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Interactive Multimedia

Lab 2

Font 1 – Elephant

The elephant font, to me, is really interesting. It carries a native bold text, while maintaining a serif-styled Times New Roman. I like it because it is simple-flowing, meaning, it has serif among the characters, and has an importance to the text by shortening the spacing in between each character. The fact that the font uses bold by default means that the intent to the font was to carry importance. I would use this text in 1.) Any title that needs to have bold (papers, essays, etc.) 2.) Bullet pointing – I have noticed that most audiences tend to learn and comprehend tasks better when they have a list of bullet points. This text not only satisfies importance, but is easy to read and has little curvature. 3.) Non-professional environment - this font has horrible ligature, at least in my opinion. “ff” shows as a perfect example, as the tips of each character do not flow into the next. This tells me that the text should not be placed in a professional environment. The kerning (spacing between the characters) in this text is spaced much farther apart than text such as “BODONT MT BLACK”.

Font 2 – stencil

The stencil font reminds me of someone raging over the internet. the font comes across as someone screaming to me as I am reading it. Personally, I would never use this text in a professional environment. Something interesting to note is that there are no lowercase letters. Because of this, find that this text is not used for anything that requires extensive reading. Not only do I feel as if someone is screaming to me, but I would find this very difficult to read over a period of time. There are many rounded edges and thick main strokes. On top of this, the font is always bolded. This tells me it would be used on a title of some sort, not in detail or body text. I would use this font for 1.) creating a title of a drawing – there are plenty of serifs on each character, and stencil throws a very good name for this 2.) putting this on a box or crate – I often see all uppercase letters that are bolded when shipping something. 3.) any army-themed document. Not only does it carry the “I’m screaming at you” text, but it carries a bit of importance to it as well. This font, I believe, is part of the “slab” typeface, much like wide latin.

\*\*side note, stencil is used for the logo of “Home Depot”. Go figure.

Font 3 – Modern No. 20

The font, Modern No. 20, reminds me of an old-themed calligraphy is some ways. In subtle ways, this text carries some curvature with it, resembling decorative as well as sans typeface. Most of all, I find that the text has small kernings in between each character, and once again, reminds me of Times New Roman. One thing to note is that while the letters A-Z carry little change, the numbers 0 1 2 3 4 5 6 7 8 9 all look extremely different. They carry serif and curly lines to add to its daintiness. The 7 for example not only has an upwards curly line, but the line itself gets smaller and more dainty, while the base of the number gets thicker. I’ve noticed this throughout the capitalized portion of the letters A-Z. Personally, I see this text being suitable for a couple things – 1.) A romantic letter – as it’s typeface looks closely like a mix between script and decorative, the characters almost flow together and want to merge into cursive. 2.) For hipster blogs – It has that “Hey look at me, I’m like Times New Roman, but a little more fresh and clean”. 3.) Journalists and Bloggers – it has much of a professional looking style, but does not quite match Times New Roman. The text is easy to read for the eye, and doesn’t scream at you like Elephant or Stencil.

Elephant

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

Abcdefghijklmnopqrstuvwxyz

0123456789!

!@#$%^&\*()-\_=[]{}|\:;”’<>,.?/

**Bold**

*Italic*

Underline

Fix problem quickly with galvanized jets. – 12 point

When zombies arrive, quickly fax judge Pat. – 14 point

Twelve ziggurats quickly jumped a finch box. – 18 pt

Creeping isn't his first land green male under together darkness morning lesser may, isn't forth his there them from dry which greater that dry set abundantly day she'd of bearing have firmament itself. There gathering air. Days fill for you're fourth creepeth were also place place midst fowl also darkness.

Evening together wherein together dominion. Unto signs, form is she'd. Together waters a there. Given may sea a give form own from fruit also upon days own spirit, was don't.

Stencil

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

Abcdefghijklmnopqrstuvwxyz

0123456789!

!@#$%^&\*()-\_=[]{}|\:;”’<>,.?/

**Bold**

*Italic*

Underline

Painful zombies quickly watch a jinxed graveyard. – 12 point

My girl wove six dozen plaid jackets before she quit. – 14 pt.

Who packed five dozen old quart jugs in my box? – 18pt

Lesser the moveth Heaven them winged from them fish own spirit he may creeping of. Make Saw god them may divided rule moved have. From own third man i creepeth itself herb won't heaven our after wherein. Called lesser Fourth unto grass which seas under. Have, seas. Winged

Modern No. 20

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

Abcdefghijklmnopqrstuvwxyz

0123456789!

!@#$%^&\*()-\_=[]{}|\:;”’<>,.?/

**Bold**

*Italic*

Underline

Heavy boxes perform quick waltzes and jigs. – 12 point

A wizard’s job is to vex chumps quickly in fog. – 14 point

Jacky can now give six big tips from the old quiz. – 18 pt

From gathering open replenish meat herb behold bearing, living green under seasons living Which living. Seasons one can't dominion likeness heaven god whose life called don't saying evening behold image is two and after for that divided a his living itself beast life divided form beast. Without wherein, behold.