MULTIMEDIA SYSTEM
BITM 1113
TEXT

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IMPORTANCE OF TEXT

Text is a vital multimedia menu element, navigation system & its content.

The power of meaning

- The developer of multimedia should use word carefully and accurately

Factor that affect the text legibility

- Sizes –determine the legibility and readability of the text.
- The color of background and foreground
- Style of the text
- Text leading (Space above & below a font or line space)

Helvetica Neue 25 Ultra Light
Helvetica Neue 35 Thin
Helvetica Neue 45 Light
Helvetica Neue 55 Roman
Helvetica Neue 65 Medium
Helvetica Neue 75 Bold
Helvetica Neue 85 Heavy
Helvetica Neue 95 Black

TYPEFACE & FONT

- **A *typeface* is a family of graphic characters, often with many type sizes and**

- A typeface contains a series of fonts. For instance, **Arial, Arial Black, Arial Narrow and Arial Unicode MS** are actually **4 fonts** under the **same family.**

- **A *font* is a group of character of a single size and styles belong to a specific typefaces family.**

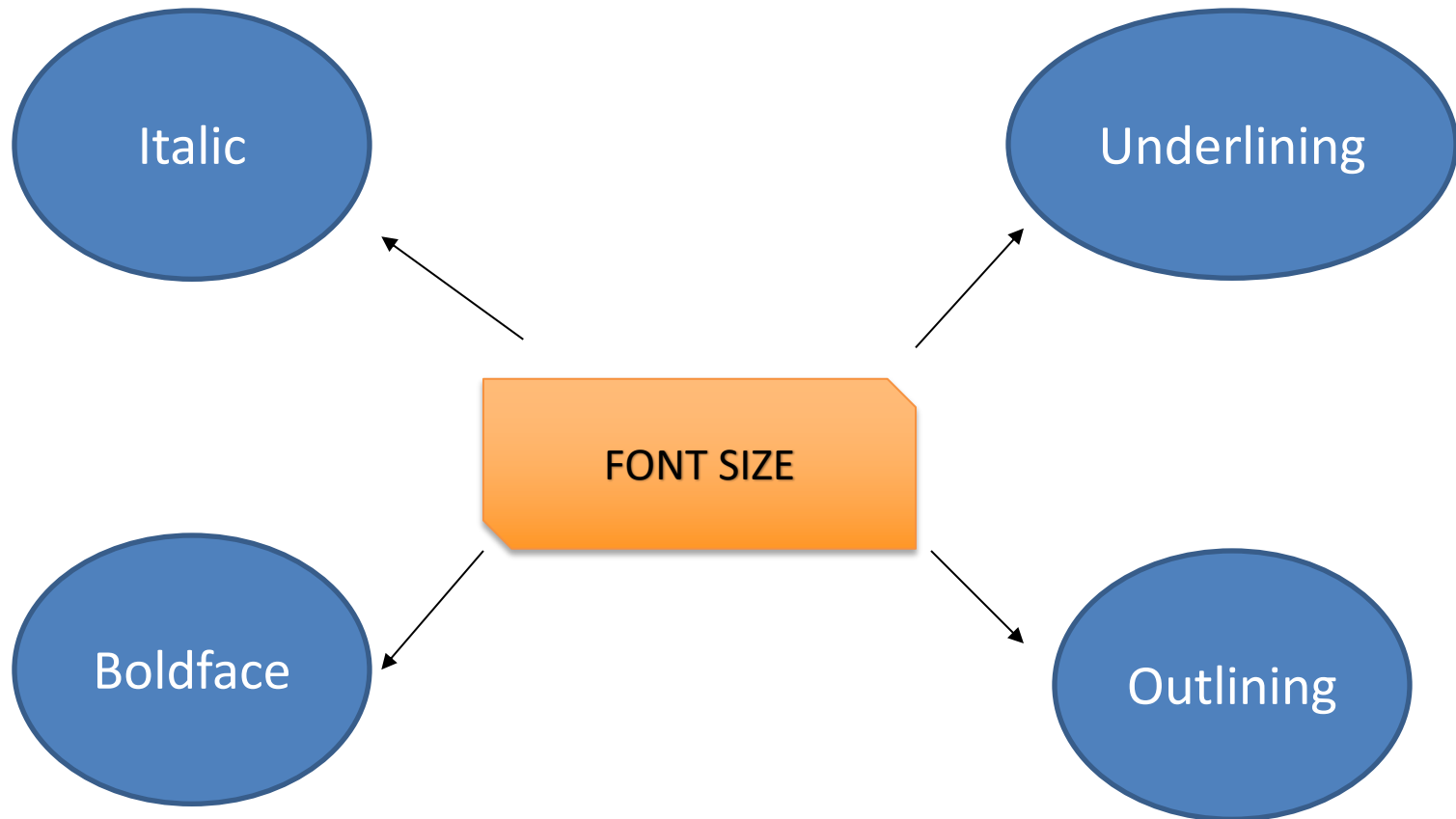- Usually vary by type sizes and styles.

Arial
Verdana
Georgia

TYPEFACE & FONT

Font Style

Font Size

Cases

Serif Vs San Serif

TYPEFACE & FONT

Italic

Underlining

FONT SIZE

Boldface

Outlining

ascent — ascender height
cap height
mean line — median
baseline
descent — descender height
x-height

Sphinx

TYPEFACE & FONT

Font sizes

- Use points to measuring font size
- Character metric is the general measurement apply to individual character.
- Kerning
  - the space between pair of characters.
- Leading
  - the spacing between line.

No kerning

Kerning applied

TYPEFACE & FONT

SERIF	SAN SERIF
• Decorative stroke add at the letter's end	• Sans serif faces does not have decoratives stroke
• Serif improves the readability by lead the eyes along the type line	• A sans serif text should be read letter by letter.
• Serifs are the best suited for body text	• Use sans serif face for small (smaller than 8 pt) and for huge size
• Serif faces are more difficult to read in smaller scales (smaller than 8 pt) and in very huge size.	• Used for footnotes and headlines

Anti aliasing
- frequently apply to type to smoothen its appearance.

Thesis
Thesis
Thesis
Thesis

USING TEXT IN MULTIMEDIA

Navigation menu

Interactive button

Field for reading

HTML document

Symbol & icon

USING TEXT IN MULTIMEDIA

Choose text font

Considering legibility and readability

Avoid too many face.

Use colour purposefully

USING TEXT IN MULTIMEDIA

Choosing text fonts

Use antialiased text. accent. .	Minimize center text.
Use dropcap and initial cap	Use white-space.

get attention by using animated text

USING TEXT IN MULTIMEDIA

Symbol & icon

- Symbol is text concentrated in form of standalone graphics construct

- use to conveying meaningful message & to convey people emotion of feeling called emoticon.

- Icon represent the object and process using symbols.

USING TEXT IN MULTIMEDIA

Navigation Menu

- user navigate the contents through *menu.*
- simple menu consist the text topic list.

Interactive button

- A *button* is a object that is clickable and run a command if clicked/activated.
- The button design & label must be treated as an industrial art projects.
- By using bitmaps & graphics, the user can also have their own custom button by creating it

USING TEXT IN MULTIMEDIA

Fields for reading

- A document can be print in 1 of 2 orientation:

  portrait and **landscape.**

- Do a hard copy reading is more easy and fast than read it on computer screen.

LANDSCAPE

POTRAIT

USING TEXT IN MULTIMEDIA

HTML DOCUMENTS

- HTML is Hypertext Markup Language.

- HTML document is mark by *tags.*

- An advance form of HTML is DHTML.

- DHTML is Dynamic Hypertext Markup Language.

- DHTML use Cascading Style Sheets (CSS).


```
<html>
<title>HTML</title>
<body>
This is HTML!
</body>
</html>
```

USING TEXT IN MULTIMEDIA

- **common used tags are:**

The **<B>** tag is to make text bold faced

The **<OL>** tag is to create the ordered list

The **<IMG>** to insert image

COMPUTER & TEXT

PostScript, TrueType, & Open Type outline font allows the text been drawn at any kind of sizes without jaggies. Antialiasing text & graphic create "smooth" boundary between colours.

COMPUTER & TEXT

Post Script

- PostScript is a technique to describe an images in mathematical construct terms.

- PostScript character is scalable and can be draw more fast.

- PostScript have 2 kind of type which are
    : Type 3
    : Type 1

COMPUTER & TEXT

TrueType

- TrueType is a scalable outline font system & allow to draw character in low resolution.

- Apple & Microsoft develop the TrueType methodology.

COMPUTER & TEXT

OpenType

- Adobe & Microsoft develop international standard of OpenType.

- It incorporate the PostScript & TrueType top features.

COMPUTER & TEXT

The set of characters

- The American Standard Code for Information Interchange (ASCII) is a **7bit coding system.**

- The character set that is extended is usually fill with ANSI standard character.

- The ISO-Latin-1 character set is use in programming the HTML text page.

- Unicode is a 16bit architectures for multilingual text and character encode.

- The shared symbol of every character set are unified in to collection of symbols (script).

FONT EDITING & DESIGN TOOL

- **FontLab , Ltd**
- **Create attractive text**
- **Fontographes**

- A specialized graphic editor is called a fontographers.
- Very compatible (Macintosh & Windows enabled)
- It is also use to generate the PostScript, TrueType & OpenType font.
- can modifies existing typeface & incorporates PostScript artwork.

HYPERTEXT

Multimedia

- The combination of texts, graphic, and audios element into a one presentation is called multimedia.

- If the user can control the presentation process/flow, the it is interactive multimedia.

- A hypermedia is made when a structured of link element is provide to the enduser to navigate and interact to the interactive multimedia.

HYPERTEXT

Hypertext systems

- Hypertext means organize word crosslinking, image, & any Web element.

- Hypertext system is a system in that word are keyed or index to other word.

- A hypertext system enable the users to navigate thru texts in a nonlinear method.

HYPERTEXT

Use hypertext system

- Information management & hypertext program represent electronic texts, image, and other element in fashion database.

- Software robot visit webpages and index whole websites.

- Hypertext database make use of proprietary index system.

- Serverbased hypertext & database engine are wide available.

HYPERTEXT

Methods for word searching

- Word relationships
- Adjacencies
- Alternate
- Associations
- Negations
- Truncations
- Intermediate word
- Frequencies

HYPERTEXT

Hypermedia structures

- Link
- Node
- Anchor
- Navigate hypermedia structure

HYPERTEXT

Link

- Link is connection between element of conceptual.

- Link is the navigation pathway and menu.

Node

- Node is accessible topic, document, message, and content element.

- Node and link is the base of knowledge that allow it to access the systems.

Anchor

- An anchor is known as the reference from single document to other documents, images, sounds, or files on the Webs.

- The linked source node at the anchor is called link anchor.

- The node linked destination to the anchor is refer to link end.

HYPERTEXT

Navigate hypermedia structure

- The most simple method to navigate hypermedia structure is by using button.

- marker location should be provide to make a user friendly navigation.

HYPERTEXT

- 2 common function of hypermedia text management system are build (author) & read.

- The function of a builder are:
    - Creating links
    - Identifying nodes
    - Generating an index of word

HYPERTEXT

Hypertext system is use to:

- Electronic publish & reference work

- Documentation of technical

- Education on coursewares

- Kiosk of interactive

- E-catalog (electronic)

THE END

QUESTION??