The background features abstract, overlapping geometric shapes in various shades of green, primarily on the left and right sides, framing a central white area. The shapes include triangles and polygons, some with gradients, creating a modern, layered effect.

Text & Typography

Text

- ▶ Text
 - Visual representation dari suatu bahasa
 - Element grafik
- ▶ Pola bit yang disimpan dalam memory computer ditampilkan sesuai dengan makna Bahasa
 - Terkait dengan typografi:
 - Precise shape of a character
 - Spacing
 - layout

Character Sets

- ▶ Perlu dibedakan Antara
 - Content dari suatu text
 - Penampilan fisik suatu text

The Right Hon was a tubby little chap who looked as if he had been poured into his clothes and had forgotten to say 'When!'

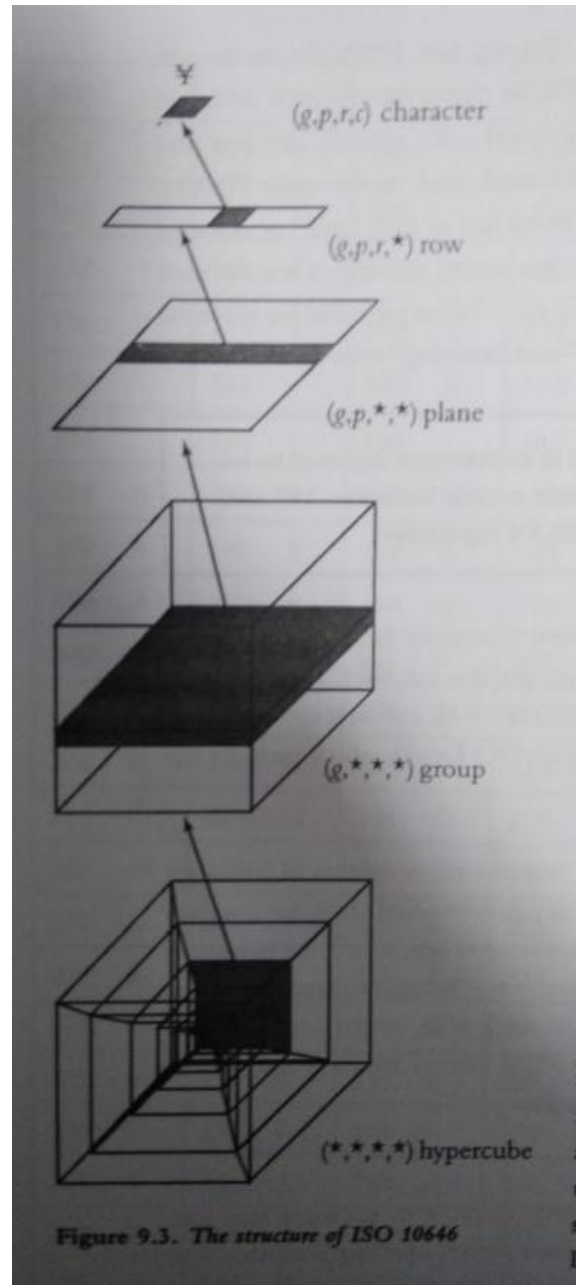
THE RIGHT HON was a tubby little chap who looked as if he had been *poured* into his clothes and had forgotten to say 'When!'

32		33 !	34 "	35 #
36 \$		37 %	38 &	39 '
40 (41)	42 *	43 +
44 ,		45 -	46 .	47 /
48 0		49 1	50 2	51 3
52 4		53 5	54 6	55 7
56 8		57 9	58 :	59 ;
60 <		61 =	62 >	63 ?
64 @		65 A	66 B	67 C
68 D		69 E	70 F	71 G
72 H		73 I	74 J	75 K
76 L		77 M	78 N	79 O
80 P		81 Q	82 R	83 S
84 T		85 U	86 V	87 W
88 X		89 Y	90 Z	91 [
92 \		93]	94 ^	95 _
96 `		97 a	98 b	99 c
100 d		101 e	102 f	103 g
104 h		105 i	106 j	107 k
108 l		109 m	110 n	111 o
112 p		113 q	114 r	115 s
116 t		117 u	118 v	119 w
120 x		121 y	122 z	123 {
124		125 }	126 ~	

160		161 ÿ	162 €	163 £
164 □		165 ¥	166 ¦	167 §
168 ¨		169 ©	170 ª	171 «
172 ¬		173 ¯	174 ®	175 ¯
176 °		177 ±	178 º	179 ›
180 ´		181 µ	182 ¶	183 ·
184 ¸		185 ¸	186 °	187 ¸
188 ¼		189 ½	190 ¾	191 ¿
192 Å		193 Á	194 Â	195 Ã
196 Ä		197 Å	198 Æ	199 Ç
200 È		201 É	202 Ê	203 Ë
204 Ì		205 Í	206 Î	207 Ï
208 Ð		209 Ñ	210 Ò	211 Ó
212 Ô		213 Õ	214 Ö	215 ×
216 Ø		217 Ù	218 Ú	219 Û
220 Ü		221 Ý	222 Þ	223 ß
224 à		225 á	226 â	227 ã
228 ä		229 å	230 æ	231 ç
232 è		233 é	234 ê	235 ë
236 ì		237 í	238 î	239 ï
240 ð		241 ñ	242 ò	243 ó
244 ô		245 õ	246 ö	247 ÷
248 ø		249 ù	250 ú	251 û
252 ü		253 ý	254 þ	255 ÿ

Figure 9.2. The top part of the ISO Latin1 character set

IS)-10646



KEY POINTS

The content of text consists of the characters that make up the words, punctuation, symbols, and so on which convey the meaning or message.

The appearance of text comprises its visual attributes, such as the shape and size of characters, and their layout on the page.

An abstract character may have many different graphic representations.

A character set maps the abstract characters in its character repertoire to their code values in a set of integer code points.

ASCII is a 7-bit character set, providing 95 printable characters and some control characters. It is only adequate for a few languages, including English.

ISO 8859 defines a collection of 8-bit character sets, each one covering a set of related languages.

ISO 8859-1 or ISO Latin1 covers most Western European languages. It is identical to ASCII for code points 0 to 127.

ISO 10646 defines a 32-bit Universal Character Set (UCS), arranged in 256 groups, each of which consists of 256 planes accommodating 65,536 characters each.

The UCS-4 encoding uses four bytes to hold the full 32-bit code value for any character.

The UCS-2 encoding uses just two bytes, to hold 16-bit values for characters on the (0, 0, *, *) plane (the Basic Multilingual Plane).

UCS-2 is identical to Unicode, and provides code values for all the characters used to write contemporary major languages.

ISO Latin1 is the 8-bit code equivalent to the (0, 0, 0, *) row of ISO 10646.

UTF-8 allows any ISO 10646 or Unicode value to be encoded as a sequence of 8-bit bytes, such that ASCII values are left unchanged in a single byte.

UTF-16 is an extension mechanism which provides Unicode with access to an extra 15 planes of the full ISO 10646 character set.

UTF-8 is the default character set used on the World Wide Web.

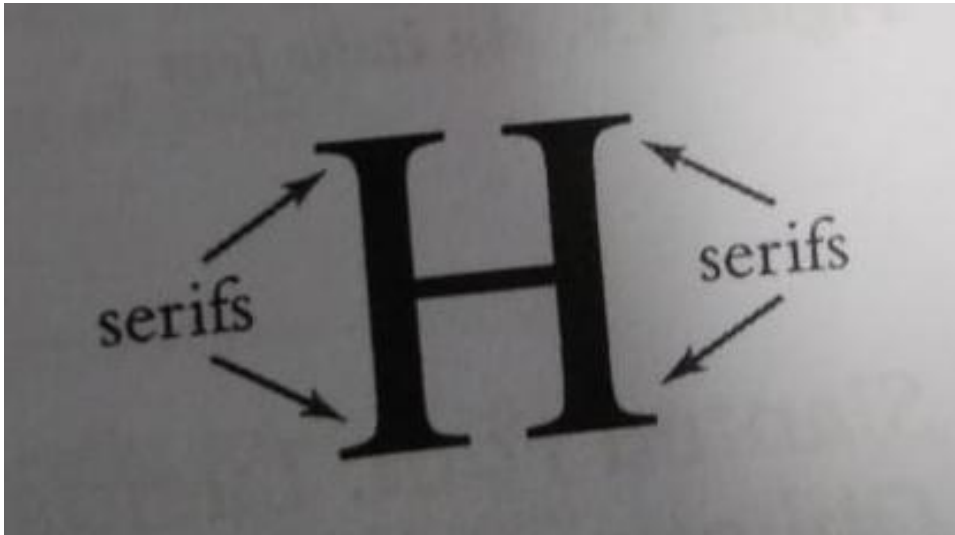
Monospaced vs Proportional

Monospaced Font: Courier
Each letter occupies the same amount of horizontal space, so that the text looks as if it was typed on a typewriter.

Figure 9.5. *A monospaced font*

Proportional Font: Bembo
Each letter occupies an amount of horizontal space proportional to the width of the glyph, so that the text looks as if it was printed in a book.

Serifs



Italics vs Slanting

Italic Font: Bembo Italic

The letters of an italic font slope to the right, and are formed as if they were made with an italic pen nib. Italics are conventionally used for emphasis, and for identifying foreign words and expressions.

Figure 9.9. *An italic font*

Slanted Font: Lucida Bright Oblique

The letters of a slanted font share the rightward slope of italic fonts, but lack their calligraphic quality. Slanted fonts are sometimes used when a suitable italic font is not available, but may also be preferred to italics when a more modern look is wanted.

Fantasy fonts

Calligraphic Font: Apple Chancery
Calligraphic fonts usually resemble 'round hand' or 'copperplate' handwriting, unlike italic fonts.

Figure 9.11. *A calligraphic font*

Handwriting Font: Kidprint
Handwriting fonts are based on samples of real people's handwriting, so they are often quite idiosyncratic.

Figure 9.12. *A handwriting font*

Fantasy Font: Jokerman
Fantasy fonts defy characterization, and often break all the rules. They are easily over-used.

Combining

Text that is set in Bembo goes well with *Bembo italic* and *Bembo bold italic* but it looks quite wrong mixed with Cheltenham and *Cheltenham italic*. (All this text is 12 pt.)

Figure 9.14. *Combining fonts from different families*

Typography

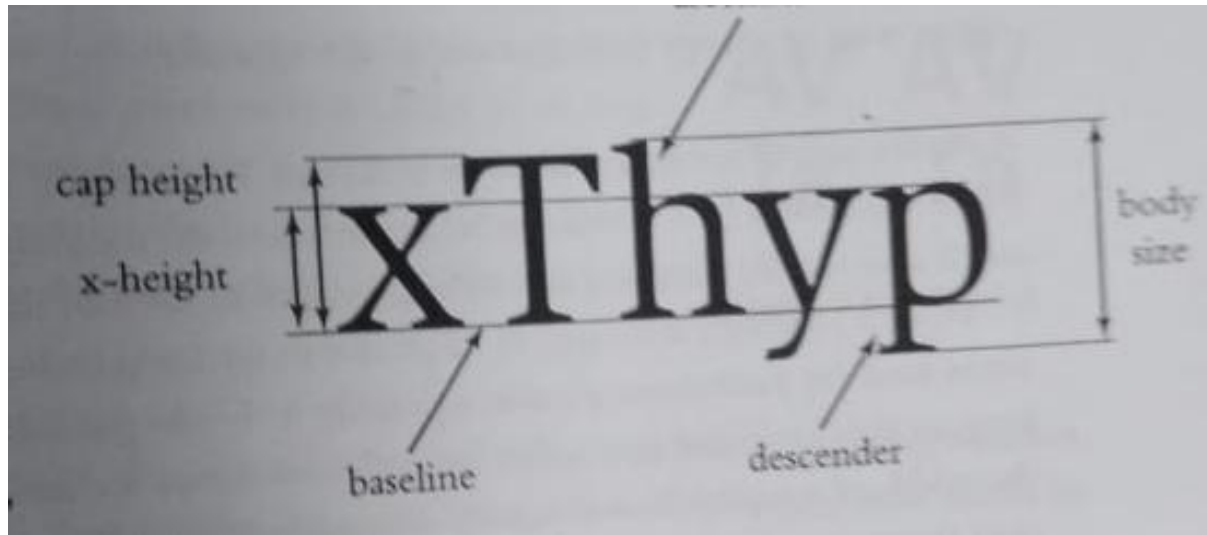
Pt is font size. 1 Pt is 1/72 inch (0.3528 mm).

1 Pica (pc) is 12 Pt.

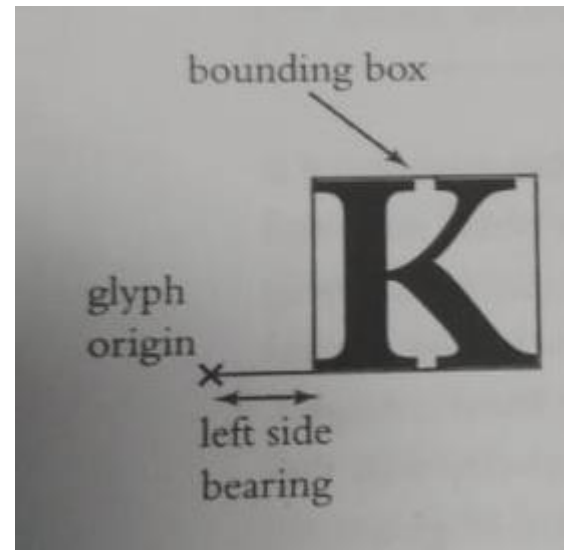
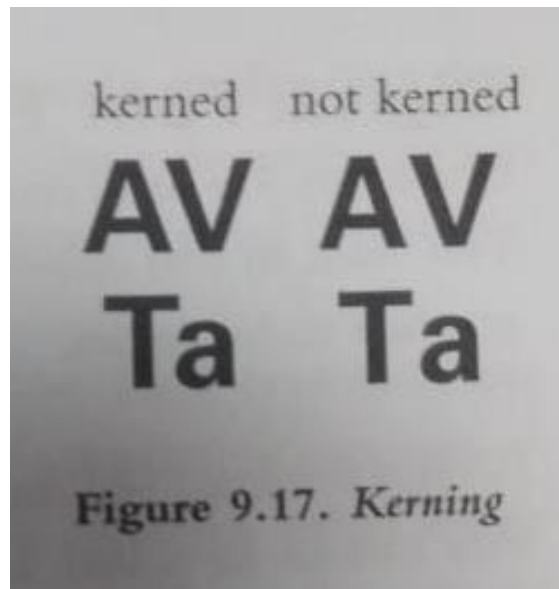
12 Pt Times Roman means the body size is 12 Pt.

A font size can also be expressed in ex (x-height).

1 em is the size of an uppercase M.



Kerning



Ligatures

- ▶ A **ligature** occurs where two or more graphemes or letters are joined as a single glyph
 - æ as used in English, in which the letters *a* and *e* are joined
 - The common ampersand (&) developed from a ligature in which the handwritten Latin letters *e* and *t* (spelling *et*, from the Latin for "and") were combined

fi → fī *The Wheel*
fl → fl *The Wheel*

Anti alias

- ▶ (1) Smoothing the jagged appearance of diagonal lines in a bitmapped image. The pixels that surround the edges of the line are changed to varying shades of gray or color in order to blend the sharp edge into the background. This technique is also called "dithering," but is usually known as anti-aliasing when applied to diagonal and curved lines.
- (2) Smoothing a distorted signal by applying various techniques that add data or filter out unwanted noise.



Layout & Formatting

- ▶ Text as Bitmap Graphics
- ▶ Text as Vector
- ▶ WYSIWYG (text-based formatter)

Text as Vector
Graphics

