

READABILITY

FINAL PROJECT PRESENTATION / DEC. 05, 2019

THE PROBLEM

Low color contrast and small type (LCCST) on print materials

have the potentials to cause issues on readability, comprehension, and communication among consumers, especially those with vision impairment.

READABILITY

Readability is the ease with which a reader can understand a written text.

- content (the complexity of its vocabulary and syntax)**
- presentation/typographic design (font size and contrast)**

RESEARCH QUESTIONS

RESEARCH QUESTIONS

Which population (age groups, with or without visual impairment) find challenging by LCCST materials?

RESEARCH QUESTIONS

What emotional responses do consumers have toward LCCST materials?

RESEARCH QUESTIONS

What characteristics (types of LCCST) appear most challenging?

RESEARCH QUESTIONS

Which industries are most responsible for creating these materials?

For what reasons?

STUDY

PROBLEM
LCCST

PAPER
COMPANY

PAPER
TYPE

PRINTING
COMPANY

TRENDS

PRINTER

BETTER
COPYRIGHT

different color
software

learning
material

INTENT

MAGAZINE

ADBE

FONT
DESIGNER
(FOUNDRY)

AGE

rules
&
regulations

less text is
MORE

SOCIAL
MEDIA

FUNCTION
V.
AESTHIC

VISUAL
IMPARMENT

BUSINESS

COST
\$~~\$~~

ENVIRONMENT 

STIMULI

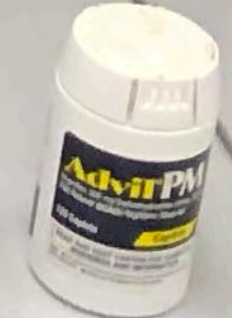
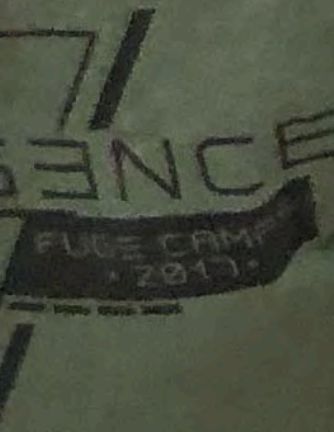
**A sample of randomly selected
print materials with various levels
of readability**







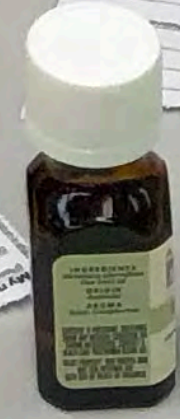
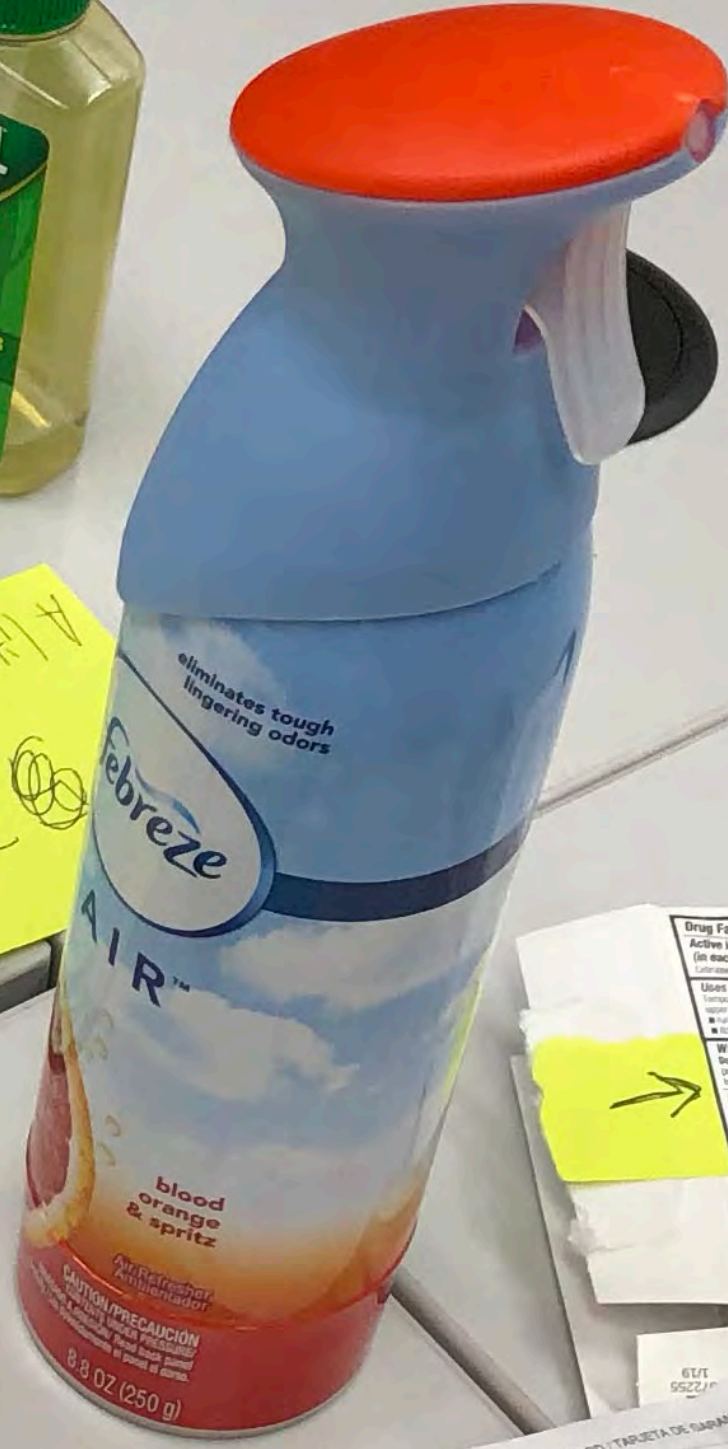
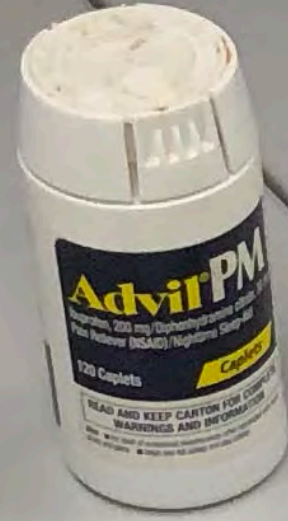
THE CONVERGENCE



Canon

Advil PM

Advil PM



Handwritten notes on a white piece of paper, including the word 'NIGHTMARE'.

Handwritten notes on a white piece of paper, including the word 'NIGHTMARE'.

IMPORTANT NOTICE
ALABAMA, ARIZONA, ARKANSAS and RIDGE ISLAND, IN PERSON who knowingly presents a false or fraudulent claim...

THE DISCIPLINE OF JOURNALING
WHEN I FEEL THIS WAY I WANT TO...
I FEEL THIS WAY I WANT TO...
I FEEL THIS WAY I WANT TO...

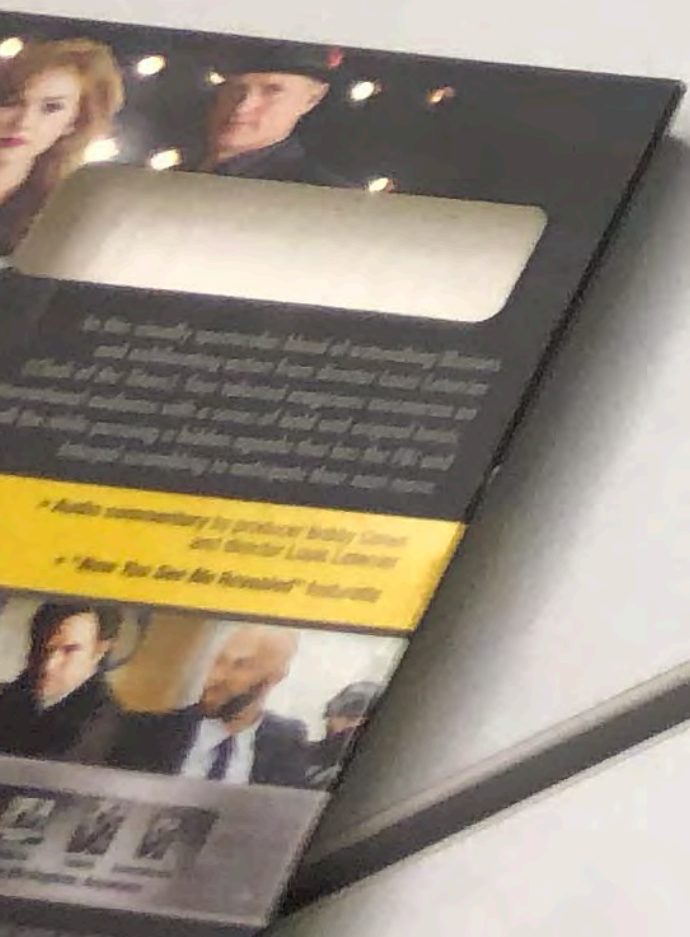
A little different to read

Drug Facts
Active ingredient: ...
Purpose: ...
Directions: ...
Warnings: ...
Other information: ...

CASIO WARRANTY CARD
TARJETA DE GARANTIA
BON DE GARANTIE
NEITHER THIS WARRANTY NOR ANY OTHER WARRANTY OR GUARANTEE...
THIS WARRANTY CARD IS VALID ON PRODUCTS IN THE COUNTRY OF PURCHASE...



rateSeeker.com
Deposit & Loan Guide
New York Daily News
CALL SALES DEPARTMENT @ 773-320-4444



TYPOGRAPHIC READABILITY SCALE

- 1 Very easy to read**
- 2 Normal (readable)**
- 3 A little difficult to read**
- 4 Very difficult to read**
- 5 Extremely difficult or impossible to read**

1

(13)

↓

5

2

(9)

↓

5

3

(13)

↓

5

4

(13)

↓

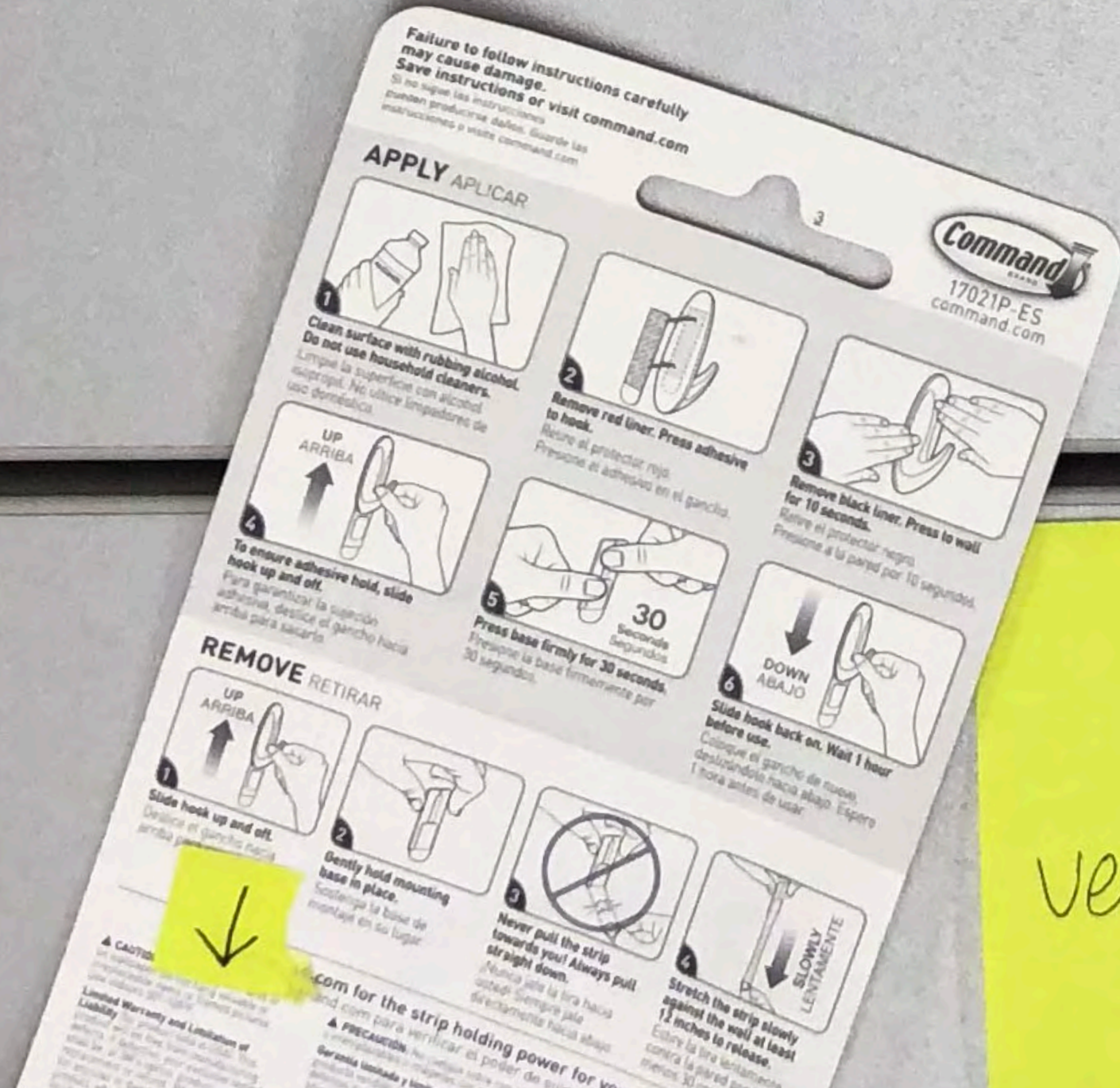
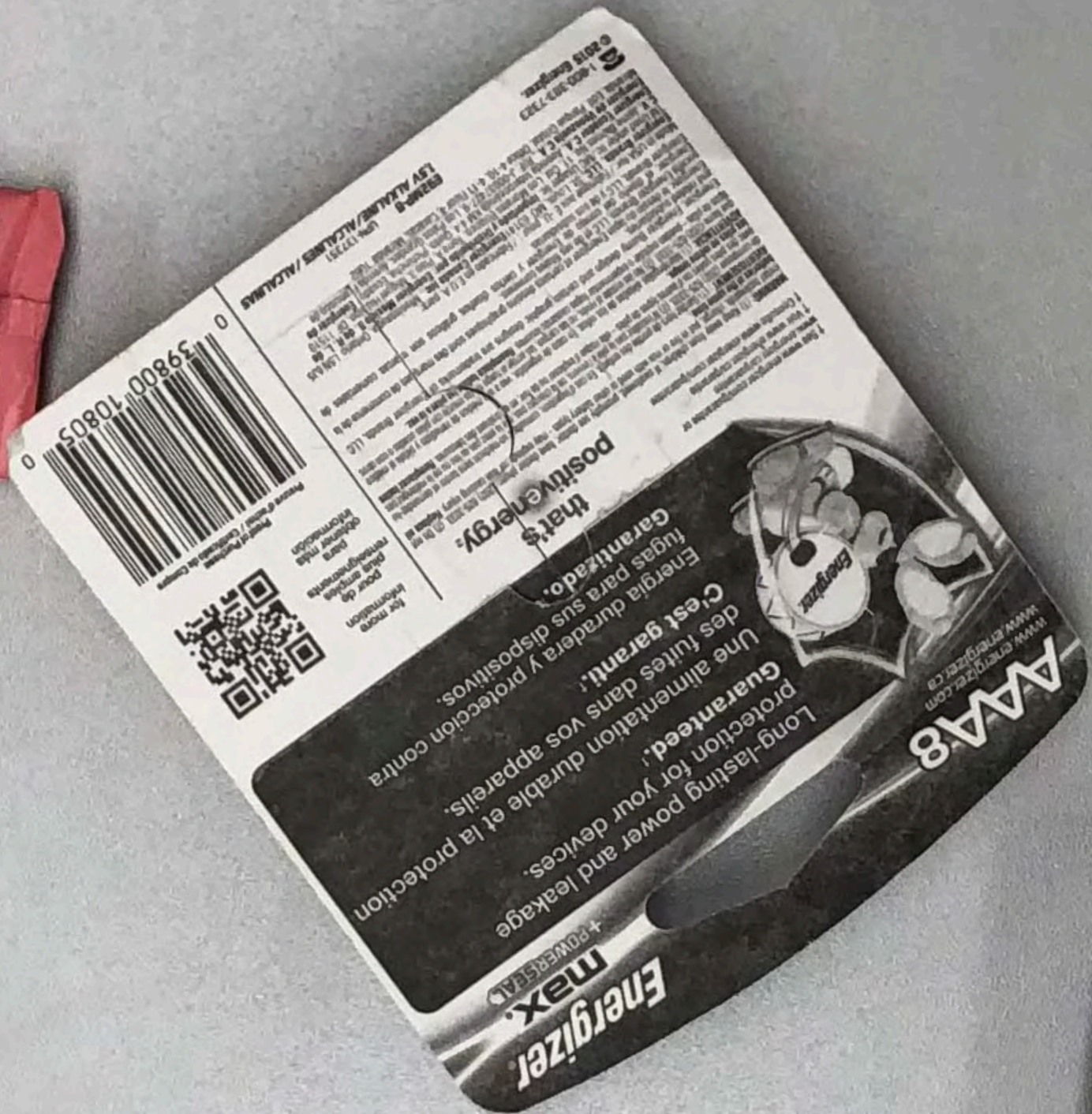
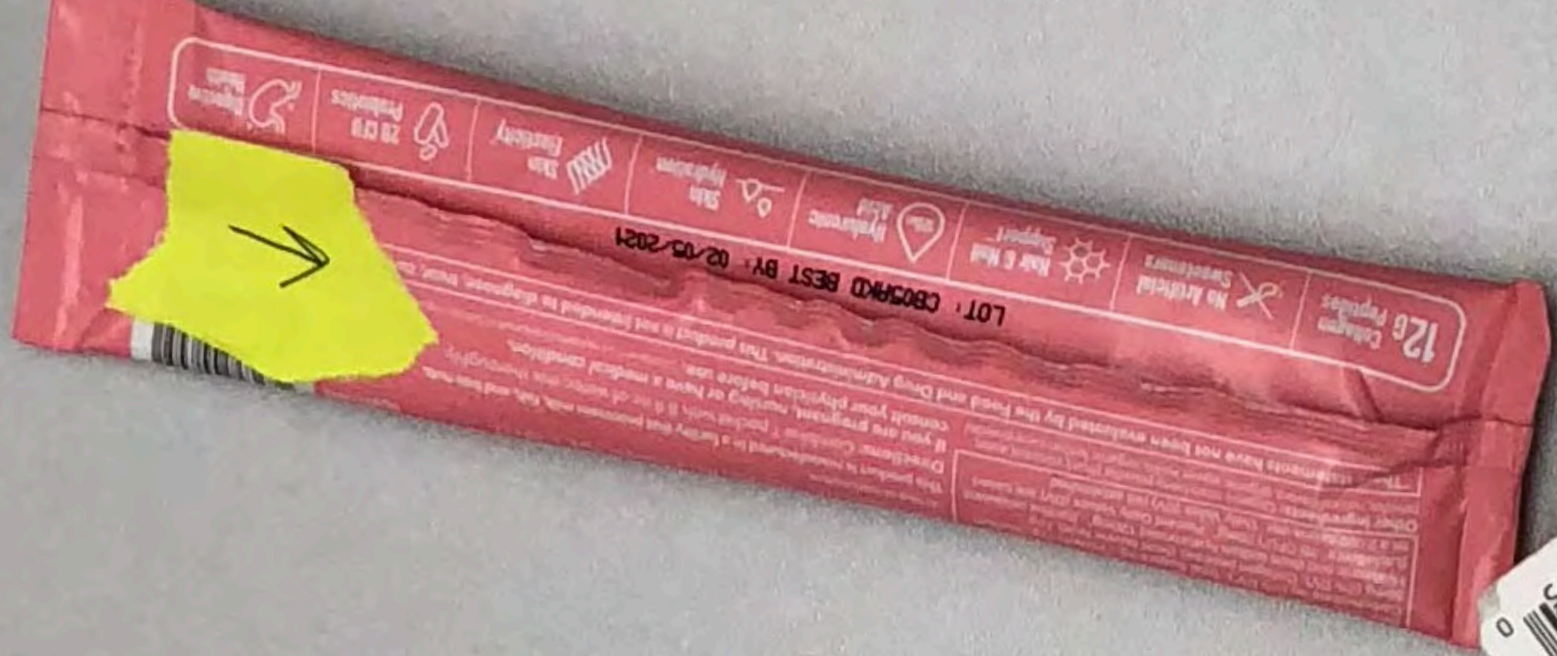
5

5

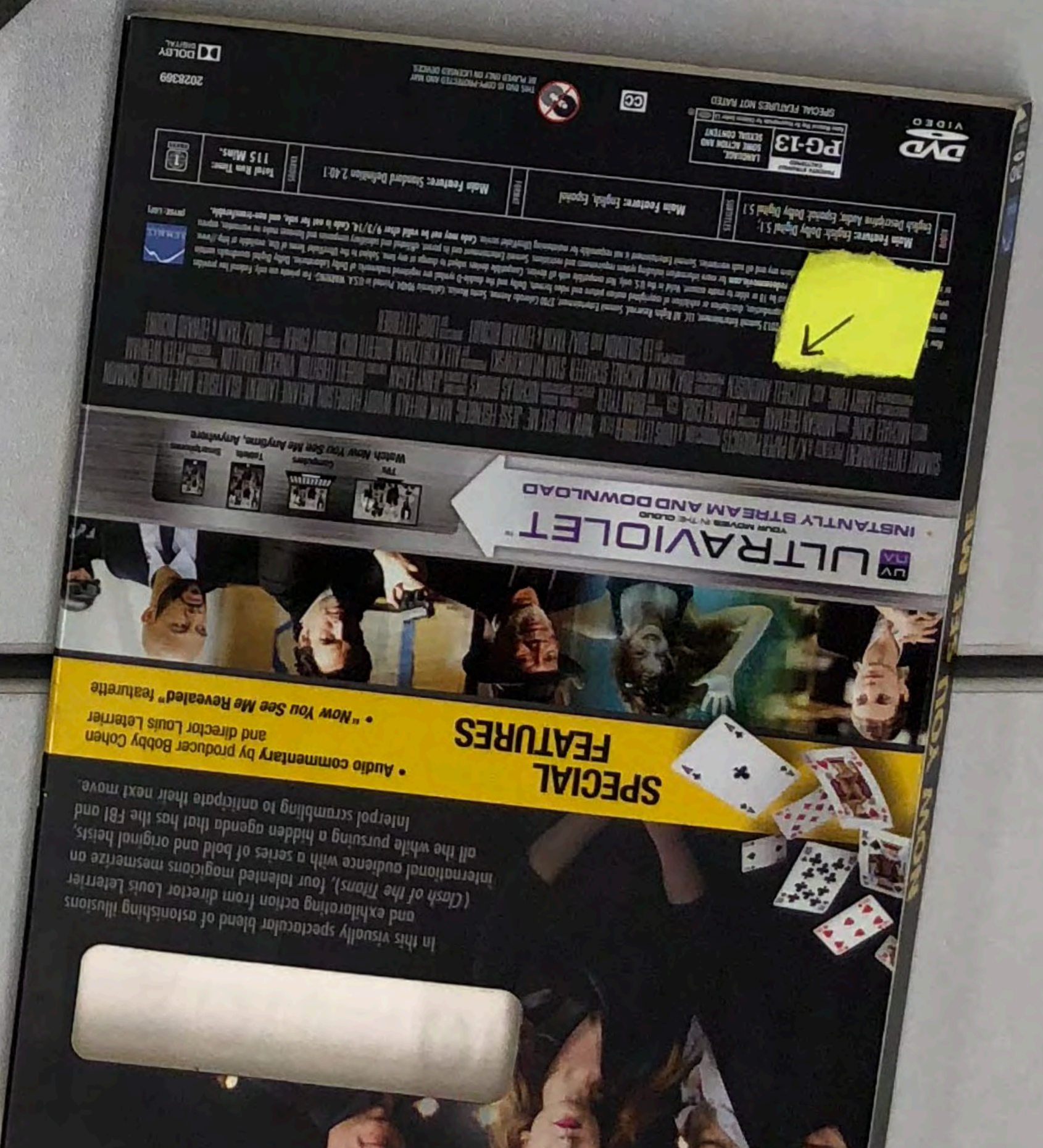
(9)

↓

5



very difficult to read





1 Very easy to read

Signature Event August

15 Home Sweet Auburn
STUDENT CENTER (SC) 4 - 6 P.M.

16 UPC Casino Night
SC BALLROOM 6 - 9 P.M.

17 Avengers: Endgame
SC BALLROOM 6:30 - 9 P.M.

18 Convocation
AUBURN ARENA 4-15 P.M.

19 Detective Pikachu
CAMPUS GREEN 6:30 - 9 P.M.

20 Waffles with Woodard
CAMPUS GREEN 8:30 - 10:30 A.M.
Get REC'd
THE REG 3 - 7 P.M.

21 Pizza and Popsicles
THE PRESIDENT'S HOME 11 A.M. - 1:30 P.M.
FROM FRESHMEN

22 UPC Presents ZANY
GPAC AMPHITHEATRE 7 P.M.

23 ISO Social Hour
SC 2222 4 - 5 P.M.

WELCOME WEEK
SEE THE FULL SCHEDULE AT
AUB.IE/WWGUIDE2019

STUDENT INVOLVEMENT
STUDENT AFFAIRS

UPC
@auburnupc

COOKING INSTRUCTIONS:

FOR TENDER, FLUFFY RICE:
In a 3-quart saucepan, combine all ingredients according to chart. Bring to boil. Turn heat down low and cover with a lid. Simmer 15 minutes or until all water is absorbed. Fluff with a fork and serve.

NOTE:
For high altitudes, use slightly more water and allow 5 minutes longer cooking time. To retain vitamins, do not rinse before or drain after cooking.

| | |
|--------------------------------|-----------------------|
| YIELD | 3 CUPS (4 SERVING) |
| RICE | 1 CUP |
| WATER | 2 CUPS |
| BUTTER OR MARGARINE (OPTIONAL) | 1 TBS. |
| SALT (OPTIONAL) | 1/2 TSP |

Responsibilities of the Provider: 1. Be fully informed in advance about care/service well as any modifications to the plan of care; 2. Participate in the development and p u refusing care or treatment are fully presented; 4. Be informed, both orally and care/service expected from third parties and any charges for which the client/p consideration and recognition of client/patient dignity and individuality; 6. Be able mistreatment, neglect, or verbal, mental, sexual and physical abuse, including if grievances/complaints regarding treatment or care, lack of respect of property or n coercion, discrimination or reprisal; 9. Have grievances/complaints regarding treatn 10. Choose a health care provider, including choosing an attending physician; 11. (of Protected Health Information; 12. Be advised on agency's policies and procedi discrimination in accordance with physician or provider orders; 14. Be informed of responsibilities; 16. Receive information about the scope of services the organization

Responsibilities of the Patient: 1. To provide complete and accurate information care/service; 2. To be involved, as needed and as able, in developing, carrying out a equipment and supplies; 3. To properly clean and maintain equipment and sup supplies or service; 5. To notify your attending physician or provider when you fee 7. To notify us when encountering any problem with equipment or service; 8. To not us of denial and/or restriction of our privacy policy.

V. Medicare DMEPOS Supplier Standards: The products and/or services provided t Federal regulations shown at 42 Code of Federal Regulations Section 424.57(c). Th warranties and hours of operation). The full text of these standards can be obtained i



Veggies TO GO
FRESH FOOD FAST

1650 South College • 821-1660 | 815 East Glass Ave • 826-1000 | 2701 Fredrick Rd. • 759-7404

We offer ten veggies from this menu daily

- Cornbread Dressing
- Black Eyed Peas
- Broccoli Casserole
- Lima Beans
- Mashed Potatoes/Gravy
- Fried Green Tomatoes
- Cole Slaw
- Fresh Collard Greens
- Fresh Green Beans
- Spanish Casserole
- Sweet Potato Souffle
- Fried Onions
- Mac & Cheese
- Fried Mac & Cheese
- Pinto Beans
- Fresh Baked Cabbage
- Cream Style Corn
- Green Bean Casserole
- Mashed Potatoes
- Turnip Greens
- Okra
- Tomatoes

We offer nine meats from this menu daily

- Country Fried Steak
- Chicken Fingers
- Baked Chicken Breast
- Fried Cat Fish
- Grilled Cat Fish
- Fried Pork Chops
- Rascal Beef
- Grilled Chicken Fingers
- Grilled Chicken Breast
- Meat Loaf
- Pal Rascal
- Chicken Fajitas
- Chicken Omelette
- Chicken Dressing
- Chicken Parmesan

Three desserts offered daily

- Pie
- Cake
- Cobbler
- Banana Pudding
- Strawberry Short Cake
- And More!

2 Normal (readable)

TO GO FOOD FAST
 26-1000 | 2701 Fredrick Rd. • 759-7404

from this menu daily

- Pinto Beans
- Fresh Sliced Cabbage
- Cream Style Corn
- Green Bean Casserole
- Baked Potatoes
- Oats
- Tomatoes

from this menu daily

- Fingers • Grilled Pork Chops • Chicken Fajitas
- Breast • Meat Loaf • Chicken Dressing
- Pot Roast • Chicken Pot Pie

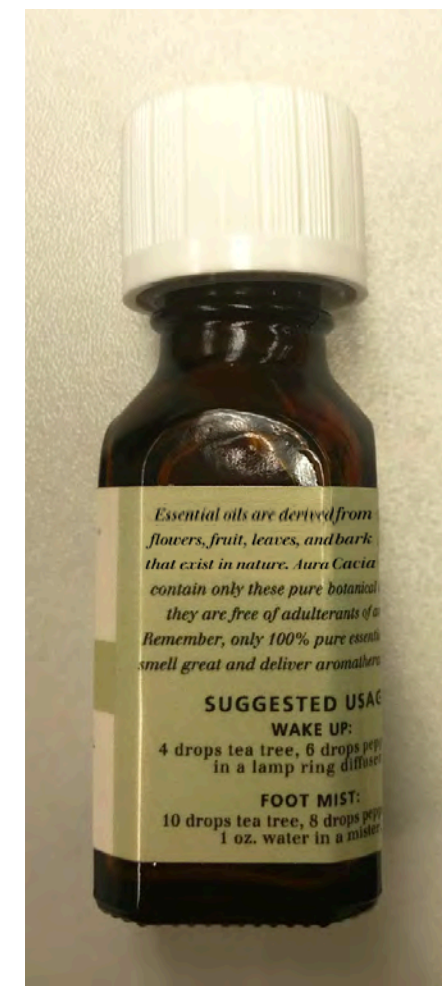
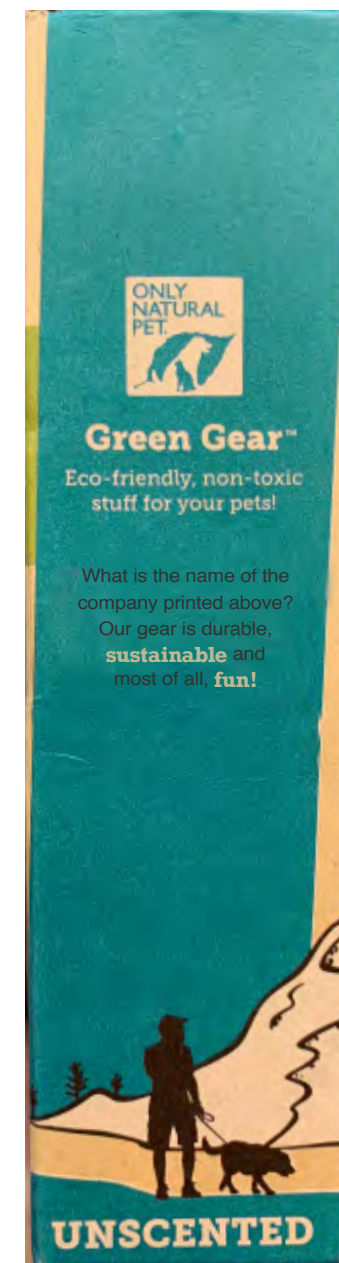
ffered daily

- Strawberry Short Cakes • Add More!



rateSeeker.com
Deposit & Loan Guide

| Institution | Int Chking Acct Min | Money Mkt Acct Min | 3 mo CD Min | 6 mo CD Min | 12 mo CD Min | 18 mo CD Min |
|--|---------------------|--------------------|-------------|-------------|--------------|--------------|
| Apple Bank | 0.50 | 1.25 | 1.60 | 2.15 | 2.50 | 2.55 |
| Apple Bank | 2,500 | 2,500 | 1,000 | 1,000 | 1,000 | 1,000 |
| Call us for more details about our products. | | | | | | |
| synchrony | NA | 1.20 | 0.75 | 1.00 | 2.80 | 2.75 |
| Synchrony Bank | NA | 0 | 2,000 | 2,000 | 2,000 | 2,000 |
| Great Rates + Safety = Peace of Mind. | | | | | | |



Failure to follow instructions may cause damage to the product. To use properly, please read the instructions carefully.

APPLY

Do not use here

Clear surface

Limpie la superficie apropiada. No use en superficies.

UP AIRBIA

Slide hook up

Deslice el gancho arriba para sacar.

REMOV

UP AIRBIA

Slide hook up

Deslice el gancho arriba para sacar.

VI

A CAUTION: Do not use on children under 12 years of age. For use on children 12 years and older, use under adult supervision. Limited Warranty: This product is warranted to be free of defects in materials and workmanship for a period of 90 days from the date of purchase. If you are not satisfied with your purchase, please return it for a full refund. Made in U.S.A. with natural ingredients.

Dist. by J&J Consumer Improvement Division
 281 Center St. East
 08009-0001
 J&J and Company
 © 2019. All rights reserved.
 24-8758-1890

3 A little difficult to read

STIMULI RECREATION

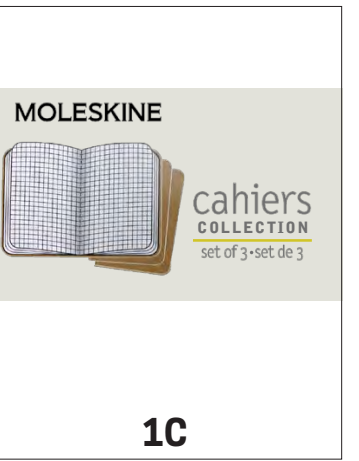
- _ scan/photograph the originals**
- _ recreate typography to match the originals**
- _ identify typeface and font size**
- _ match text color and background color**
- _ color contrast ratio (contrastchecker.com)**



1A



1B



1C



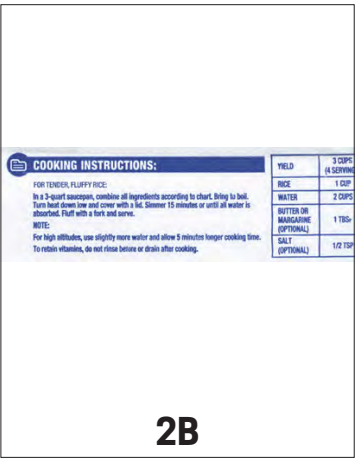
1D



1E



2A



2B



2C



2D



2E



3A



3B



3C



3D



3E



4A



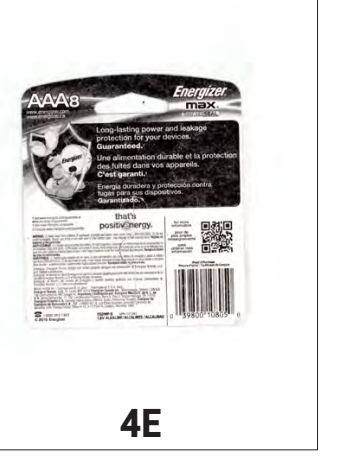
4B



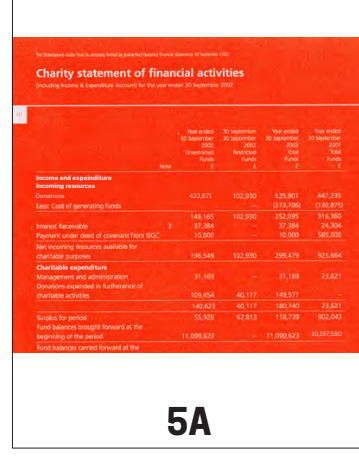
4C



4D



4E



5A



5B



5C



5D



5E

SAMPLE

- _ convenience sampling**
- _ 107 U.S. consumers**
- _ ages 10 to 89**
- _ Alabama Institute for the Blind**
- _ E. H. Gentry**

QUESTIONNAIRE

- _ introduction**
- _ rate stimuli readability**
- _ follow-up questions**
- _ demographic information**

Student:

Session # _____

Date: ___/___, 2019

CONSUMER SURVEY

Introduction (Share this information with the participant)

Thank you so much for coming in today.

I want to share with you some information about what you will be doing and give you time to ask any questions you might have before we get started.

This survey is for a graphic design research project on color and typography.

I will ask you some questions about information from 25 different print samples. Please answer each question by reading out the text. If for any reason you can't read the text, simply tell me "I can't read it".

After you read the text, I will ask you how easy or difficult you find the text to read.

- 1 Very easy to read
- 2 Normal (readable)
- 3 A little difficult to read
- 4 Very difficult to read
- 5 Extremely difficult or impossible to read

A few things to remember:

- There is no right or wrong answer. We are here to test the design, not you. If you have any questions or areas of confusion during the test, please let me know.
- As you read the print samples, please do so as you would at home or your office and take as much time as you need.
- We will have wrap up questions at the end.

Do you have any questions before we begin?

(Show 25 stimuli one at a time; Ask the participant to read some text by reading the question/instruction; Then ask the participant to rate the readability of each stimulus)

Student:

Session # _____

Date: __/__/2019

FOLLOW-UP QUESTIONS

DIRECTION: Ask these questions after showing the participant all 25 stimuli.

- In your daily life, do you find it is difficult to read when the text is too small, or the color contrast is too low?

- Can you share some experiences or scenarios that you had such experience?

- What does make you feel if you can't read the text?

- What would be some of your suggestions to make the text more readable to you?

Student:

Session # _____

Date: ___/___, 2019

DEMOGRAPHIC INFORMATION

DIRECTION: Please answer the following questions by checking the appropriate selection, filling in the blanks, or writing up your answer.

1. What is your age? _____ YEARS OLD
2. Do you wear glasses or contact lenses? YES ___ NO ___
3. Have you experienced vision loss? YES ___ NO ___
4. Do you have color blindness? YES ___ NO ___
If yes, what kind? _____

5. Do you have any of the following vision issues?
macular degeneration (YES ___ NO ___)
cataract (YES ___ NO ___)
scotoma (YES ___ NO ___)
hemianopsia (YES ___ NO ___)
color blindness (YES ___ NO ___)

NONE of above _____
6. Do you have any other issues with your vision not listed above?
___ NO
___ YES (Please specify: _____)

Thank you very much for your participation in this study!

Student:

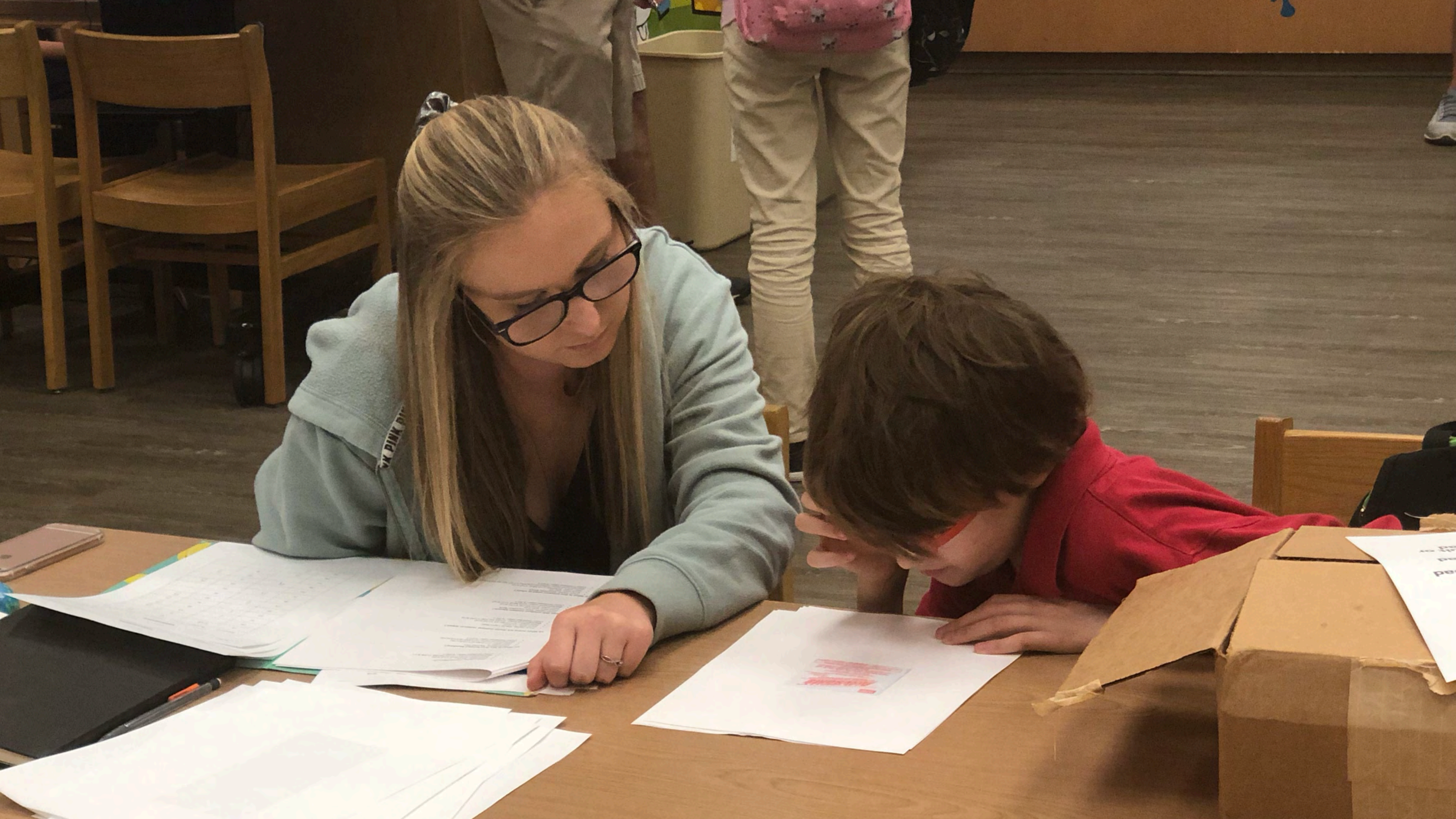
Session # _____

Date: ___/___, 2019

SURVEY RESULTS

| Stimuli ID | Readability Score | Stimuli ID | Readability Score |
|------------|-------------------|------------|-------------------|
| 1A | | 3D | |
| 1B | | 3E | |
| 1C | | 4A | |
| 1D | | 4B | |
| 1E | | 4C | |
| 2A | | 4D | |
| 2B | | 4E | |
| 2C | | 5A | |
| 2D | | 5B | |
| 2E | | 5C | |
| 3A | | 5D | |
| 3B | | 5E | |
| 3C | | | |







- 1 Very easy to read
- 2 Normal (readable)
- 3 A little difficult to read
- 4 Very difficult to read
- 5 Extremely difficult or impossible to read







STORAGE

EMERGENCY DEFIBRILLATOR
ZOLL

AED
AED

FIRE



Blue t-shirt

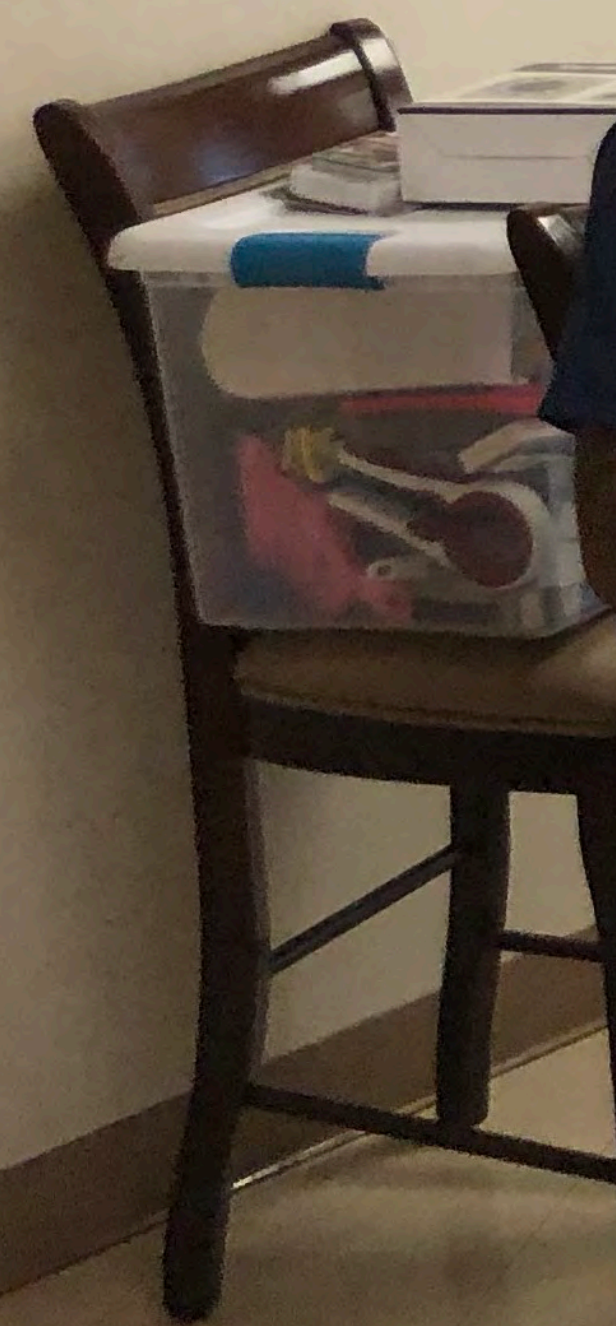
Black t-shirt with 'BASEBALL LEGENDS' and stars

Green t-shirt

Black t-shirt with denim overalls

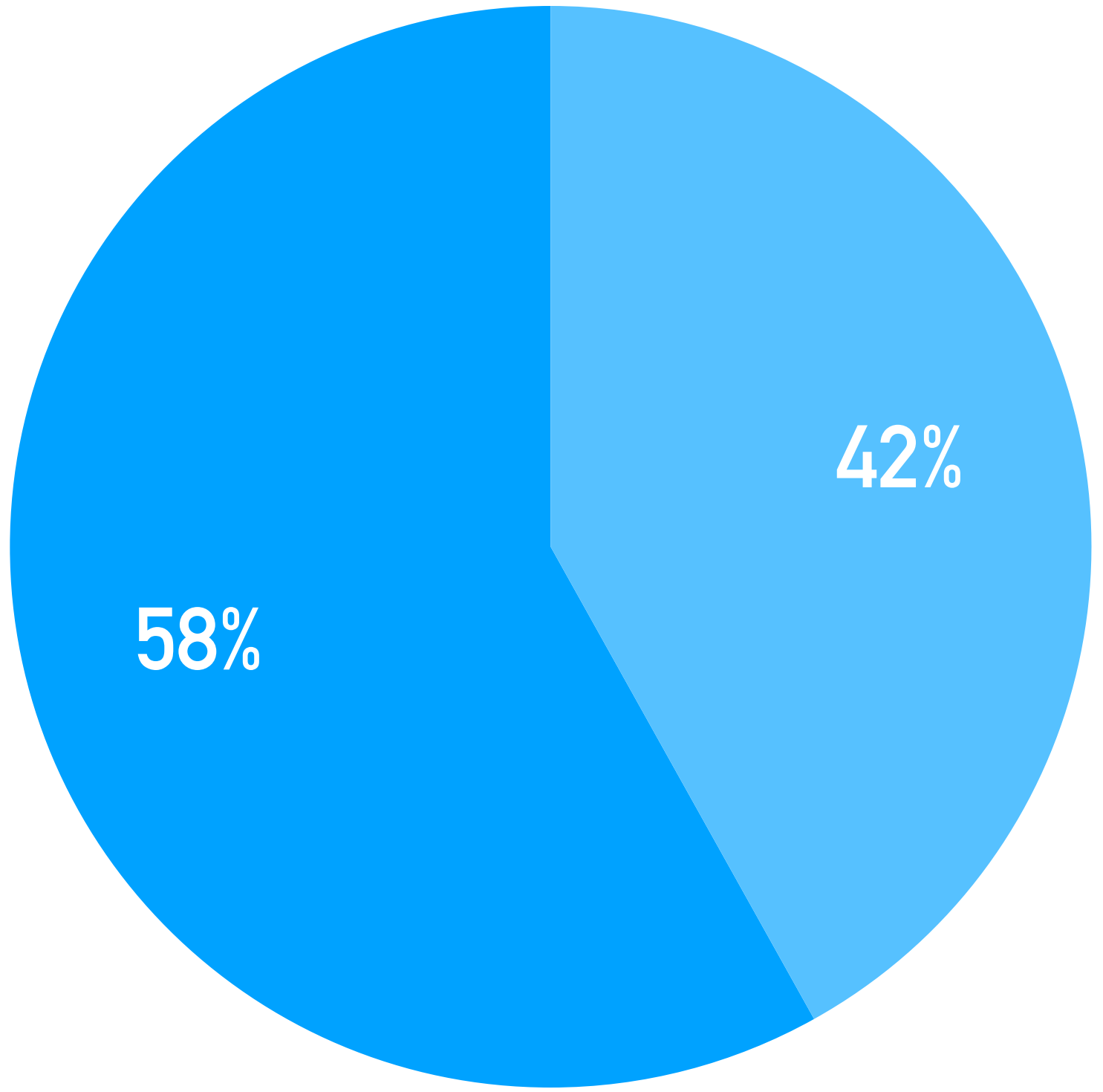
White tank top with a tattoo on the left arm

Meeting table with papers, red placemats, water bottles, and a green can.



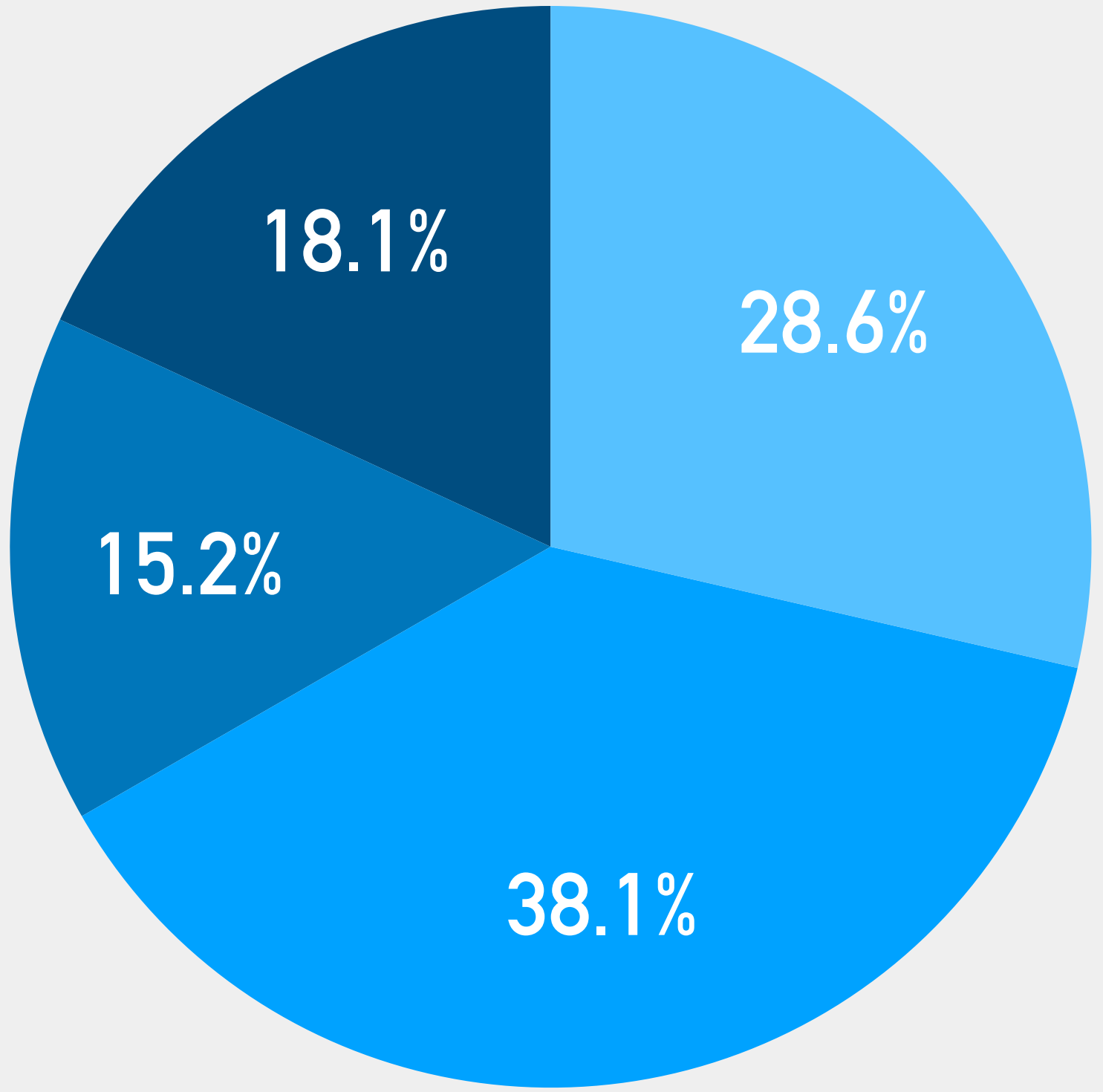
FREQUENCY





GENDER



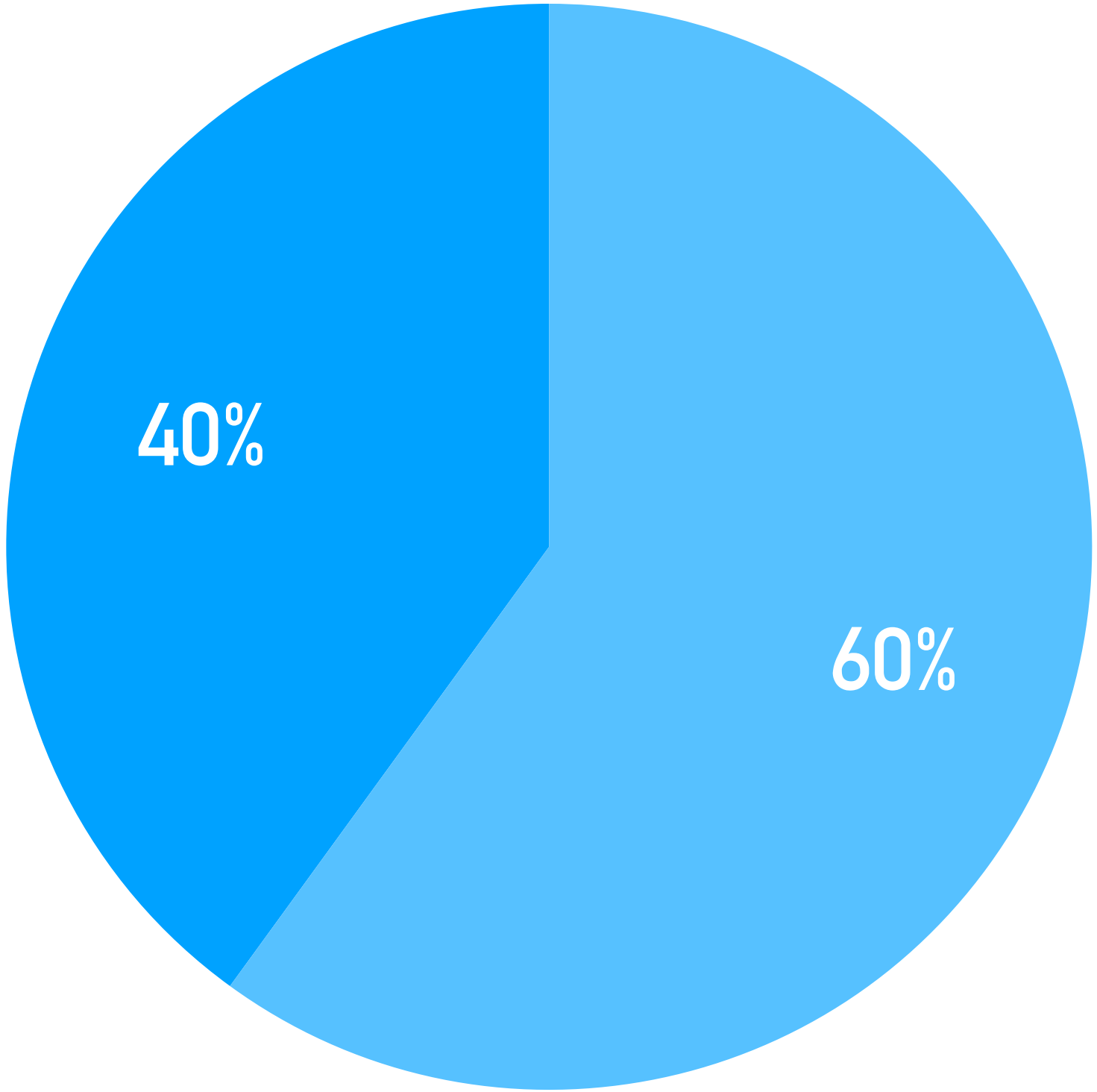
- Male
- Female



AGE



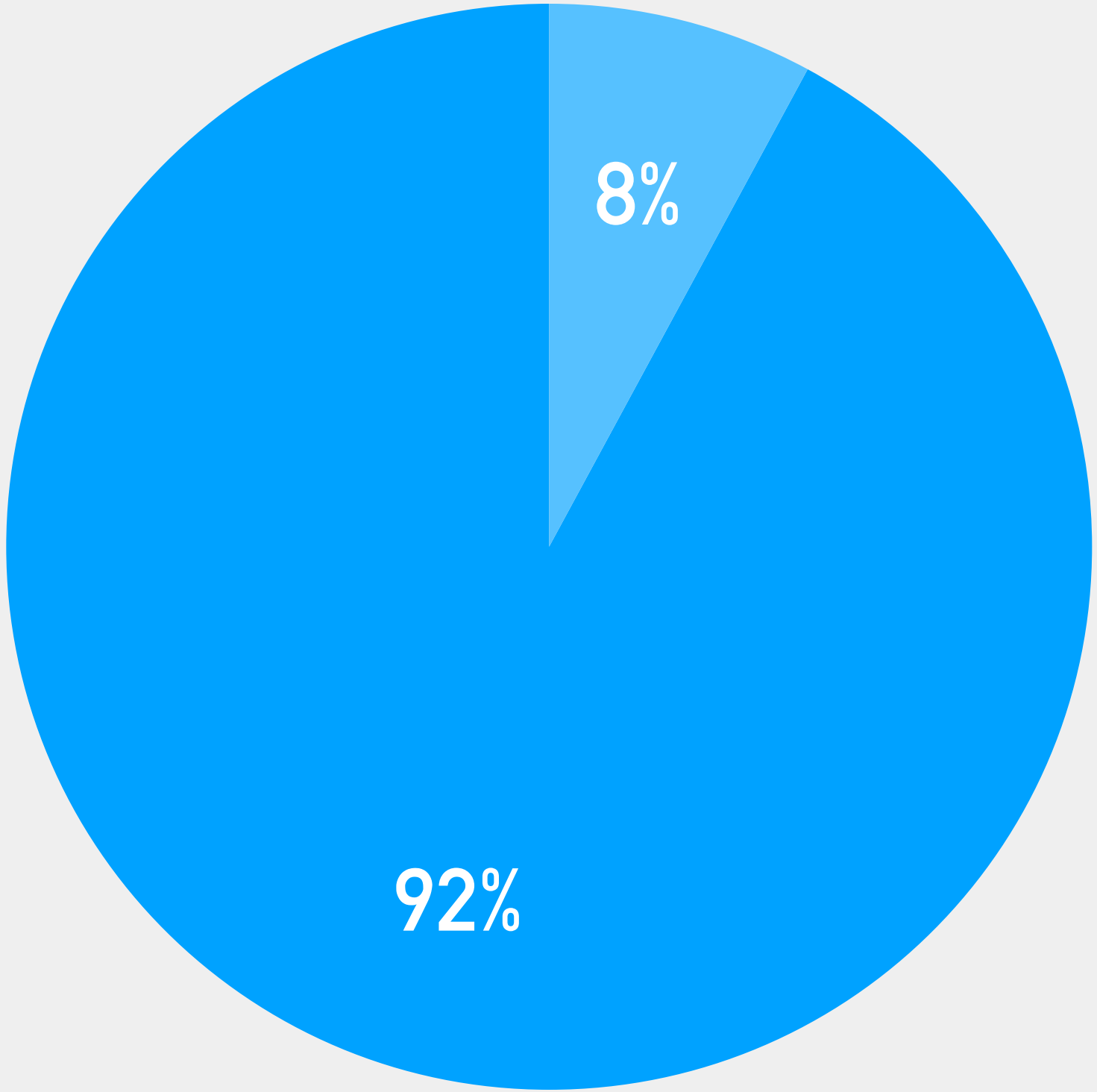
-  **19 and under**
-  **20-39**
-  **40-59**
-  **60 and older**



WEARING GLASSES OR CONTACT LENSES



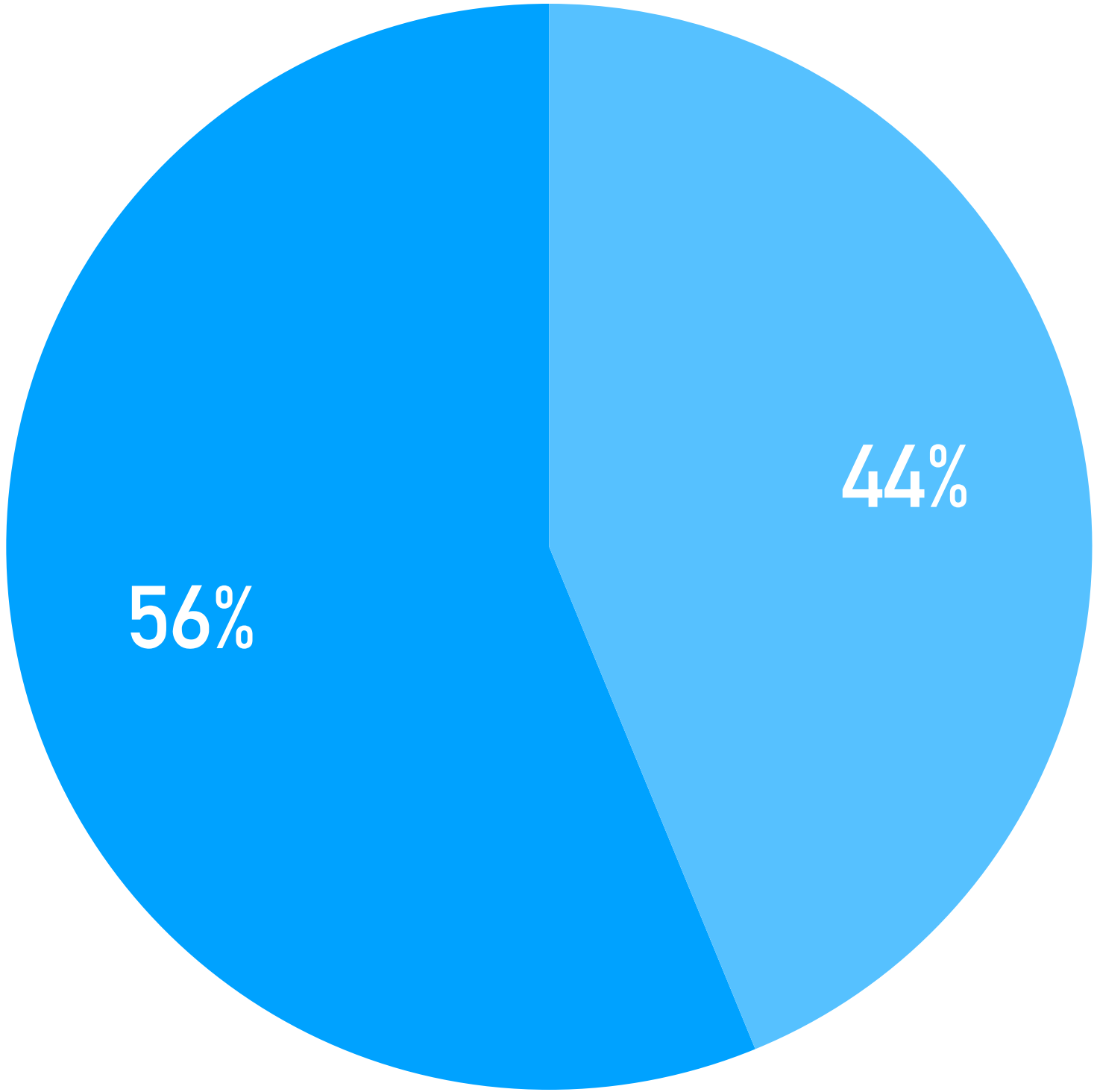
-  Yes
-  No



COLOR
BLINDNESS



-  **Yes**
-  **No**

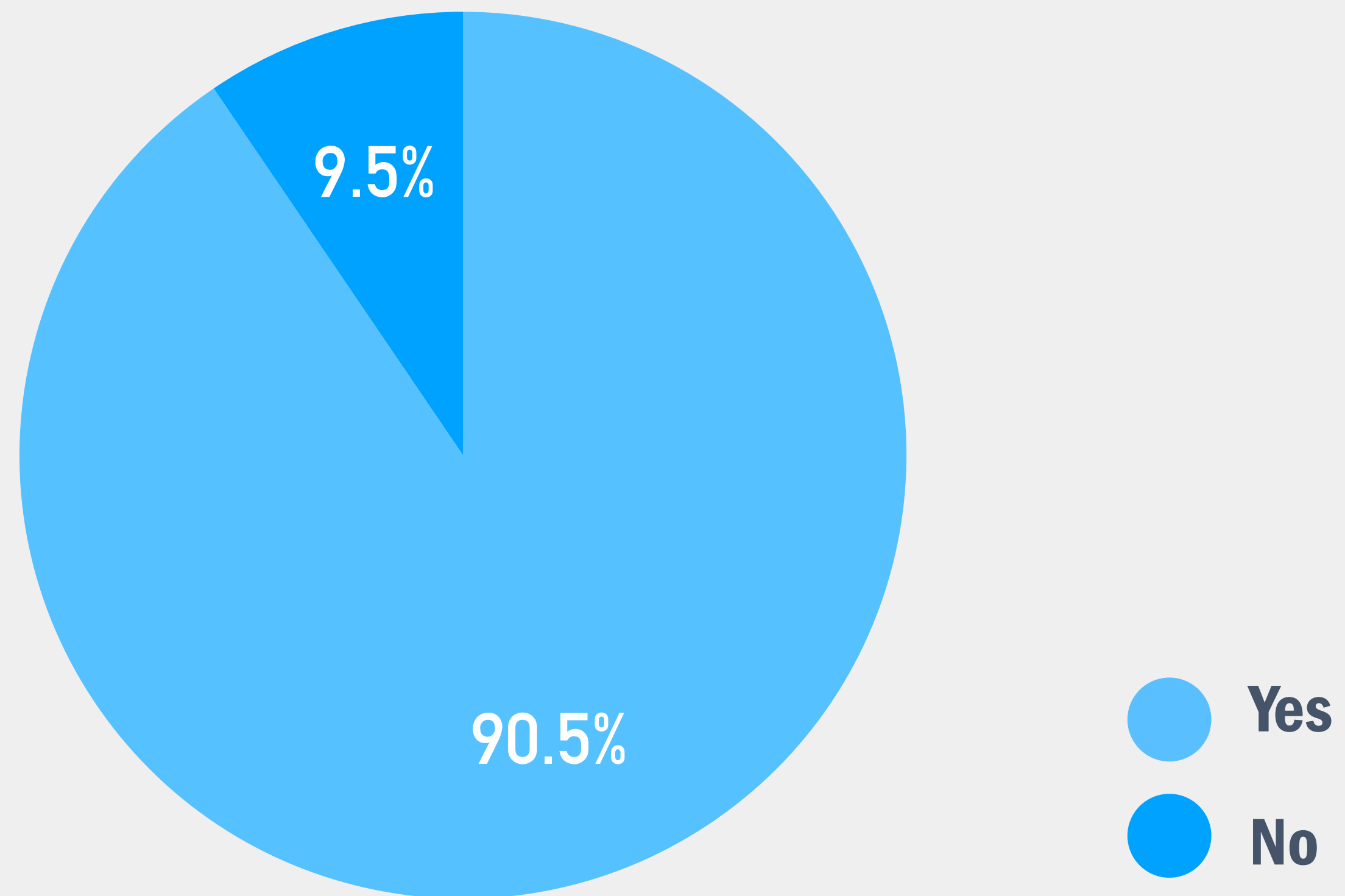
VISION
IMPAIRMENT



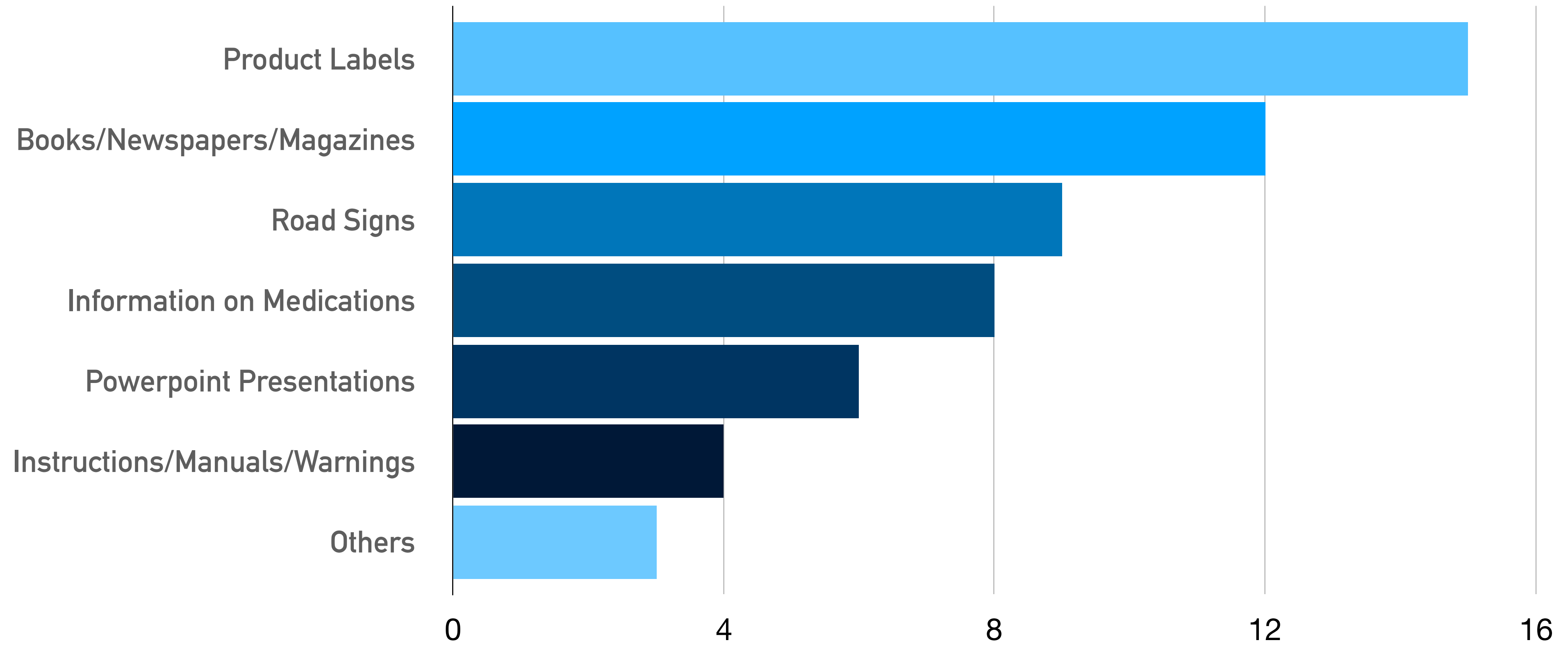
-  **Yes**
-  **No**

SURVEY RESULTS

Q: In your daily life, do you find it is difficult to read when the text is too small, or the color contrast is too low?



Q: Can you share some scenarios that you had such experience?



SCENARIOS

Product Labels

Books/Newspapers/Magazines

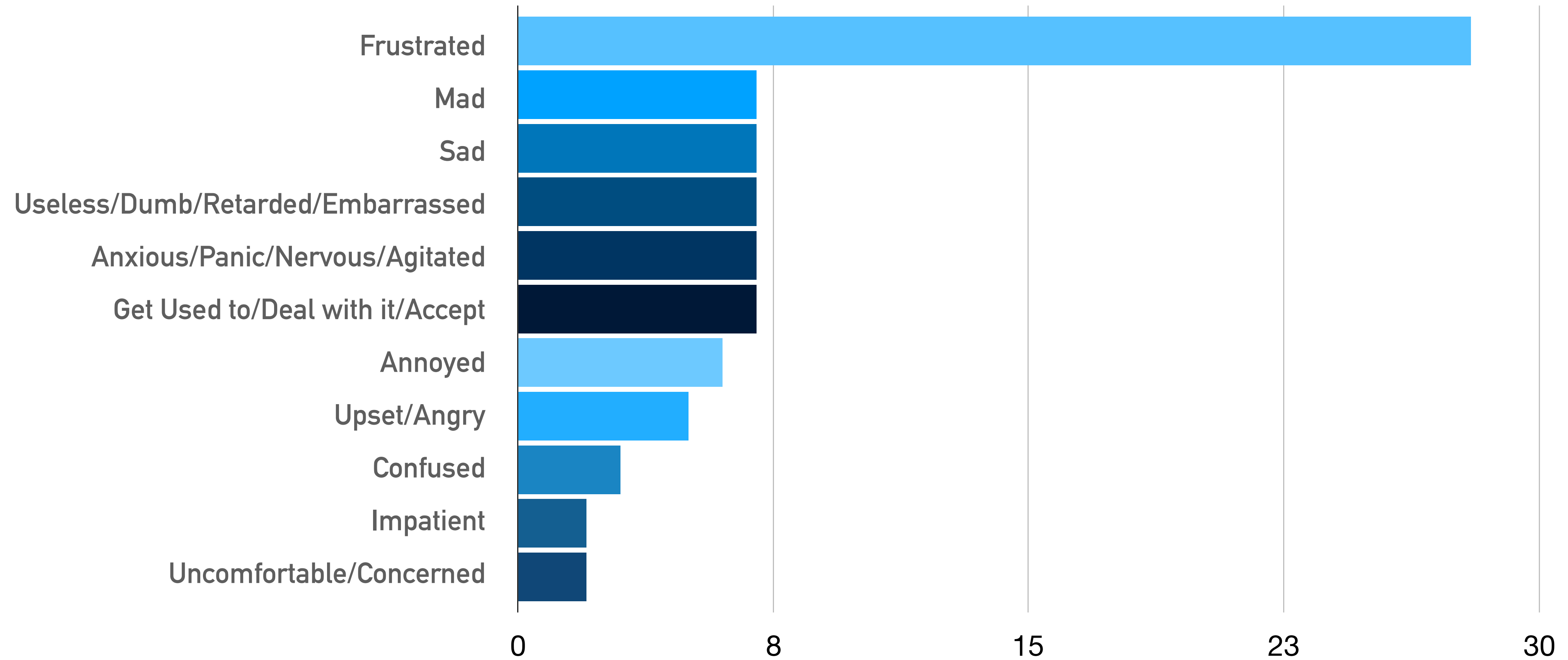
Road Signs

Information on Medications

Powerpoint Presentations

Instructions/Manuals/Warnings

Q: How does make you feel if you can't read the text?



EMOTIONAL RESPONSES

Frustrated Mad Sad

Useless/Dumb/Retarded/Embarrassed

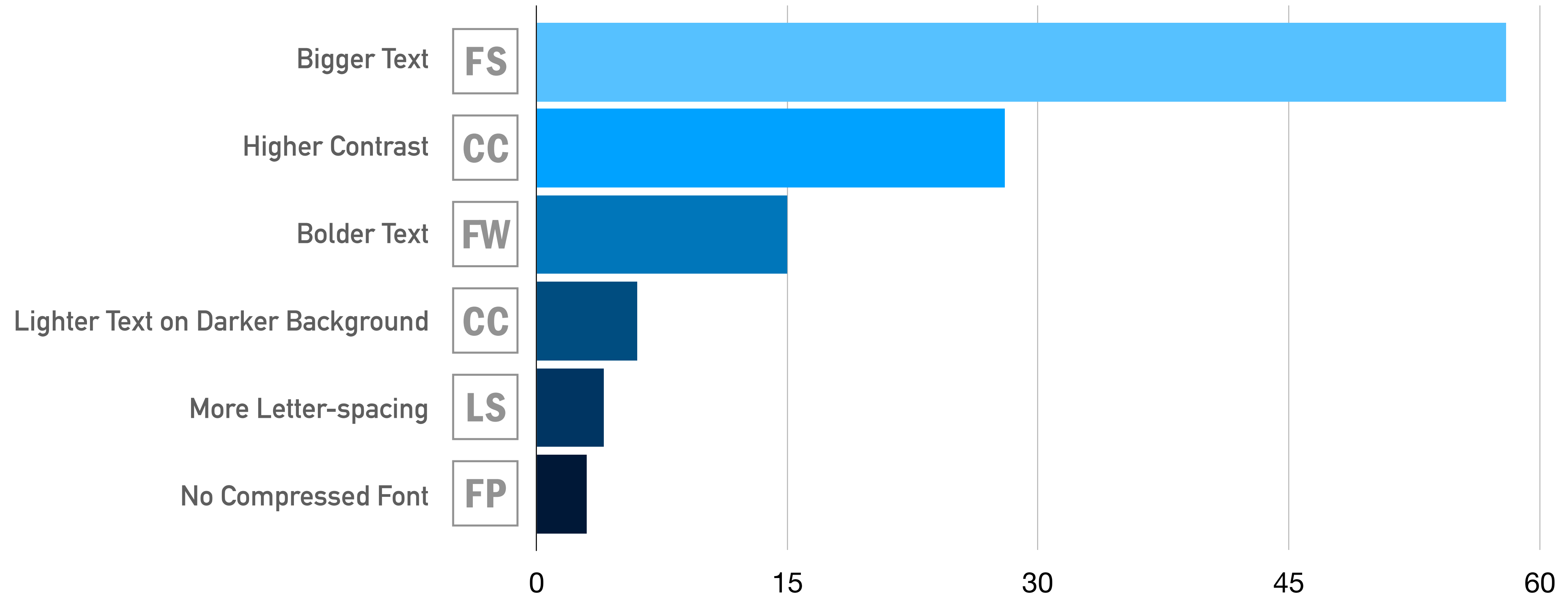
Anxious/Panic/Nervous/Agitated

Get Used to/Deal with it/Accept

Annoyed Upset/Angry Confused

Impatient Uncomfortable/Concerned

Q: What do you suggest to make the text more readable to you?



MAJOR FACTORS

FS

Font Size

CC

Color Contrast

FW

Font Weight

FP

Font Proportion

LS

Letterspacing

GROUP COMPARISON

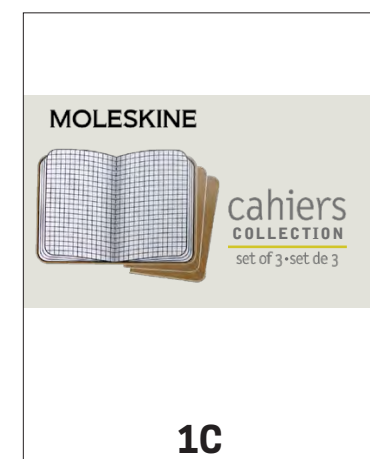
More Readable ↑

| OVERALL | ≤ 19 NORMAL | ≤ 19 V. IMPAIRED | 20-39 NORMAL | 20-39 V. IMPAIRED | 40-59 NORMAL | 40-59 V. IMPAIRED | ≥ 60 NORMAL | ≥ 60 V. IMPAIRED |
|---------|----------------|---------------------|-----------------|----------------------|-----------------|----------------------|----------------|---------------------|
| 1C | 1A | 1D | 1C | 1A | 1C | 1C | 1C | 1C |
| 1D | 1C | 1C | 1D | 1C | 1A | 1E | 1E | 1A |
| 1A | 1D | 1A | 1A | 1D | 1E | 1D | 1A | 1D |
| 1E | 1E | 1E | 1E | 1E | 1D | 1A | 1D | 1E |
| 2B | 2B | 2A | 2B | 2C | 2B | 2C | 2D | 2B |
| 2A | 2D | 5B | 2A | 5B | 2A | 2E | 2A | 2A |
| 2D | 2C | 2D | 2C | 2A | 2D | 3A | 2B | 2D |
| 2C | 3A | 2B | 2D | 2B | 2C | 5B | 2E | 2E |
| 2E | 2E | 2E | 2E | 2E | 2E | 2B | 2C | 2C |
| 5B | 5B | 5A | 3A | 2D | 5B | 3B | 3B | 5A |
| 3A | 2A | 3A | 3B | 3A | 5A | 3D | 3A | 5B |
| 5A | 3B | 2C | 5B | 5A | 3A | 5A | 3D | 4C |

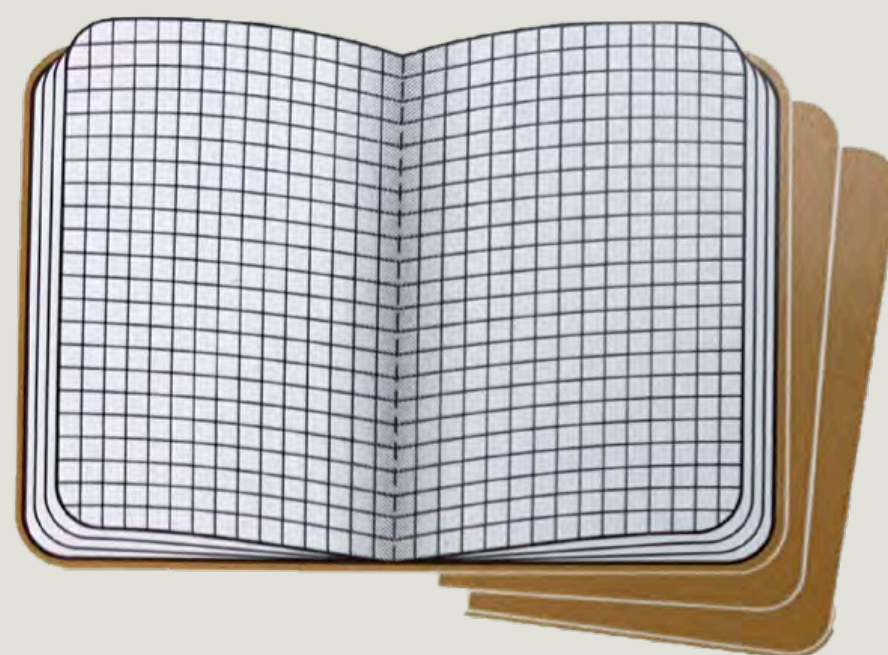
Less Readable ↓

| OVERALL | ≤ 19 NORMAL | ≤ 19 V. IMPAIRED | 20–39 NORMAL | 20–39 V. IMPAIRED | 40–59 NORMAL | 40–59 V. IMPAIRED | ≥ 60 NORMAL | ≥ 60 V. IMPAIRED |
|---------|----------------|---------------------|-----------------|----------------------|-----------------|----------------------|----------------|---------------------|
| 3B | 3D | 3B | 3D | 3B | 3B | 2A | 5B | 3B |
| 3D | 3E | 3D | 5A | 4C | 4C | 3E | 3E | 3E |
| 4C | 4D | 4C | 4C | 4A | 3D | 4A | 5A | 4A |
| 3E | 4C | 4A | 3E | 4D | 3E | 4C | 4A | 4D |
| 4A | 5A | 4B | 4A | 3D | 4A | 4D | 4C | 3A |
| 4D | 4A | 4D | 4D | 3E | 4D | 4E | 4E | 3D |
| 4E | 4E | 3E | 4E | 4E | 4E | 2D | 4D | 4E |
| 4B | 4B | 4E | 4B | 4B | 4B | 4B | 4B | 4B |
| 5E | 5C | 5D | 5E | 5E | 5E | 5E | 5E | 5E |
| 5D | 5D | 5C | 5D | 5D | 5D | 5D | 5D | 5D |
| 5C | 5E | 5E | 5C | 5C | 5C | 5C | 5C | 5C |

**HIGHEST
TYPOGRAPHIC READABILITY**



MOLESKINE



cahiers
COLLECTION
set of 3 • set de 3



Readability
1.37

FS 36 pt

CC 4:1



1D





1D



Readability
1.44

FS 14 pt

CC 7:1



1A





1A



Readability
1.49

FS **19 pt**

CC **4.5:1**

**LOWEST
TYPOGRAPHIC READABILITY**

Nabisco, Inc./Nickelodeon Nicktoons Instant Win Game
 "You Can Be In Nickelodeon Nicktoons"
 OFFICIAL RULES
 FINAL—February 4, 2000

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ALTERNATE METHOD OF PARTICIPATION: To participate at the same odds of winning without purchase, handprint your name, complete address, date of birth, and daytime/evening phone numbers and the words "The Wild Thornberrys™" or "CatDog™" or "Nickelodeon Rocket Power™", or "SpongeBob SquarePants™" (depending on choice) on a 3" x 5" piece of paper. Mail in an envelope to: "You Can Be In Nickelodeon Nicktoons" Instant Win Game or Nabisco Cartoon Instant Win, P.O. Box 3336A—insert the name of your Nickelodeon Nicktoon of choice here), Maple Plain, MN 55953-3336. Entries must be postmarked by September 15, 2000 and received by September 21, 2000. Entries must include the name of the Nickelodeon Nicktoon to be eligible. Incomplete entries and copies of entries will not be accepted. Each entry must be mailed separately; one game play per entry. Only Winners will be notified by mail.

PRIZE CLAIMS. To redeem, mail potentially winning Game Piece and a 3" x 5" piece of paper with the following information typed or hand-printed thereon: your name, complete address, daytime/evening phone numbers, and date of birth to: "You Can Be In Nickelodeon Nicktoons" Prize Claim, P.O. Box 3335, Maple Plain, MN 55953-3335. Grand Prize claims must be sent via REGISTERED MAIL to "You Can Be In Nickelodeon Nicktoons" Instant Win Game, P.O. Box 27172, Golden Valley, MN 55427-0172. Return Receipt Requested. Be sure to send the original Game Piece, but retain a photocopy of the actual Game Piece for your records. Prize claims must be received by October 15, 2000. Photocopies of winning Game Pieces will not be accepted. Upon verification of authenticity of Game Pieces, Winners will be notified by mail.

PRIZES/APPROXIMATE RETAIL VALUE AND ODDS OF WINNING. Grand Prize Winners will be required to execute and return Affidavits of Eligibility, a Liability Release, and a Publicity Release, where permitted by law, within 14 days of notification. Each guest of Grand Prize Winner must sign and return a Liability Release and a Publicity Release, where permitted by law, prior to issuance of travel documents. For all minors, a parent or legal guardian, on minor's behalf, must sign affidavits/releases and parent/legal guardian must accompany him/her on prize travel.

Participation in "The Wild Thornberrys™" promotion: One (1) The Wild Thornberrys™ Grand Prize Trip for five (5) to Nicktoons Studio in Burbank, CA. Trip consists of: round-trip coach air transportation for Winner and four (4) guests from the major commercial airport nearest Winner's residence to Los Angeles, CA; 4 days/3 nights hotel accommodations (2 standard rooms, double/triple occupancy); transfers at destination; 3-day VIP access for 5 to Universal Studios in Universal City, CA; \$1,000 spending money; and your likeness drawn in as a character in The Wild Thornberrys™ or other participating Nickelodeon Nicktoons show, at Nickelodeon's sole discretion. (Approximate Retail Value: \$14,000; Odds of winning The Wild Thornberrys™ Grand Prize: 1:10,387,000.) One-Hundred (100) The Wild Thornberrys™ First (1st) Prizes: The Wild Thornberrys™ Safari Pack which includes binoculars, compass, journal, canteen, and Nabisco snacks. (Approximate Retail Value of each 1st Prize: \$100.00; Odds of winning The Wild Thornberrys™ First Prize: 1:103,870.) Approximately 10,300,000 packages will be distributed.

Participation in the "CatDog™" promotion: One (1) CatDog™ Grand Prize Trip for five (5) to Nicktoons Studio in Burbank, CA. Trip includes: round-trip coach air transportation for Winner and four (4) guests from the major commercial airport nearest Winner's residence to Los Angeles, CA; 4 days/3 nights hotel accommodations (2 standard rooms, double/triple occupancy); transfers at destination; 3-day VIP access for 5 to Universal Studios in Universal City, CA; \$1,000 spending money; and your likeness drawn in as a character in CatDog™ or other participating Nickelodeon Nicktoons show, at Nickelodeon's sole discretion. (Approximate Retail Value: \$14,000; Odds of winning CatDog™ Grand Prize: 1:3,812,000.) One-Hundred (100) CatDog™ First (1st) Prizes: CatDog™ Wacky Pack which includes t-shirt, video, hand-held game, watch, poseable CatDog™ figure, key chain and Nabisco snacks. (Approximate Retail Value of each 1st Prize: \$100.00; Odds of winning CatDog™ First Prize: 1:38,120.) Approximately 3,800,000 packages will be distributed.

Participation in the "Nickelodeon Rocket Power™" promotion: One (1) Nickelodeon Rocket Power™ Grand Prize Trip for five (5) to Nicktoons Studio in Burbank, CA. Trip consists of: round-trip coach air transportation for Winner and four (4) guests from the major commercial airport nearest Winner's residence to Los Angeles, CA; 4 days/3 nights hotel accommodations (2 standard rooms, double/triple occupancy); transfers at destination; 3-day VIP access for 5 to Universal Studios in Universal City, CA; \$1,000 spending money; and your likeness drawn in as a character in Nickelodeon Rocket Power™ or other participating Nickelodeon Nicktoons show at Nickelodeon's sole discretion. (Approximate Retail Value: \$14,000; Odds of winning Nickelodeon Rocket Power™ Grand Prize: 1:3,762,000.) One-Hundred (100) Nickelodeon Rocket Power™ First (1st) Prizes: Nickelodeon Rocket Power™ Rocket Pack which includes tie-dyed t-shirt, hat, board sticker, key chain, sunglasses, and Nabisco snacks. (Approximate Retail Value of each 1st Prize: \$100.00; Odds of winning Nickelodeon Rocket Power™ First Prize: 1:37,620.) No cash substitutes. Approximately 3,760,000 packages will be distributed.

Participation in the "SpongeBob SquarePants™" promotion: One (1) SpongeBob SquarePants™ Grand Prize Trip for five (5) to Nicktoons Studio in Burbank, CA. Trip consists of: round-trip coach air transportation for Winner and four (4) guests from the major commercial airport nearest Winner's residence to Los Angeles, CA; 4 days/3 nights hotel accommodations (2 standard rooms, double/triple occupancy); transfers at destination; 3-day VIP access for 5 to Universal Studios in Universal City, CA; \$1,000 spending money; and your likeness drawn in as a character in SpongeBob SquarePants™ or other participating Nickelodeon Nicktoons show, at Nickelodeon's sole discretion. (Approximate Retail Value: \$14,000; Odds of winning SpongeBob SquarePants™ Grand Prize: 1:2,304,000.) One-Hundred (100) SpongeBob SquarePants™ First (1st) Prizes: SpongeBob SquarePants™ Beach Pack which includes towel, hat, beach ball and toys, and Nabisco snacks. (Approximate Retail Value of each 1st Prize: \$100.00; Odds of winning SpongeBob SquarePants™ First Prize: 1:23,040.) Approximately 2,300,000 packages will be distributed.

CONDITIONS ON PRIZES: For Grand Prize, Winner will be solely responsible for all other expenses not specifically set forth herein including but not limited to meals, ground transportation, gratuities and any other incidentals. Grand Prize Trip must be taken within 6-month period after Winner verification. Grand Prize Winner and guests must travel together, on same itinerary. First prize will be awarded by mail approximately 8-10 weeks after verification. Taxes are Winner's sole responsibility. Note: For Grand Prize, Winner's character may not appear in final broadcast version of show. If Winner's character does appear, date of prize-winning show is contingent upon Nickelodeon production schedule and shall be determined by Nickelodeon at its sole discretion.

SECOND CHANCE DRAWING: All unclaimed prizes will be awarded via Second Chance Drawing. To enter the Second Chance Drawing, legibly hand-print your name, complete address, daytime/evening phone numbers, and date of birth on a 3" x 5" piece of paper. Sign your name in ballpoint pen under phone number and mail to: "You Can Be In Nickelodeon Nicktoons" Second Chance Drawing, P.O. Box 3334, Maple Plain, MN 55953-3334. Entries for Second Chance Drawing must be postmarked by September 15, 2000 and received by September 21, 2000 in order to be eligible for the drawing. Each entry must be mailed separately. If necessary, random drawing will consist of eligible entries received and will be conducted under the supervision of Gage Marketing Group, an independent judging organization, on or about October 16, 2000. Odds of winning the Second Chance Drawing depend on the number of eligible entries received and the number of unclaimed prizes.

VERIFICATION. All Game Pieces are subject to verification. Game Pieces are void and will be voided if not obtained through authorized, legitimate channels or if any part is illegible, multi-



GENTLEMEN...
 START YOUR TYPING!



Writers Marc DeMatteis, Mark Schultz, Joe Kelly, and Jeph Loeb mess with the best in New York in February!

SUPER SUMMIT 2000

The legendary meeting where deaths, births, marriages and costume changes galore are planned every year for DC's Man of Steel's never-ending battle was held a month back ... and you won't believe who THESE guys are voting for for President!!! Keep watching the skies... and the new SUPERMAN stories week in and week out!

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It is with sadness we report the passing of one of DC's finest artists. Early on January 31st GIL KANE passed away. Gil will always be remembered as the visionary stylist and artist for two of DC's greatest Silver Age icons: Green Lantern and The Atom. His editor, Julius Schwartz, remembers his friend and colleague:

Half a century ago, he began pencilling western comics for me as Eli Katz, then as Gil Stach, and finally as Gil Kane. There was Johnny



5E



5E

Nabisco, Inc. "Nickelodeon Nicktoons Instant Win Game
"You Can Be In Nickelodeon Nicktoons"
OFFICIAL RULES
FINAL—February 4, 2000

NO PURCHASE NECESSARY. Open only to legal U.S. residents. Game void where prohibited by law. Game starts on or about March 1, 2000 and ends on September 15, 2000 or when supplies are exhausted. Note: Nabisco is not responsible for any prizes or prizes not claimed. Prizes are subject to change without notice. Prizes are awarded on a first-come, first-served basis. Prizes are awarded during approximately the same time. Each game is independent from the others, with its own separate odds and prize pool. Winning Game Pieces for "The Wild Thornberries" promotion will be randomly seeded inside specially marked packages of the following Nabisco products: The Wild Thornberries™ Cookies, Chips Ahoy! and Single Serve Traysacks (of Nutter Butter, Cheese Nips Cheddar, Ritz Bits Sandwiches (Cheese and Peanut Butter), Chips Ahoy!). Winning Game Pieces for the "CatDog™" promotion will be randomly seeded inside specially marked packages of: Ritz Bits Sandwiches (Cheese and Peanut Butter), and Cheese Nips (Cheddar, Ritz Cheddar, Pizza and CatDog™). Cookies. Winning Game Pieces for the "Nickelodeon Rocket Power™" promotion will be randomly seeded inside specially marked packages of: Nutter Butter, Nutter Butter Bits, and Kool Stuf™ Toaster Pastries (Cinnamon, Strawberry, Cherry Burst, Super Fudge Blast, OREO and Honey Maid S'mores). Winning Game Pieces for the "SpongeBob SquarePants™" promotion will be randomly seeded inside specially marked packages of: Teddy Grahams (Chocolate, Honey, Cinnamon, and Chocolate Chip Flavors). If you find a winning Game Piece inside a package, you are a Winner of the prize indicated, subject to verification.

ALTERNATE METHOD OF PARTICIPATION. To participate at the same odds of winning without purchase, have your name, complete address, date of birth, and daytime/evening phone numbers and the words "The Wild Thornberries™" or "CatDog™" or "Nickelodeon Rocket Power™", or "SpongeBob SquarePants™" (depending on choice) on a 3" x 5" piece of paper. Mail in an envelope to: "You Can Be In Nickelodeon Nicktoons" Instant Win Game or Nabisco Cartoon Instant Win, P.O. Box 3336—insert the name of your Nickelodeon Nicktoon of choice here!, Maple Plain, MN 55230-3336. Entries must be postmarked by September 15, 2000 and received by September 21, 2000. Entries must include the name of the Nickelodeon Nicktoon to be eligible. Incomplete entries and copies of entries will not be accepted. Each entry must be mailed separately, one game play per entry. Only Winners will be notified by mail.

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Readability
4.62

FS

3.7 pt

CC

2.62:1



5E

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Readability
4.62

FS **3.7 pt**

CC **2.62:1**



5D





5D



Readability
4.72

FS **2 pt**

CC **7.28:1**



5D



Readability
4.72

FS **2 pt**

CC **7.28:1**



5D



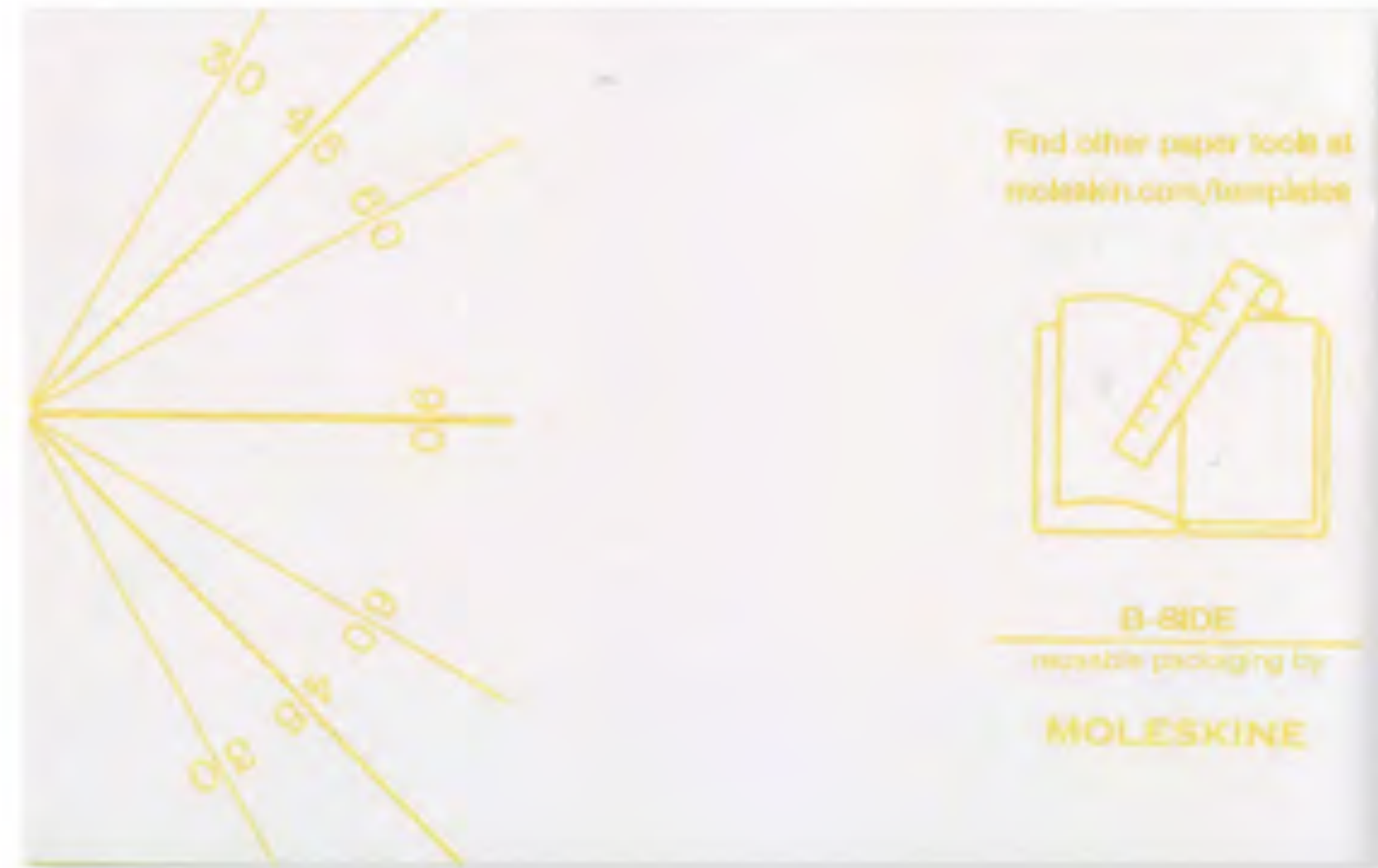
Readability
4.72

FS **2 pt**

CC **7.28:1**



5C





Readability
4.84

FS **6 pt**

CC **1.25:1**



Readability
4.84

FS **6 pt**

CC **1.25:1**



5C

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B-SIDE

recycle packaging by

100% recycled paper

Readability
4.84

FS **6 pt**

CC **1.25:1**

DATA ANALYSIS

More Readable 

| # | READABILITY RATING | FONT SIZE | COLOR CONTRAST | FONT WEIGHT | FONT CLASSIFICATION | FONT PROPORTION |
|----|--------------------|-----------|----------------|-------------|---------------------|-----------------|
| 1C | 1.37 | 36 | 4 | Light | Sans Serif | Regular |
| 1D | 1.44 | 14 | 7 | Bold | Sans Serif | Condensed |
| 1A | 1.49 | 19 | 4.56 | Light | Sans Serif | Regular |
| 1E | 1.67 | 12 | 3.7 | Bold | Sans Serif | Regular |
| 2B | 2.40 | 7.5 | 7.36 | Bold | Sans Serif | Condensed |
| 2A | 2.45 | 14 | 3 | Bold | Script | Regular |
| 2D | 2.55 | 6 | 3.33 | Bold | Sans Serif | Regular |
| 2C | 2.70 | 7.5 | 4.27 | Bold | Sans Serif | Regular |
| 2E | 2.72 | 6 | 4.55 | Bold | Sans Serif | Condensed |
| 5B | 2.97 | 7.5 | 4 | Regular | Sans Serif | Regular |
| 3A | 3.17 | 6 | 3.39 | Light | Sans Serif | Regular |
| 5A | 3.31 | 7 | 3.55 | Light | Sans Serif | Regular |

More Readable ↑

| # | READABILITY RATING | FONT SIZE | COLOR CONTRAST | FONT WEIGHT | FONT CLASSIFICATION | FONT PROPORTION |
|----|--------------------|-----------|----------------|-------------|---------------------|-----------------|
| 1C | 1.37 | 36 | 4 | Light | Sans Serif | Regular |
| 1D | 1.44 | 14 | 7 | Bold | Sans Serif | Condensed |
| 1A | 1.49 | 19 | 4.56 | Light | Sans Serif | Regular |
| 1E | 1.67 | 12 | 3.7 | Bold | Sans Serif | Regular |
| 2B | 2.40 | 7.5 | 7.36 | Bold | Sans Serif | Condensed |
| 2A | 2.45 | 14 | 3 | Bold | Script | Regular |
| 2D | 2.55 | 6 | 3.33 | Bold | Sans Serif | Regular |
| 2C | 2.70 | 7.5 | 4.27 | Bold | Sans Serif | Regular |
| 2E | 2.72 | 6 | 4.55 | Bold | Sans Serif | Condensed |
| 5B | 2.97 | 7.5 | 4 | Regular | Sans Serif | Regular |
| 3A | 3.17 | 6 | 3.39 | Light | Sans Serif | Regular |
| 5A | 3.31 | 7 | 3.55 | Light | Sans Serif | Regular |

Less Readable



| # | READABILITY RATING | FONT SIZE | COLOR CONTRAST | FONT WEIGHT | FONT CLASSIFICATION | FONT PROPORTION |
|----|--------------------|-----------|----------------|-------------|---------------------|-----------------|
| 3B | 3.42 | 6 | 4.3 | Regular | Sans Serif | Regular |
| 3D | 3.62 | 6 | 7 | Bold | Serif | Regular |
| 4C | 3.78 | 3.8 | 6.5 | Bold | Sans Serif | Regular |
| 3E | 3.88 | 5 | 5.44 | Light | Sans Serif | Compressed |
| 4A | 3.95 | 4.2 | 5.66 | Light | Sans Serif | Condensed |
| 4D | 4.02 | 4 | 3 | Regular | Sans Serif | Regular |
| 4E | 4.30 | 3 | 8.4 | Ultra Light | Sans Serif | Condensed |
| 4B | 4.44 | 13 | 2.8 | Regular | Sans Serif | Ultra Condensed |
| 5E | 4.62 | 3.7 | 2.9 | Bold | Sans Serif | Condensed |
| 5D | 4.72 | 2 | 6 | Regular | Sans Serif | Regular |
| 5C | 4.84 | 6 | 1.25 | Regular | Sans Serif | Regular |

Less Readable ↓

| # | READABILITY RATING | FONT SIZE | COLOR CONTRAST | FONT WEIGHT | FONT CLASSIFICATION | FONT PROPORTION |
|----|--------------------|-----------|----------------|-------------|---------------------|-----------------|
| 3B | 3.42 | 6 | 4.3 | Regular | Sans Serif | Regular |
| 3D | 3.62 | 6 | 7 | Bold | Serif | Regular |
| 4C | 3.78 | 3.8 | 6.5 | Bold | Sans Serif | Regular |
| 3E | 3.88 | 5 | 5.44 | Light | Sans Serif | Compressed |
| 4A | 3.95 | 4.2 | 5.66 | Light | Sans Serif | Condensed |
| 4D | 4.02 | 4 | 3 | Regular | Sans Serif | Regular |
| 4E | 4.30 | 3 | 8.4 | Ultra Light | Sans Serif | Condensed |
| 4B | 4.44 | 13 | 2.8 | Regular | Sans Serif | Ultra Condensed |
| 5E | 4.62 | 3.7 | 2.9 | Bold | Sans Serif | Condensed |
| 5D | 4.72 | 2 | 6 | Regular | Sans Serif | Regular |
| 5C | 4.84 | 6 | 1.25 | Regular | Sans Serif | Regular |

MAJOR FACTORS AFFECTING READABILITY

- FS** **Font Size** (points)
- CC** **Color Contrast** (Text color: BG color)
- FW** **Font Weight** (regular/light/bold)
- FP** **Font Proportion** (regular/condensed/extended)
- LS** **Letterspacing** (loose/tight)

A NEW QUESTION

**How to measure and improve
typographic readability?**

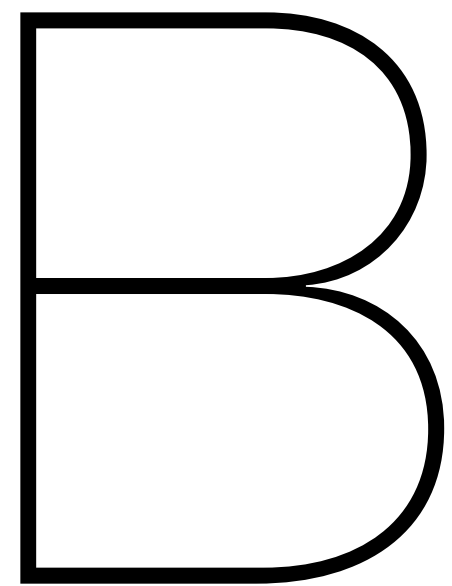
WE PROPOSE

**TYPOGRAPHIC
READABILITY INDEX**

T.R.I. (Typographic Readability Index) =

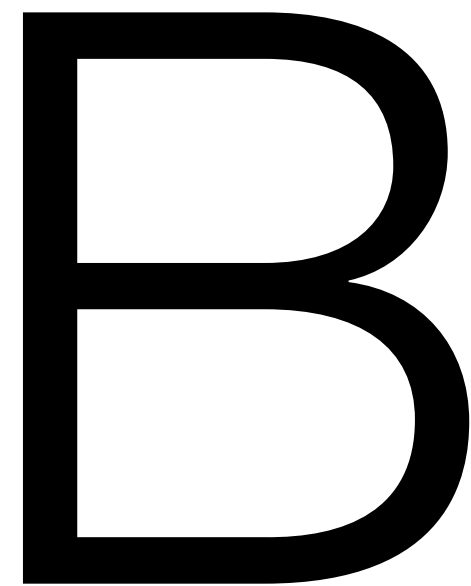
FS × CC × FW × FP × LS

FONT WEIGHT

A large, hollow outline of the letter 'B' in an ultra-light font weight.

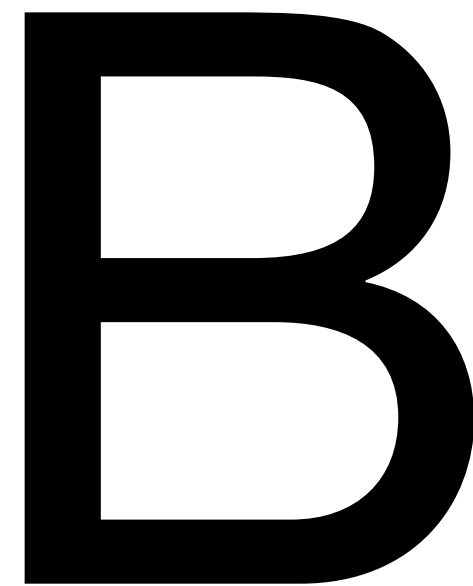
ULTRA LIGHT

X 0.5

A large, hollow outline of the letter 'B' in a light font weight.

LIGHT

X 0.75

A large, hollow outline of the letter 'B' in a regular font weight.

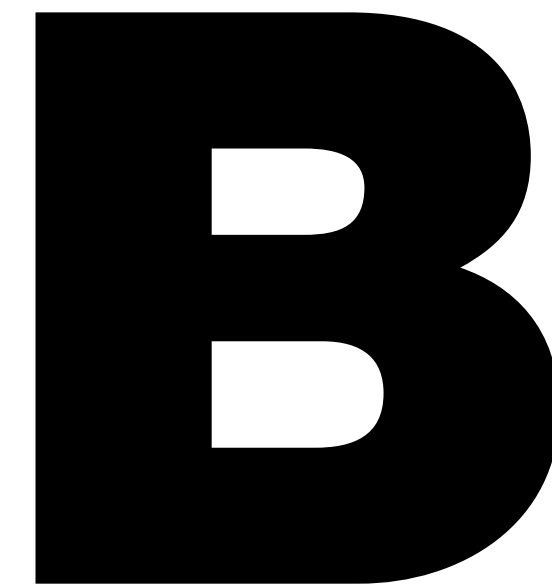
REGULAR

X 1

A large, solid black letter 'B' in a bold font weight.

BOLD

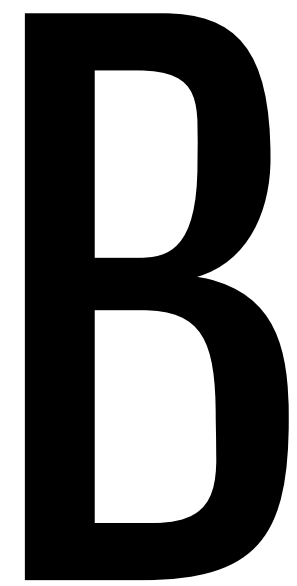
X 1.25

A large, solid black letter 'B' in an extra bold font weight.

EXTRA BOLD

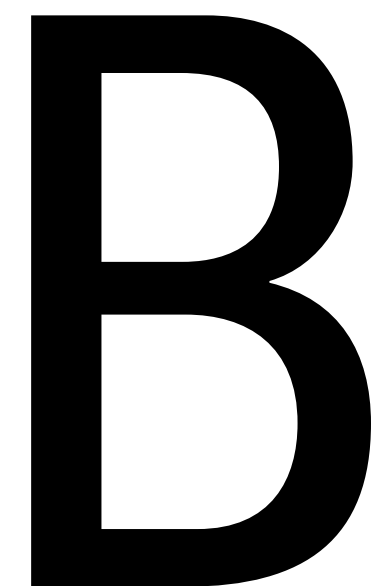
X 0.75

FONT PROPORTION

A large, bold, black uppercase letter 'B' that is extremely narrow and tall, representing an ultra-condensed font style.

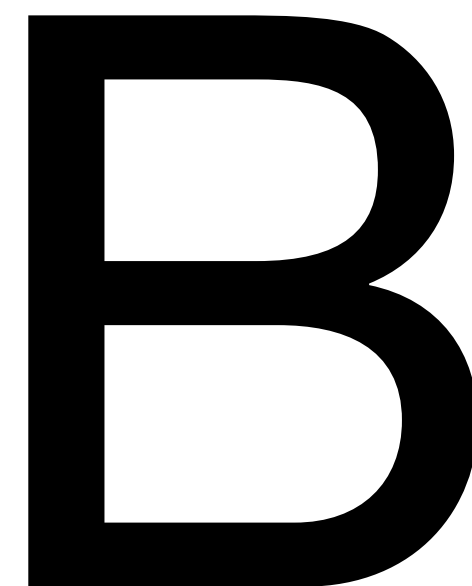
ULTRA
CONDENSED

X 0.5

A large, bold, black uppercase letter 'B' that is narrower than the regular style, representing a condensed font style.

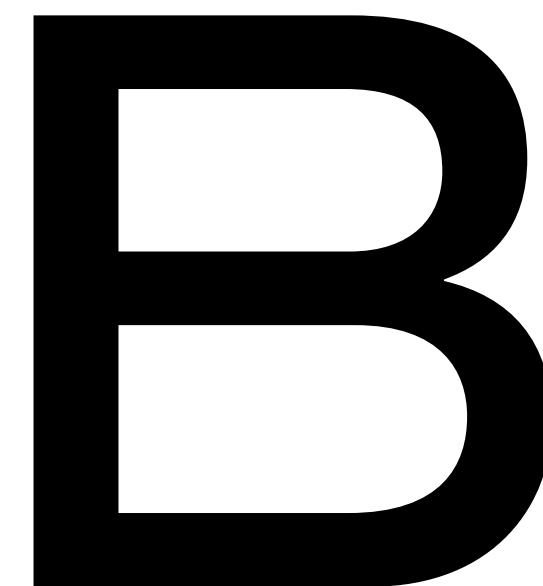
CONDENSED

X 0.75

A large, bold, black uppercase letter 'B' with a standard, balanced width, representing a regular font style.

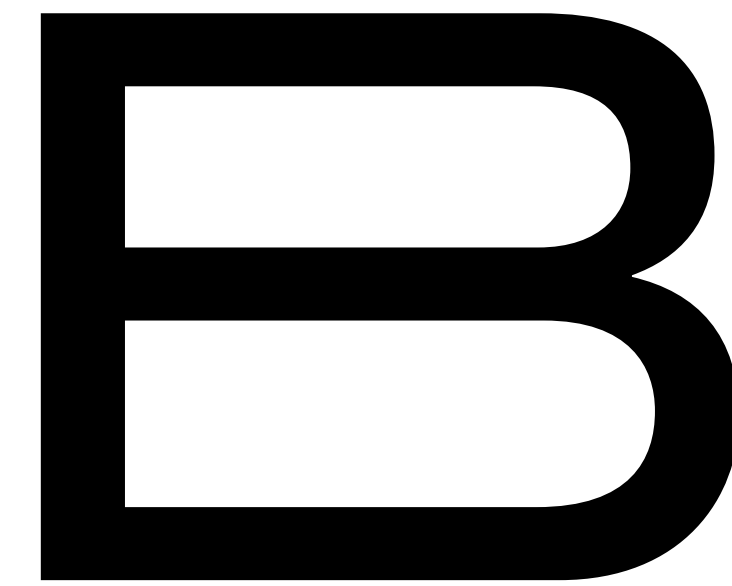
REGULAR

X 1

A large, bold, black uppercase letter 'B' that is wider than the regular style, representing an extended font style.

EXTENDED

X 1.25

A large, bold, black uppercase letter 'B' that is very wide and short, representing an ultra-extended font style.

ULTRA EXTENDED

X 0.75

LETTERSPACING

Typography

LOOSE

X 1.25

Typography

TIGHT

X 0.75

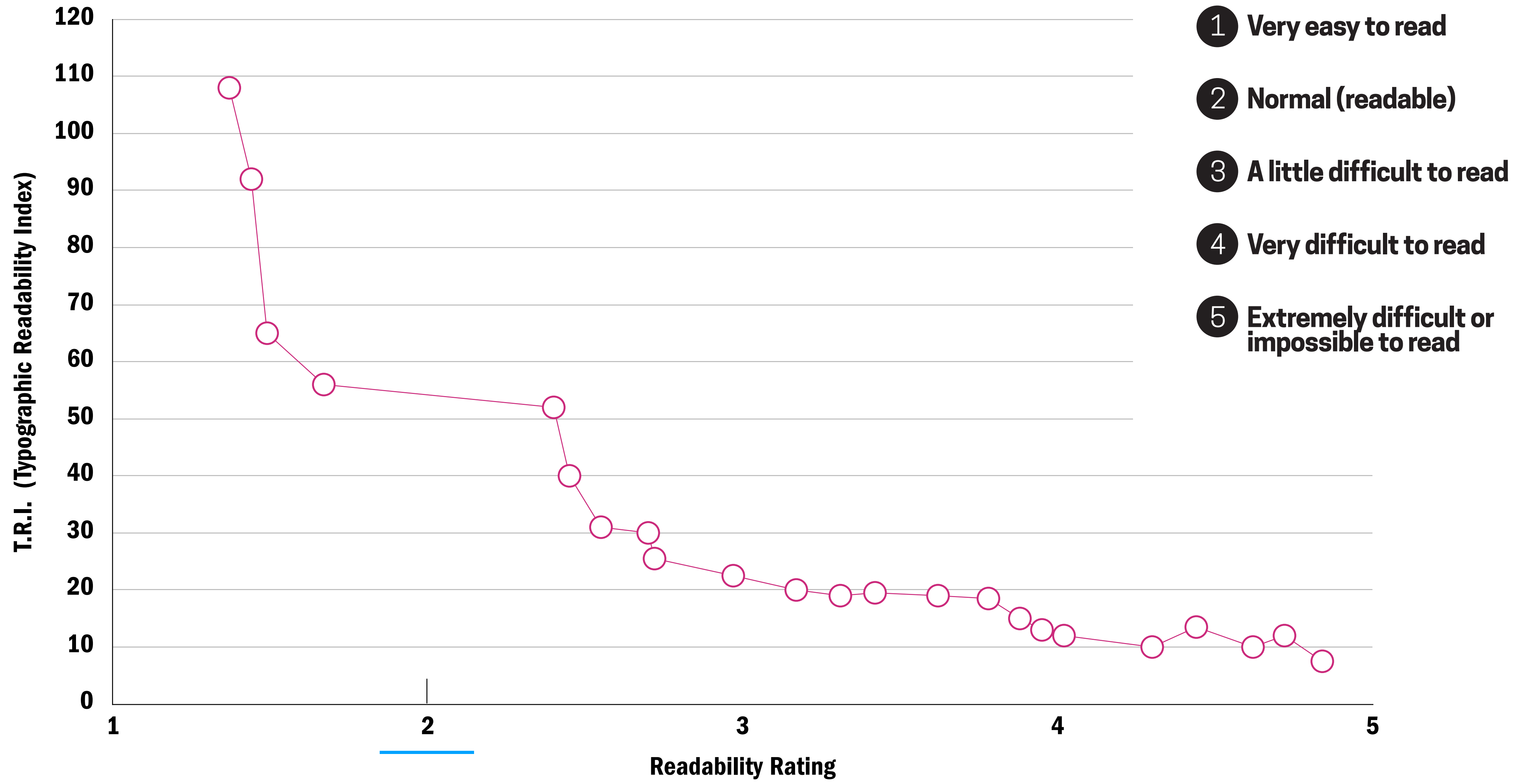
More Readable ↑

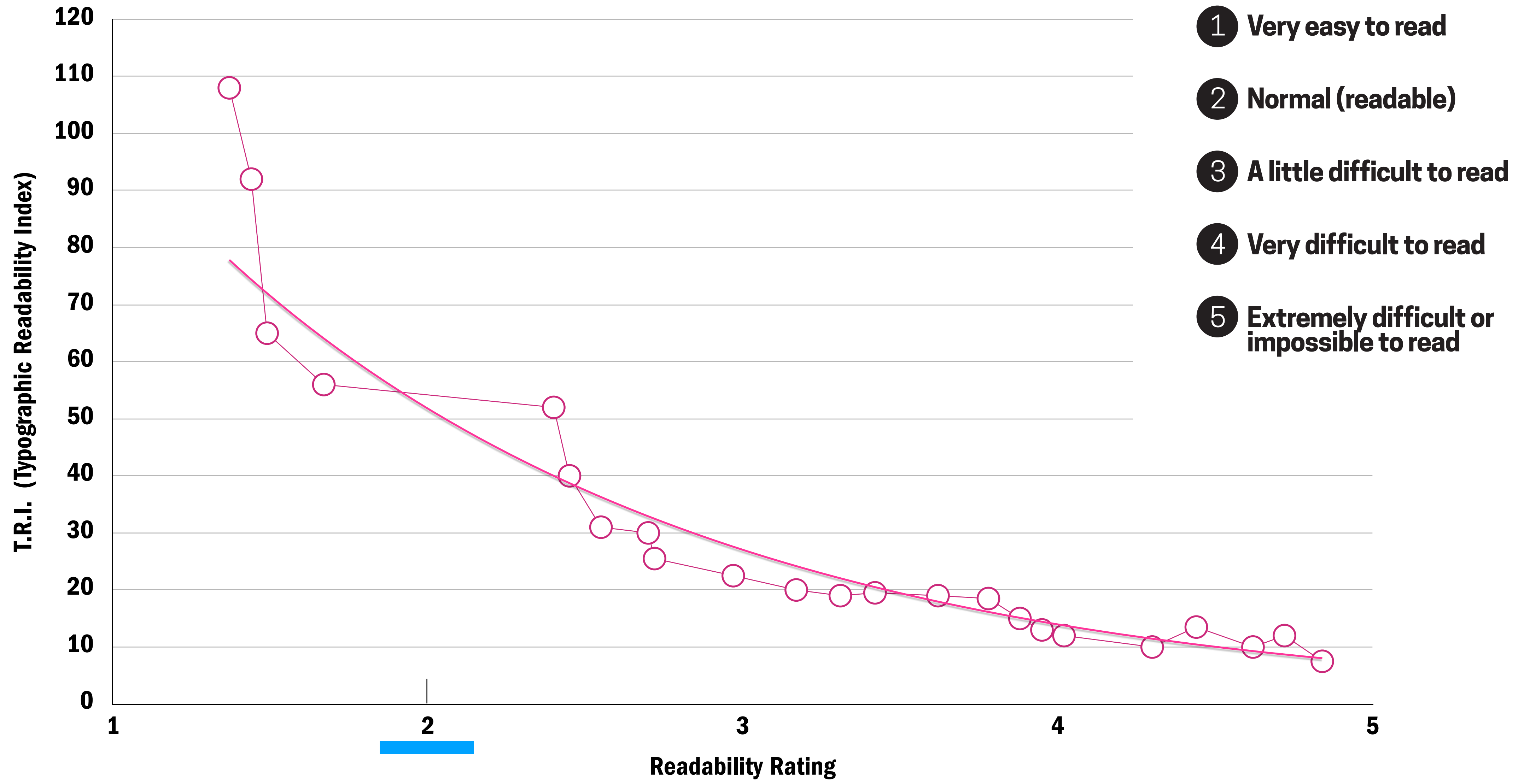
| # | READABILITY RATING | FONT SIZE | COLOR CONTRAST | FONT WEIGHT | FONT PROPORTION | OTHER FACTORS | TRI |
|----|--------------------|-----------|----------------|-------------|-----------------|-------------------|------|
| 1C | 1.37 | 36 | 4 | 0.75 | 1 | | 108 |
| 1D | 1.44 | 14 | 7 | 1.25 | 0.75 | | 92 |
| 1A | 1.49 | 19 | 4.56 | 0.75 | 1 | | 65 |
| 1E | 1.67 | 12 | 3.7 | 1.25 | 1 | | 56 |
| 2B | 2.40 | 7.5 | 7.36 | 1.25 | 0.75 | | 52 |
| 2A | 2.45 | 14 | 3 | 1.25 | 1 | .75 (Script) | 40 |
| 2D | 2.55 | 6 | 3.33 | 1.25 | 1 | 1.25 (Loose) | 31 |
| 2C | 2.70 | 7.5 | 4.27 | 1.25 | 1 | .75 (Tight) | 30 |
| 2E | 2.72 | 6 | 4.55 | 1.25 | 0.75 | | 25.5 |
| 5B | 2.97 | 7.5 | 4 | 1 | 1 | .75 (Next to red) | 22.5 |
| 3A | 3.17 | 6 | 3.39 | 1 | 1 | | 20 |
| 5A | 3.31 | 7 | 3.55 | 0.75 | 1 | | 19 |

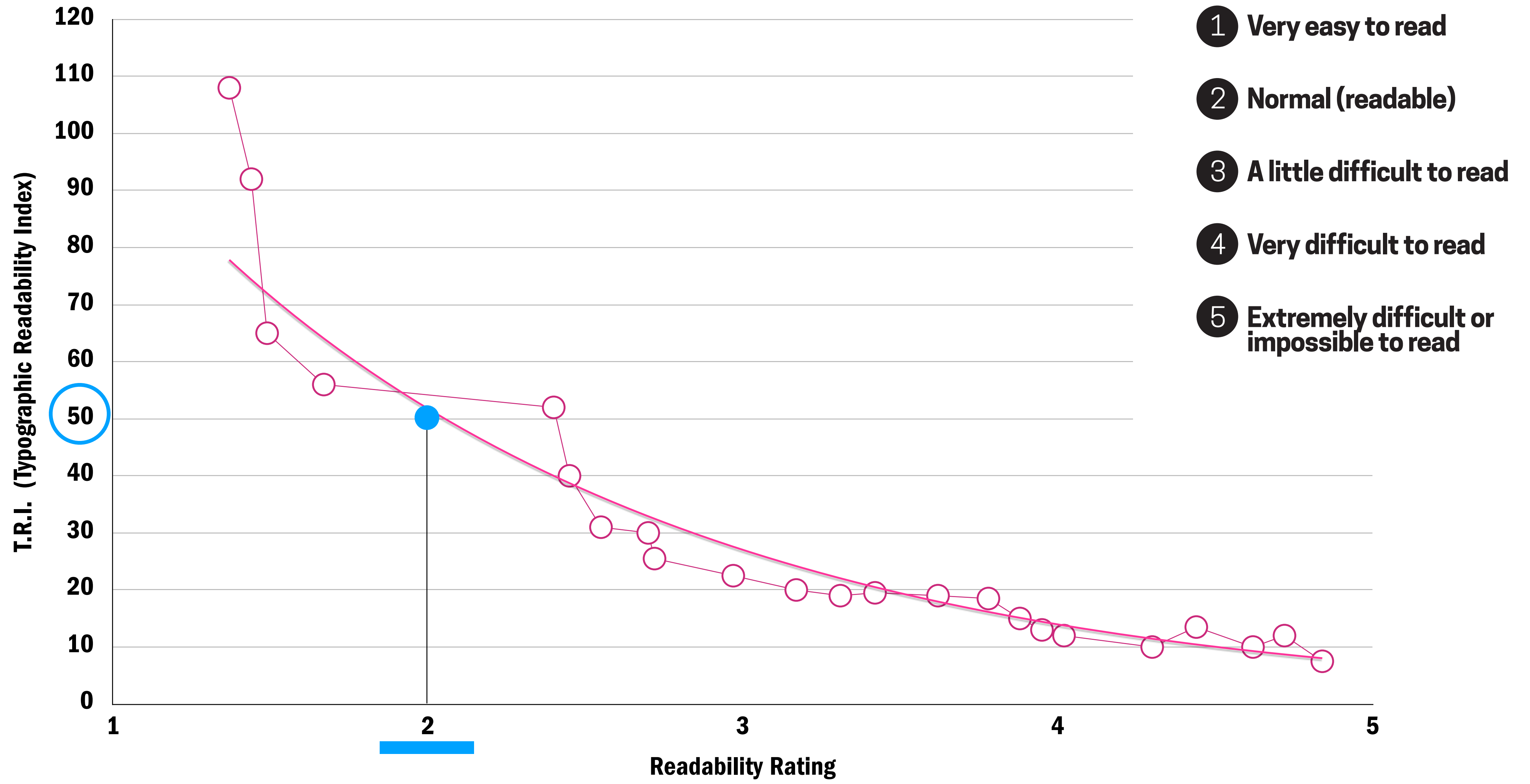
Less Readable



| # | READABILITY RATING | FONT SIZE | COLOR CONTRAST | FONT WEIGHT | FONT PROPORTION | OTHER FACTORS | TRI |
|----|--------------------|-----------|----------------|-------------|-----------------|-------------------|------|
| 3B | 3.42 | 6 | 4.3 | 1 | 1 | .75 (Tight) | 19.5 |
| 3D | 3.62 | 6 | 7 | 0.75 | 1 | .6 (Serif Italic) | 19 |
| 4C | 3.78 | 3.8 | 6.5 | 0.75 | 1 | | 18.5 |
| 3E | 3.88 | 5 | 5.44 | 0.75 | 0.75 | | 15 |
| 4A | 3.95 | 4.2 | 5.66 | 0.75 | 0.75 | | 13 |
| 4D | 4.02 | 4 | 3 | 1 | 1 | | 12 |
| 4E | 4.30 | 3 | 8.4 | 0.5 | 0.75 | | 10 |
| 4B | 4.44 | 13 | 2.8 | 0.75 | 0.5 | | 13.5 |
| 5E | 4.62 | 3.7 | 2.9 | 1.25 | 0.75 | | 10 |
| 5D | 4.72 | 2 | 6 | 1 | 1 | | 12 |
| 5C | 4.84 | 6 | 1.25 | 1 | 1 | | 7.5 |







RECOMMENDATIONS

_ **Font Size ≥ 7**

_ **Color Contrast Ratio $\geq 3:1$**

_ **T.R.I. ≥ 50**

LIMITATIONS

LIMITATIONS

_ print material only

_ body copy only

(distinct from logos, headlines, display text, graphics)

_ Factors to be considered in future studies

(reading conditions, paper, printing process, etc.)

CALL FOR CHANGE

Graphic designers are responsible for making design decisions and we should work together and solve this problem and make the world around us more visible.