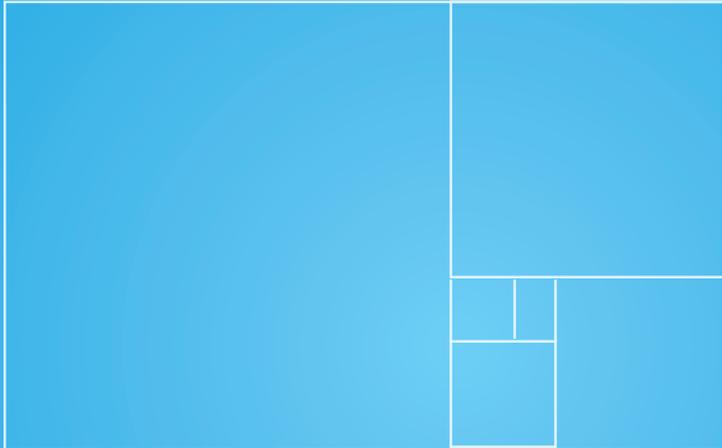
We tend to group things together that are close together in space

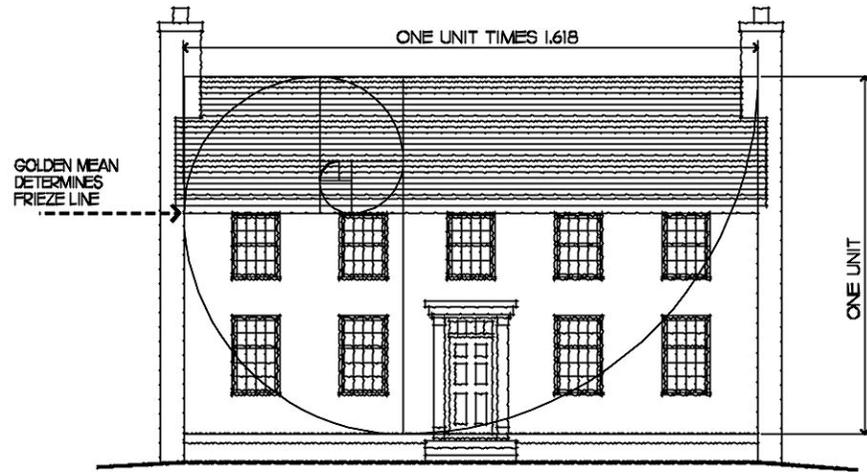
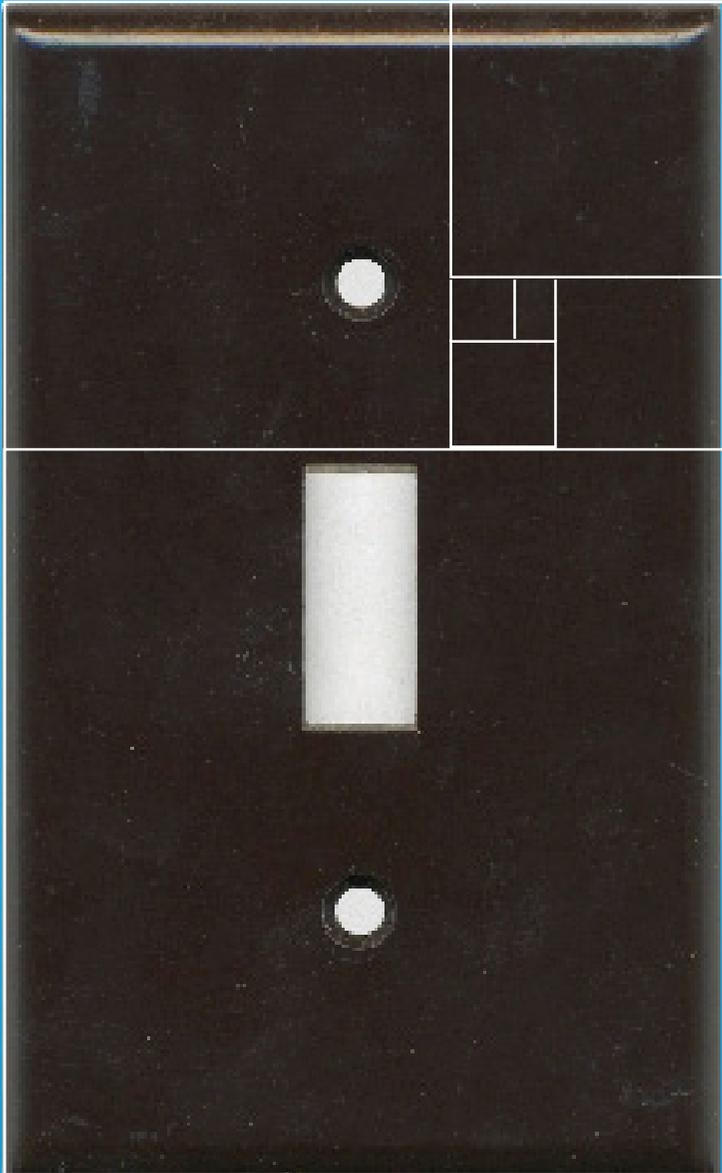


Ratio

Similar elements tend to be seen as part of the same form











The future of Presentations

If you remember the rule of thirds,
you will be pleasantly surprised
how it will make you feel.

Ragged-right

The format of the body copy has no effect on *good* readers, but many readers find justified type more difficult to read.

Justified

The format of the body copy has no effect on *good* readers, but many readers find justified type more difficult to read.

Italic

Italic letterforms reduce the speed of reading by up to 15 percent.

Capitals

COPY SET IN CAPITAL LETTERS DECELERATES THE PROCESS OF READING MORE THAN ANY OTHER FACTOR.

Do not center multiple lines of text unless you are a professional. Seriously.

abcdefghijklmnopqrstuvwxyzabcdefghijklmnopqrstuvwxyzabcdefghijklmnop

In most cases, the optimum line length for reading is 2.5 alphabets or 70 characters. This helps facilitate reading by giving a comfortable measure for the eyes to move down to the next line. However, in presentations, it's rare to consistently fill an entire measure.

Therefore, it's better to match the line length of your words to the length of your ideas.



1:1 = Primary size

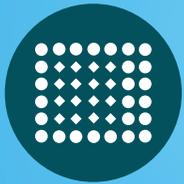
Lorem ipsum dolor sie amet

1:2 = Secondary size

Donec leo lectus

1:3 = Tertiary size

Nullam fringilla lacinia lorem ac facilisis.
Vestibulum a purus turpis, eget elementum mi. Suspendisse elit mauris, hendrerit eget condimentum non semper quis diam.



The Works of Sir Fluffy Pants



A thorough investigation of a great English
writer of the 21st Century.



If I'm tired, I sleep (2001)
Mice are nice (2003)

72pt Minion Pro

The Works of Sir Fluffy Pants

30pt Trebuchet MS

A thorough investigation of a great English
writer of the 21st Century.

28pt Minion Pro
Italic

If I'm tired, I sleep (2001)
Mice are nice (2003)

72pt Georgia

Dogs and Babies a problematic pairing

48pt Verdana
Bold

30pt Georgia

We all know that both puppies and babies are cute. But recent studies suggest that when they cross paths, the human physiology undergoes a horrific transformation.

72pt Myriad Bold

Why IKEA loves small mammals

36pt Myriad

A descriptive exploration
of the consumerist portrayal
of young animals in
lifestyle-based marketing

72pt Palatino

Kittens & Puppies

30pt Univers
Condensed 57

A COMPARATIVE HISTORICAL ANALYSIS

30pt Palatino

The dog is a domesticated form of the gray wolf, a member of the Canidae family of the order Carnivora.

The cat is just more independent.

60pt Chunkfive

Spot the God-Jewel

30pt Bookman

Spot claimed that its humanoid inhabitants were responsible for creating all humanoid races, including Earth humans

140pt Droid Serif bold

Aw.

30pt Droid Sans

The social construction of cuteness

72pt Calibri

Education in Thailand

30pt New Century
Schoolbook

A free basic education of twelve
years is guaranteed

72pt Impact

KITTENDOG

36pt Times New Roman

Atom Egoyan's newest film that explores the horrific dementia of the domesticated animal



30pt Palatino
Bold

Adolescent furies in South Africa

60pt Helvetica
Bold

Foxfaces



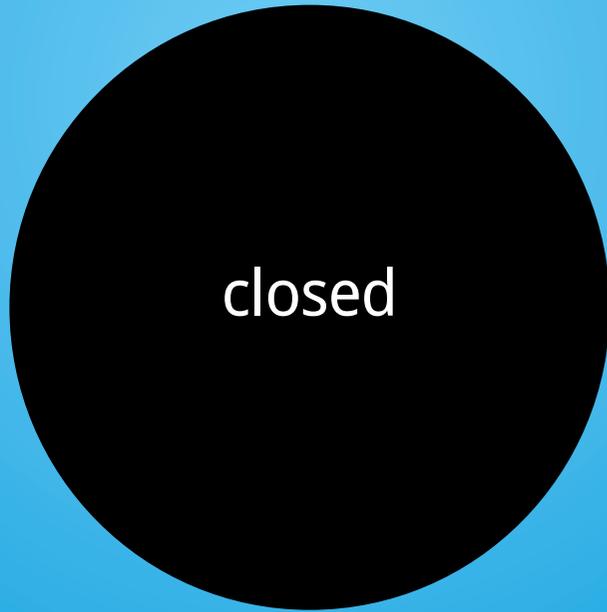
+ Positive

dignity **spaciousness** sobriety calm height lively pleasing rich levels vertical honesty strength work upward deep feminine **relaxed** mature classy expensive unique electric energetic vibrant flags stirring happy dramatic recalls childhood inner life seized by love not violent quiet cold wet reposed blue bloods once in a blue moon bolt from the blue flute stringed instrument mercury clear cool **transparent** introspective summer water sky ice service subduing contemplative sober calm security peace **thought-provoking** serenity

- Negative

mournful feeling blue the blues insane mental depression blue Monday transparent recessive distant melancholy gloom fearfulness furtiveness sadness work solemn shadows empty

light from screen



text on paper

