FUNDAMENTAL OF MULTIMEDIA
MULTIMEDIA ELEMENTS
TEXT

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Chapter Description

- **Expected Outcomes**

At the end of this lesson you will understand:

- Importance of text in a multimedia presentation
- Understanding fonts and typefaces
- Using text elements in a multimedia presentation
- Computers and text
- Font editing and design tools
- Multimedia and hypertext

- **References**

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- Khalid Sayood. Introduction to Data Compression, Fourth Edition (The Morgan Kaufmann Series in Multimedia Information and Systems) 4th Edition. Elsevier. 2012 ISBN-13: 978-0124157965.
- Savage, T.M., Vogel, K.E. An Introduction to Digital Multimedia 2nd ed.. 2013. Jones & Bartlett Learning   ASIN: B00LZM6ESY.
- Parag Havaldar, Gerard Medioni. Multimedia Systems: Algorithms, Standards, and Industry Practices (Advanced Topics) 1st Edition. Cengage Learning. 2011. ISBN-13: 978-1418835941

Importance of Text

* Words and symbol in any form, spoken or written are the most means of communication

* Vital element of multimedia in menus, navigation system and content

* Factors affecting legibility of text:

    -size

    - Background and foreground color

    - Style

    - Leading

Text in Multimedia Applications

- Of all multimedia elements, text is the easiest to manipulate

- General guidelines:
    - Be concise
    - Use appropriate fonts
    - Consider different type styles
    - Be consistent
    - Make the text readable
    - Use restraint

Understanding Fonts and Typefaces

- A typeface is a family of graphic characters that usually includes many types sizes and styles

- A font is a collection of characters of a single size and style belonging to a particular typeface family.

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Understanding Fonts and Typefaces

∗ Font styles

Boldface, Italic, Underlining, Outlining

∗ Font Sizes

Measured in point

Kerning is the space between characters pairs

Leading is the spaces between lines

Understanding Fonts and Typefaces

* Cases

Upper, lower , intercap

* Serif vs Sans Serif

* SERIF

The little decoration at the end of a letter stroke and are used for body text

* SANS SERIF

Do not have serif at the end of a letter stroke and are used for headlines and bold statements
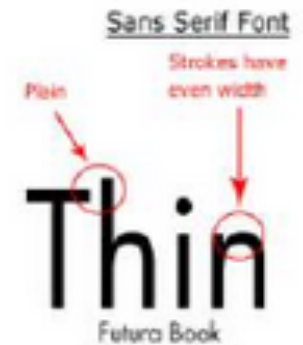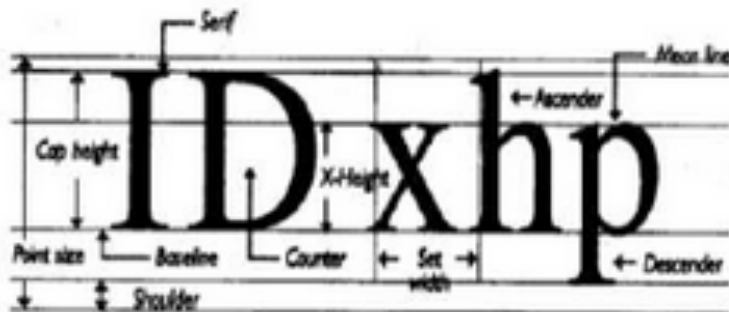
FONT AND FACES

- A typeface – family of graphic character
- A font is a collection of characters of a single size
- Font format – **Bold**, *Italic* & Underline
- Font types – Serif and Sans Serif

Working with Text

- Be concise – text fills < ½ screen

- ■ Large amounts of text
  - ❑ Alternatives? - animation, video, narration.
  - ❑ Show a preview and allow user to request more
    - ■ Hyper linking
    - ■ Pop-up messages, scroll bars, drop-down menus

Use Appropriate Type Fonts

https://pixabay.com/en/mayor-signature-sign-adult-917149/

* Decorative
  * Hard to read
  * Used for emphasis

* **Serif**
  * Creates illusion of a line and guides the eye across the screen facilitating readability
  * Used on large blocks of text

* San serif
  * Clean, simple
  * Good for headings

Examples of:
Serif, Sans Serif, and Other Fonts

Bodoni
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Avant Garde
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arnold Boecklin
ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

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.

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

Scanned image: from Multimedia Concepts – James Shuman

Font Type Styles

- Type styles: **bold**, *italic,* <u>underline</u>
  - Used for emphasis
  - Use for links – hypertext

- Be consistent
  - Similar headings – typeface, size, style
  - Use same font for similar sections
  - Graphic image for headings
    - Consistency vs. file size

Make Text Readable - Use Restraint

- Choose fonts found in most systems

- Avoid "ransom note" effect

- Choose only up to four variations of type styles, fonts and sizes

http://forensicunit.weebly.com/ransom-notes.html

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Creating and Editing Text

- Word Processor
- Corel Draw
- Adobe Illustrator
- Scanner
- OCR-Optical Character Recognition

- Menus for navigation
- A user navigates through content using a menu
- A simple menu consist of a text lists of topics
- Interactive buttons
- A button is a clickable object that executes a command when activated
- Users can create their own buttons from bitmaps and graphics

- Fields for reading
- Reading a hard copy is easier and faster than reading from the computer screen
- A document can be printed in one of the two orientations –portrait or landscape
- HTML documents
- Symbol and Icons

HTML Documents

* HTML stands for Hypertext Markup Language

* It is the standard document format used for Web pages

* HTML documents are marked using tags

* Some commonly used tags are:

The <B> tag for making text bold faced.

The <OL> tag for creating an ordered list

The <IMG> tag for inserting image

Symbol and Icons

- Symbols are concentrated text in the form of stand-alone graphic constructs are used to convey meaningful messages

- Symbols used to convey human emotions are called emoticons

- Icon are symbolic representations of objects and process

Using Text on the Internet

- Navigator such as Mozilla, Internet Explorer and Edge determine the fonts of your web page.
- To ensure text is displayed in the desired way:
  - Use a font set
  - Use a Cascading Style Sheet
  - Embed it in your Web pages
  - Change the text into an image

Hypertext System

- The organized cross-linking of words, images and other web elements

- A system in which words are keyed or indexed to other words is referred to as a hypertext system

- Hypertext system enables the user to navigate through text in a non-linear way

Hypertext System

* Information management and hypertext program present electronic text, images and other elements in a database fashion

* Software robots visit Web pages and index entire web sites

* Hypertext databases make use of proprietary indexing systems

* Server-based hypertext and database engines are widely available

Example of Hipertext

- www.ump.edu..my

Other Resources

- Some of the sources for font shopping
  - EyeWire (www.eyewire.com)
  - garageFonts (www.garagefonts.com)
  - LetterSpace (www.letterspace.com)
  - BitStream (www.bitstream.com)
  - MyFonts (www.myfonts.com)
  - T26 (www.tw6.com)
  - P22 (www.p22.com)
  - FontHaus (www.fonthaus.com)