Impact & Influence Through Typography

By Jon Beebe, Assoc. Director of Mobile Apps at Ramsey Solutions
Twitter: @bejonbee
Typography is not a new problem
Technological shift in modern typography
You impact and influence users through your typographic choices.
First:
What is the problem?
Typography is this weird topic that everybody knows about but nobody really knows how it should work.
“A change in typography and the inclusion of pictures should make the book more useful.”

Typography is not a new problem
Clay Tablets
Scrolls
Handwritten Books
Handset Type
Linotype
Phototypesetting
Desktop Publishing

Year
-9000 -6750 -4500 -2250 0 2250
Equation results

\[ a^2 + b^2 = c^2 \]
4,000 year old spreadsheet!
Typography is not a new problem
Clay Tablets

Scrolls

Handwritten Books

Handset Type

Linotype

Phototypesetting

Desktop Publishing
Melting pot

Mold wheel

K
Analog → Digital
Samples from the Transactions of the American Mathematical Society
I call this ineffective part of $x_\varepsilon$ “innocuous” validate the fundamental proposition

$$[f(x'_\varepsilon) \neq f(x''_\varepsilon)] = (x'_\varepsilon \neq x''_\varepsilon)$$

which was proved above (P. 4) for effective val ineffective part of $x_\varepsilon$ is innocuous is clear: it, as that the variation of $x_\varepsilon$ does not take place in it

D. 3. But this consideration leads to the *defin* of $x$. By this I mean the collection of values wi i. e.,
I call this ineffective part of $x_e$ “innocuous” validate the fundamental proposition

$$[f(x_e') \neq f(x_e^*)] = (x_e' \neq x_e^*)$$

which was proved above (P. 4) for effective val ineffective part of $x_e$ is innocuous is clear: it, as that the variation of $x_e$ does not take place in it

D. 3. But this consideration leads to the defin of $x$. By this I mean the collection of values with e.,

The algebra $P$ is nearly simple if and only if the

(a) $N$ is spanned by $a, \ldots, a^{n-k-1}, b_1, \ldots, i, j = 1, \ldots, k$.

(b) Either $n - k = \text{char } F$ with $k$ even or $n$

Proof. By Theorem 5.5, there are elements $a, \ldots, a^{n-k-1}, b_1, \ldots, b_k$. Furthermore, $ab_i = $ for all $i, j$ where each $a_i, \lambda_{ij}$ is in $F$. From the space of the space spanned by $a^{n-k-1}, b_1, \ldots$,

Assume $P$ is nearly simple. Then there is show that each $b_i$ is in $M$. To do this, it is nec
<table>
<thead>
<tr>
<th>Serif</th>
<th>Bookerly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sans</td>
<td></td>
</tr>
<tr>
<td>Serif</td>
<td>Bookerly</td>
</tr>
<tr>
<td>-------</td>
<td>----------</td>
</tr>
<tr>
<td>Sans</td>
<td></td>
</tr>
<tr>
<td>Serif</td>
<td>Sans</td>
</tr>
<tr>
<td>--------------</td>
<td>--------</td>
</tr>
<tr>
<td>Bookerly</td>
<td>Roboto</td>
</tr>
<tr>
<td>Literata</td>
<td></td>
</tr>
<tr>
<td>Serif</td>
<td>Bookerly</td>
</tr>
<tr>
<td>-------</td>
<td>----------</td>
</tr>
<tr>
<td>Sans</td>
<td>Roboto</td>
</tr>
</tbody>
</table>
Negative Space

source: apple wwdc
Because

SCIENCE!
“Science leaves the designer more or less at sea...”

– Ellen Lupton

source: elupton.com
“Type faces in common use are equally legible”

Studies of typographical factors influencing speed of reading, 1932

source: psycnet.apa.org
“13.4% advantage for lower case type compared with...all capitals”

Influence of type form on eye movements, 1939

source: psycnet.apa.org
User Preference
The Creation of the World

1 In the "beginning, God created the heavens and the earth. 2 The earth was "without form and void, and darkness was over the face of the deep. And the Spirit of God was hovering over the face of the waters.

3 And God said, "Let there be light," and there was light. 4 And God saw that the light was good. And God separated the light from the darkness.
EIGHTH LETTER

Concerning wandering thoughts in prayer.

YOU tell me nothing new: you are not the only one that is troubled with wandering thoughts. Our mind is extremely roving; but as the will is mistress of all our faculties, she must recall them, and carry them to GOD, as their last end.

When the mind, for want of being sufficiently reduced by recollection, at our first engaging in devotion, has contracted certain bad habits of wandering and dissipation, they are difficult to overcome, and commonly draw us, even against our wills, to the things of the earth.

I believe one remedy for this is, to confess our faults, and to humble ourselves before GOD. I do not advise you to use multiplicity of words in prayer; many words and long discourses being often the occasions of wandering: hold yourself in prayer before GOD, like a dumb or
EIGHTH LETTER

Concerning wandering thoughts in prayer.

YOU tell me nothing new: you are not the only one that is troubled with wandering thoughts. Our mind is extremely roving; but as the will is mistress of all our faculties, she must recall them, and carry them to GOD, as their last end.

When the mind, for want of being sufficiently reduced by recollection, at our first engaging in devotion, has contracted certain bad habits of wandering and dissipation, they are difficult to overcome, and commonly draw us, even against our wills, to the things of the earth.

I believe one remedy for this is, to confess our faults, and to humble ourselves before GOD. I do not advise you
Serif

Sans Serif
Sans Serif
Preferred

Performant
Two New Open Source Screenshots

Readers of Macstories may be familiar with some context: screenshots end up on Macstories, usually as part of stories or various layouts. They're usually well-edited, and displayed on Macstories in a clean workflow (I don't have a new workflow for our content for our current hosting time). I can take less time editing them and less money hosting them.

In the past couple of weeks, I've been playing with two new iPhone apps for combining screenshots on the iPhone – LongScreen and 

Athelas
Charter
Georgia
Iowan
Palatino
San Francisco
Seravek
Times New Roman

Font
Sans Serif

Font Size
Small

Reader's Mode

Red Letter

Justified Text

Book Illustrations

One Verse Per Line

Vertical Scrolling
You can delight the reader
or assist the reader
but *maybe* not both
Trust
Baskerville vs Comic Sans

*not really science, but still fun nonetheless

source: nytimes
Baskerville vs Comic Sans

Adds 1.5% Credibility?

*not really science, but still fun nonetheless
Baskerville vs Comic Sans

Removes 1.5% Credibility?

*not really science, but still fun nonetheless
Content
Max Percent of words read

source: nngroup
• 30 words
• 100% read

Max Percent of words read

Word Count
Behavior gets erratic

Max Percent of words read

- 30 words
- 100% read
Behavior gets erratic

- 30 words
- 100% read

Max Percent of words read

- Lots of words
- 80% skimmed
- 20% read

Word Count
“web browsing...calls for page designs that allow for cursory reading”
Order Summary

EveryDollar Plus Trial

Free for 15 days
After trial $8.25/month billed yearly at $99.
Limited time only.

Debit Card Number

Name on Card

Expiration Date
- Select One - / - Select One -

Security Code
Billing Zip
Order Summary

EveryDollar Plus Trial

Free for 15 days
After trial $8.25/month billed yearly at $99.
Limited time only.

Debit Card Number

Name on Card

Expiration Date
- Select One - / - Select One -

Security Code

Billing Zip
Order Summary

EveryDollar Plus Trial

Free for 15 days

After trial $8.25/month Limited time only.

What users saw

Debit Card Number

Name on Card

Expiration Date

- Select One - / - Select One -

Security Code

Billing Zip
Activating the Brain
A bat and a ball cost $1.10. The bat costs $1.00 more than the ball. How much does the ball cost?
A bat and a ball cost $1.10. The bat costs $1.00 more than the ball. How much does the ball cost?
a little cognitive strain engages the brain
Fortune favors the Bold (and the Italicized)
Fortune favors the **Bold**

(and the *Italicized*)

Hmm, scientists like Comic Sans
The difficulty engages processes that support learning
Disfluency can lead to processing more deeply, abstractly, carefully, & yield better comprehension.
Disfluency can lead to processing more deeply, abstractly, carefully, and yield better comprehension.
You impact and influence users through your typographic choices
We are experiencing a technological shift in modern typography
Typography is not a new problem
Thank You

By Jon Beebe, Assoc. Director of Mobile Apps at Ramsey Solutions
Twitter: @bejonbee