a
dalton
maag
a

Creating a better reading experience

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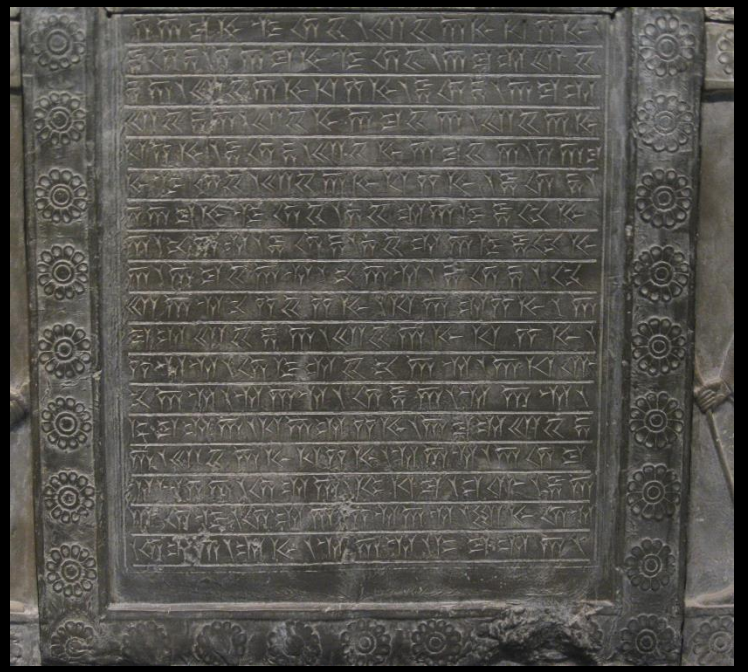
www.daltonmaag.com

Before we start…

Egyptian
3,000 BC

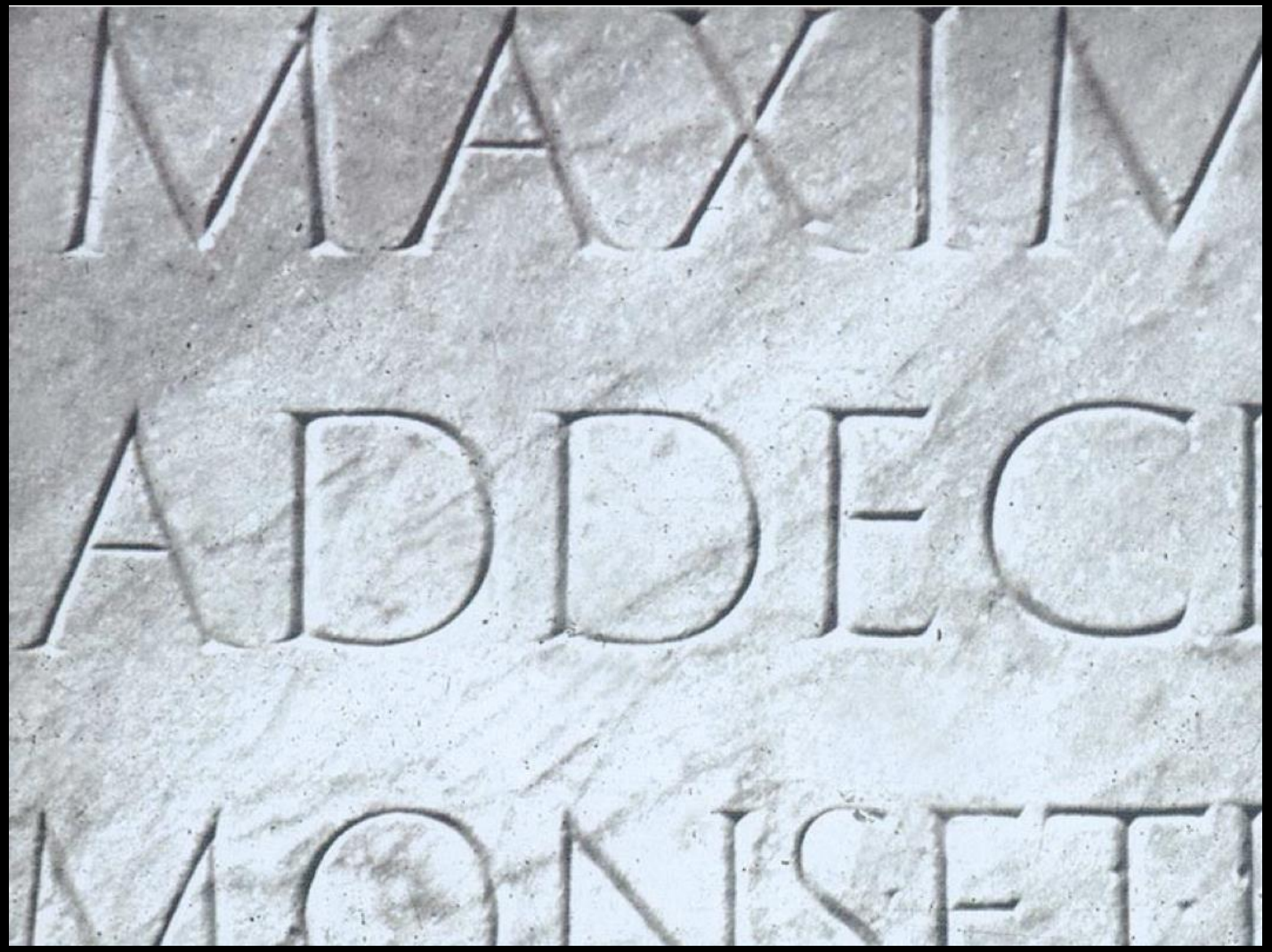
Cuneiform
2.500 BC

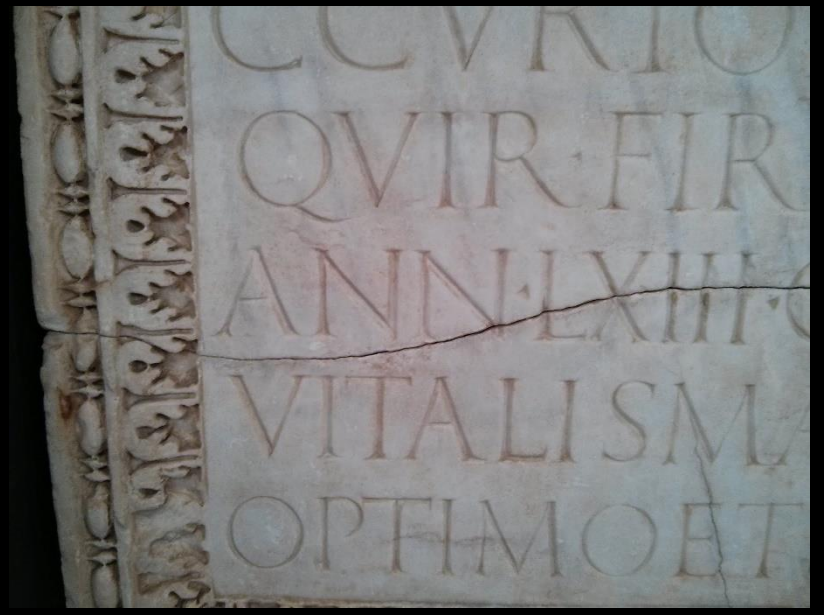


Phoenecian
1,200 BC

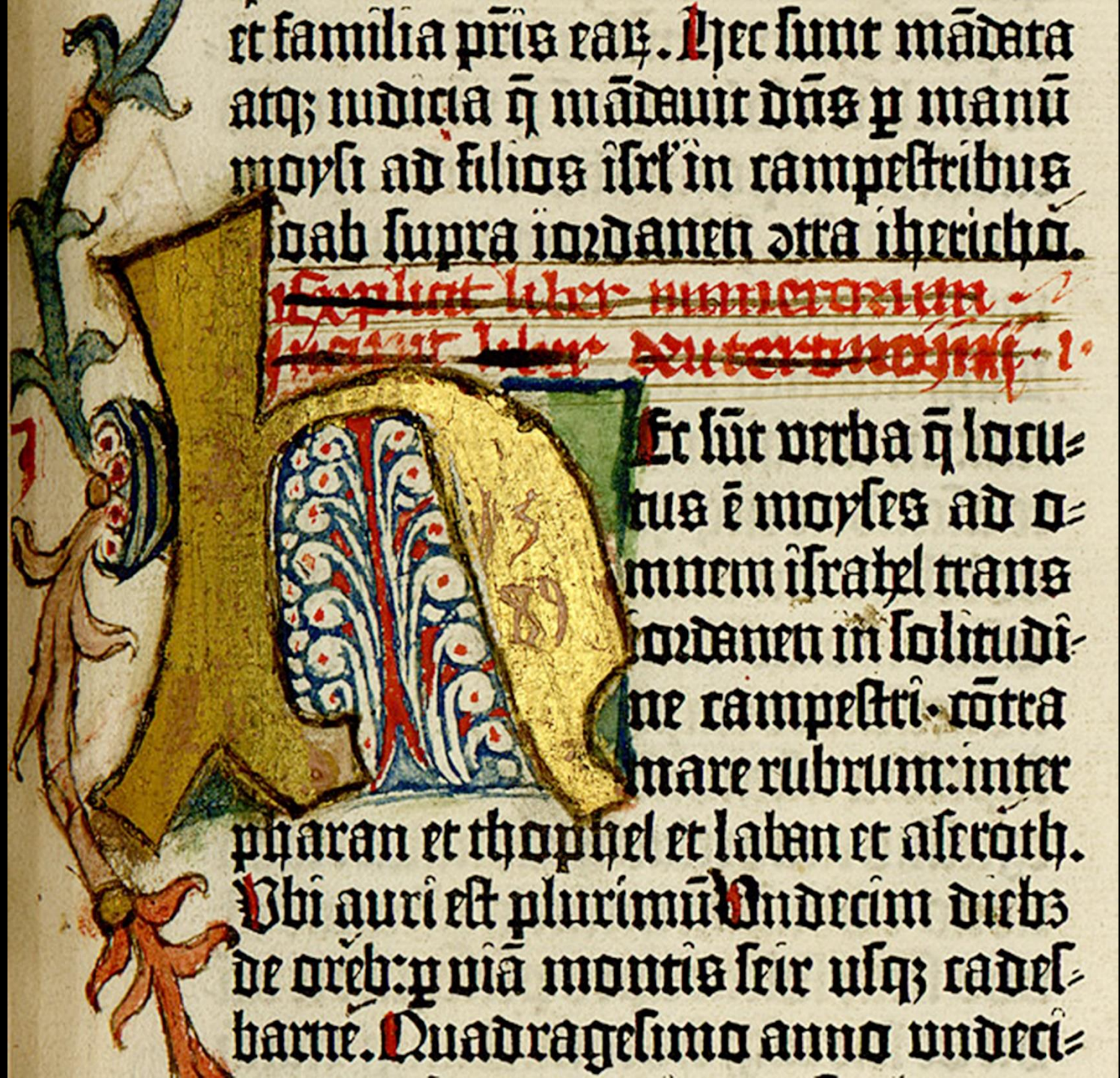
Hiberni
Eburacum
Deva
Britannia
Camulodunum
Londinium
Noviomagus
Colonia Agrippina
Frisii
Chauci
Langobardi
Cherusci
Chamavi
Suebi
Burgundiones
Tencteri
Chatti
Lugii
Hermunduri
Buri
Marcomanni
Quadi
Cotini
Costoboci
Rotomagus
Sequana
Mogontiacum
Augusta Treverorum
Lutetia Parisiorum
Argentoratum
Rhenus
Gallia
Liger
Avaricum
Vesontio
Augusta Raurica
Raetia
Vindobona
Carnuntum
Aquincum
Noricum
Pannonia
Jazyges
Dacia
Carpi
Bastarnae
Tanais
Maeotae
Aorsi
Siraci
Alani
Olbia
Tyras
Panticipaeum
Phanagoria
Bosporan Kingdom
Chersonnesos
Savigae
Abasgi
Apsilae
Colchis
Laxi
Iberia
Albania
Aquitania
Burdigala
Garumna
Lugdunum
Rhodanus
Mediolanum
Aquileia
Padus
Dravus
Noviodunum
Istrus
Axiupolis
Tomis
Dorostorum
Roxolani
Sarmizegetusa
Sirmium
Savus
Viminacium
Singidunum
Bononia
Danubius
Novae
Ratiaria
Genua
Rubico
Arelate
Narbo
Massilia
Dalmatia
Salona
Naissus
Serdica
Moesia
Thrace
Byzantium
Italia
Roma
Tiberis
Corsica
Aleria
Macedonia
Thessalonica
Epirus
Neapolis
Brundisium
Tarentum
Turris
Sardinia
Calaris
Sicilia
Messana
Rhegium
Syracusae
Achaea
Thebae
Chalcis
Athenae
Corinthus
Asia
Ephesus
Bithynia
Cappadocia
Pontus
Sinope
Trapezus
Armenia
Ardahan
Armavir
Vagharshapat
Gardman
Artashat
Araxes
Gordyene
Tigris
Adiabene
Edessa
Nisibis
Osrhoene
Assyria
Mesopotamia
Euphrates
Parthian Empire
Ctesiphon
Seleucia
Babylon
Babylonia
Susa
Charax
Galatia
Iconium
Cilicia
Pamphylia
Lycia
Antioch
Emesa
Palmyra
Tripolis
Salamis
Paphus
Cyprus
Sidon
Tyrus
Bostra
Judaea
Jerusalem
Petra
Aila
Leuce Come
Hegra
Myus Hormus
Hegra Come
Cydonia
Creta
Cyrene
Cyrenaica
Alexandria
Paraetonium
Memphis
Nilus
Oxyrhynchus
Ammonium
Ægyptus
Ptolemais
Thebae
Nasamones
Lepcis Magna
Tripolitania
Garamantes
Hispania
Tarraconensis
Asturica
Bracara
Pallantia
Numantia
Durias
Scalabis
Tagus
Toletum
Olisipo
Lusitania
Emerita Augusta
Anas
Saguntum
Palma
Ebusus
Iberus
Tarraco
Baetis
Corduba
Baetica
Gades
Carthago Nova
Tingis
Lixus
Volubilis
Mauretania
Siga
Altava
Icosium
Caesarea
Numidia
Utica
Carthago
Hippo Regius
Bagradas
Hadrumetum
Thapsus
Thysdrus
Africa
Capsa
Girba
Tacape
Mauri
Gaetuli
Musulamii

Roman Letters
~110 AD





Gutenberg Bible
1451

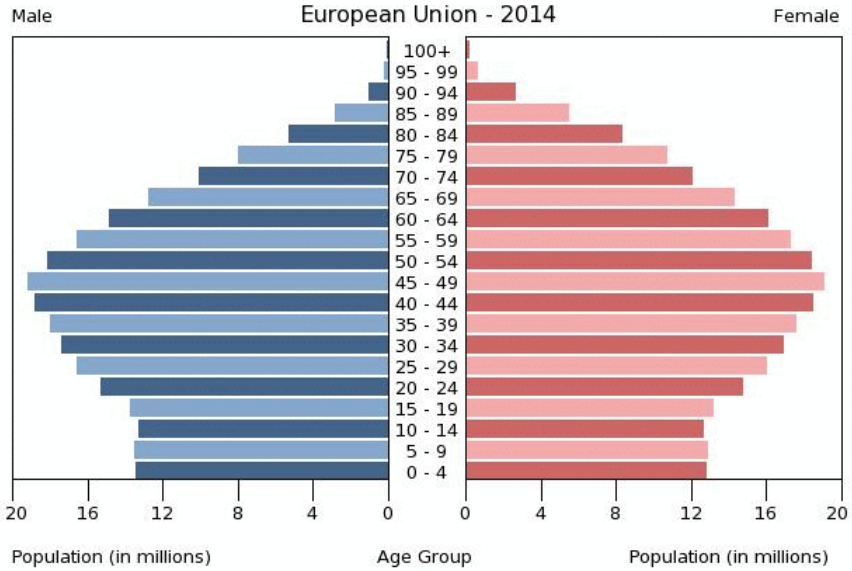


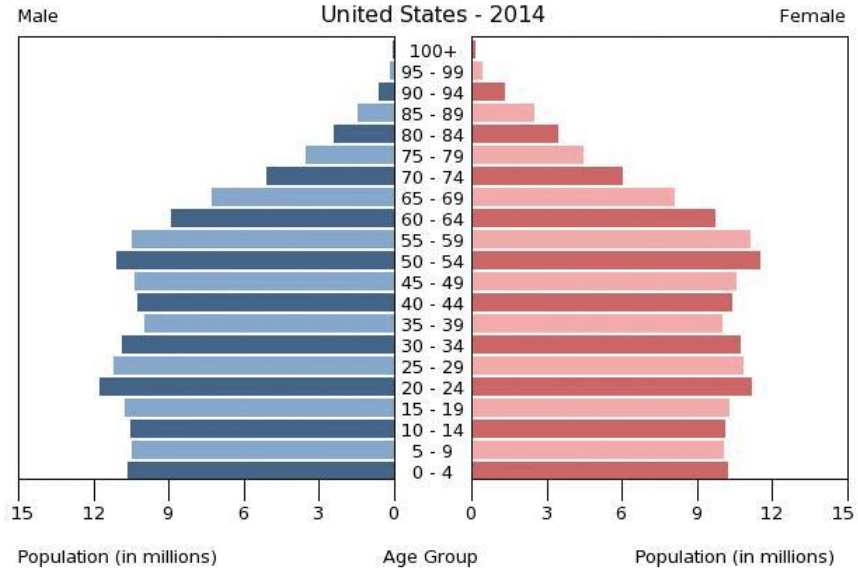
et familia pr̄is eaꝝ. Hec sunt mādata
atq; iudicia q̄ mādauit dn̄s ꝑ manū
moysi ad filios isrl̄ in campestribus
Ioab supra iordanen ɔtra iherichō.

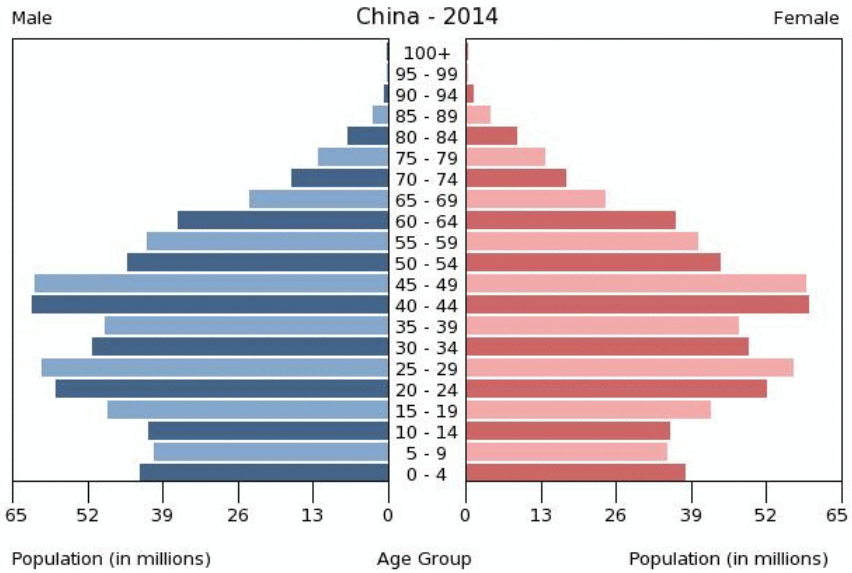
Explicit liber numerorum
Incipit liber deuteronomij. i.

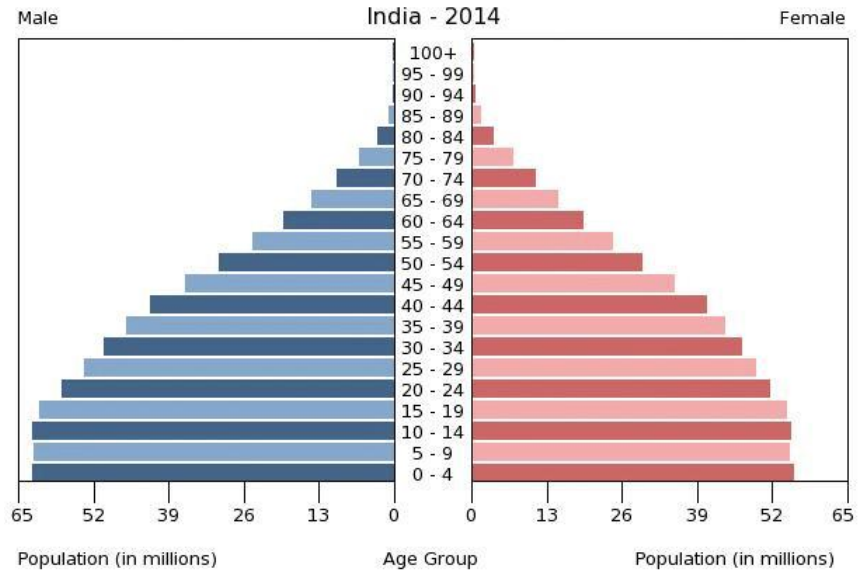
Hec sūt verba q̄ locu-
tus ē moyses ad o-
mnem israhel trans
iordanen in solitudi-
ne campestri. cōtra
mare rubrum: inter
pharan et thophel et laban et aseroth.
Vbi auri est plurimū Vndecim diebꝫ
de oreb: ꝑ viā montis seir usq; cades-
barne. Quadragesimo anno vndeci-

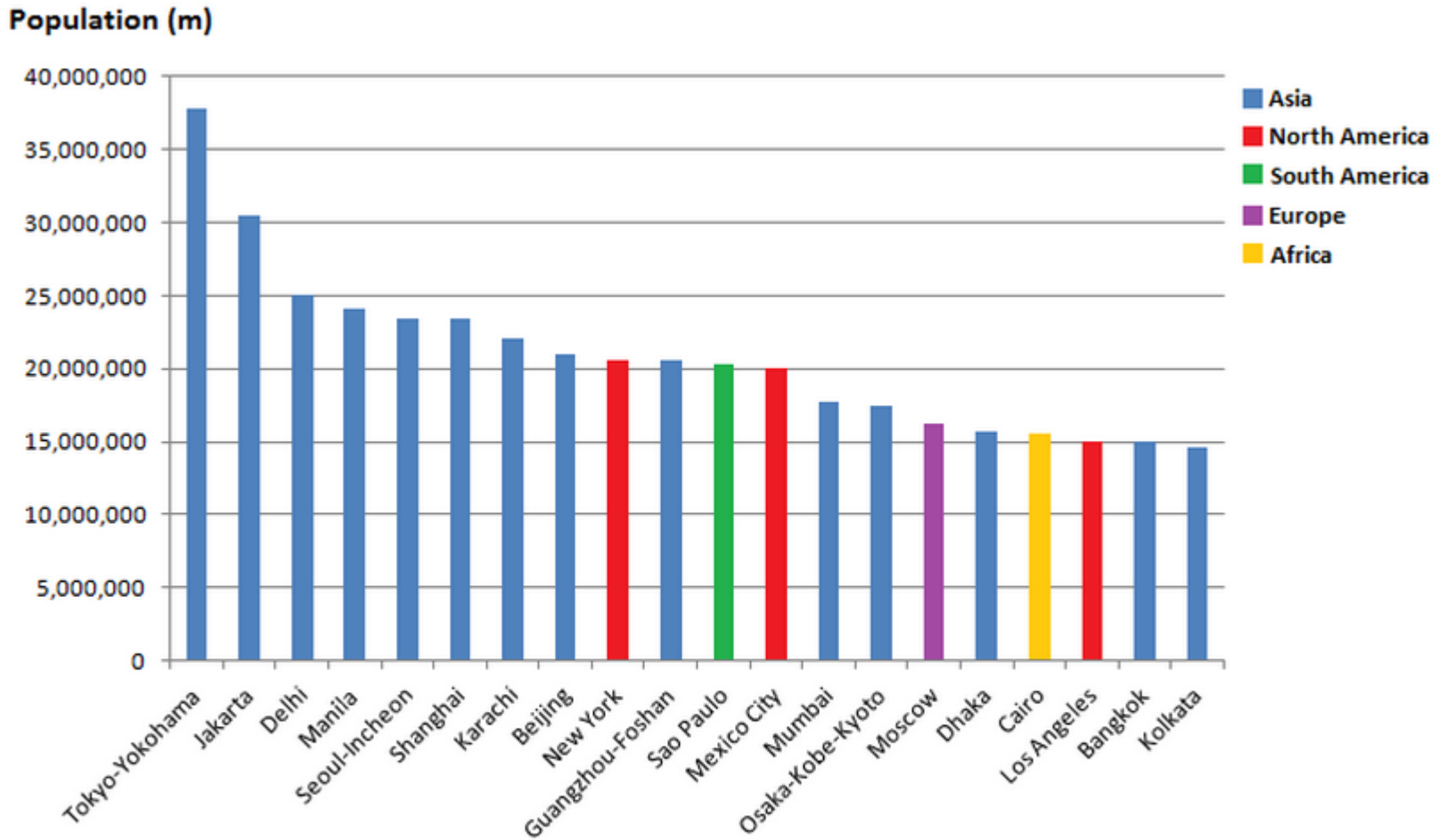
Who is the audience? What are they reading from?


European Union - 2014
Male
Female
100+
95 - 99
90 - 94
85 - 89
80 - 84
75 - 79
70 - 74
65 - 69
60 - 64
55 - 59
50 - 54
45 - 49
40 - 44
35 - 39
30 - 34
25 - 29
20 - 24
15 - 19
10 - 14
5 - 9
0 - 4
20 16 12 8 4 0
0 4 8 12 16 20
Population (in millions)
Age Group
Population (in millions)


United States - 2014
Male
Female
100+
95 - 99
90 - 94
85 - 89
80 - 84
75 - 79
70 - 74
65 - 69
60 - 64
55 - 59
50 - 54
45 - 49
40 - 44
35 - 39
30 - 34
25 - 29
20 - 24
15 - 19
10 - 14
5 - 9
0 - 4
15 12 9 6 3 0
0 3 6 9 12 15
Population (in millions)
Age Group
Population (in millions)


China - 2014
Male
Female
100+
95 - 99
90 - 94
85 - 89
80 - 84
75 - 79
70 - 74
65 - 69
60 - 64
55 - 59
50 - 54
45 - 49
40 - 44
35 - 39
30 - 34
25 - 29
20 - 24
15 - 19
10 - 14
5 - 9
0 - 4
65 52 39 26 13 0
0 13 26 39 52 65
Population (in millions)
Age Group
Population (in millions)


India - 2014
Male
Female
100+
95 - 99
90 - 94
85 - 89
80 - 84
75 - 79
70 - 74
65 - 69
60 - 64
55 - 59
50 - 54
45 - 49
40 - 44
35 - 39
30 - 34
25 - 29
20 - 24
15 - 19
10 - 14
5 - 9
0 - 4
65 52 39 26 13 0
0 13 26 39 52 65
Population (in millions)
Age Group
Population (in millions)



The world's 20 largest cities

Source: Demographia World Atlas, 2015

http://www.citymetric.com/skylines/where-are-largest-cities-world-1051

1,928,169,000 Mobile phones

272,904,000 Tablet devices

261,005,000 PCs & Notebooks

http://www.gartner.com/newsroom/id/2875017

1,455,651,000 Android

413,266,000 Others

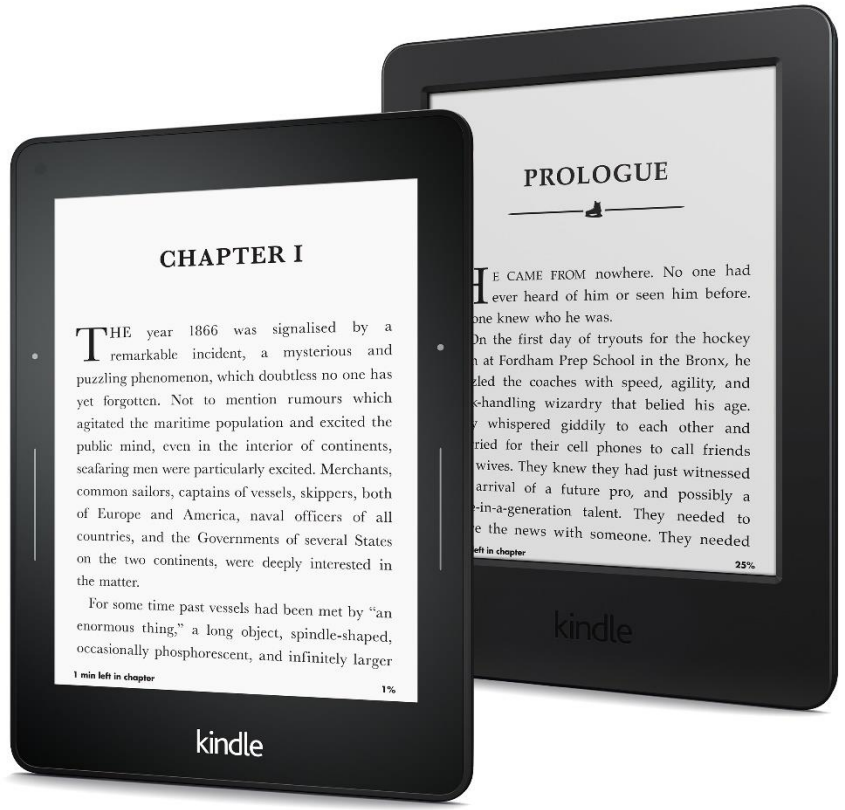
370,932,000 Windows

295,211,000 iOS/MacOS

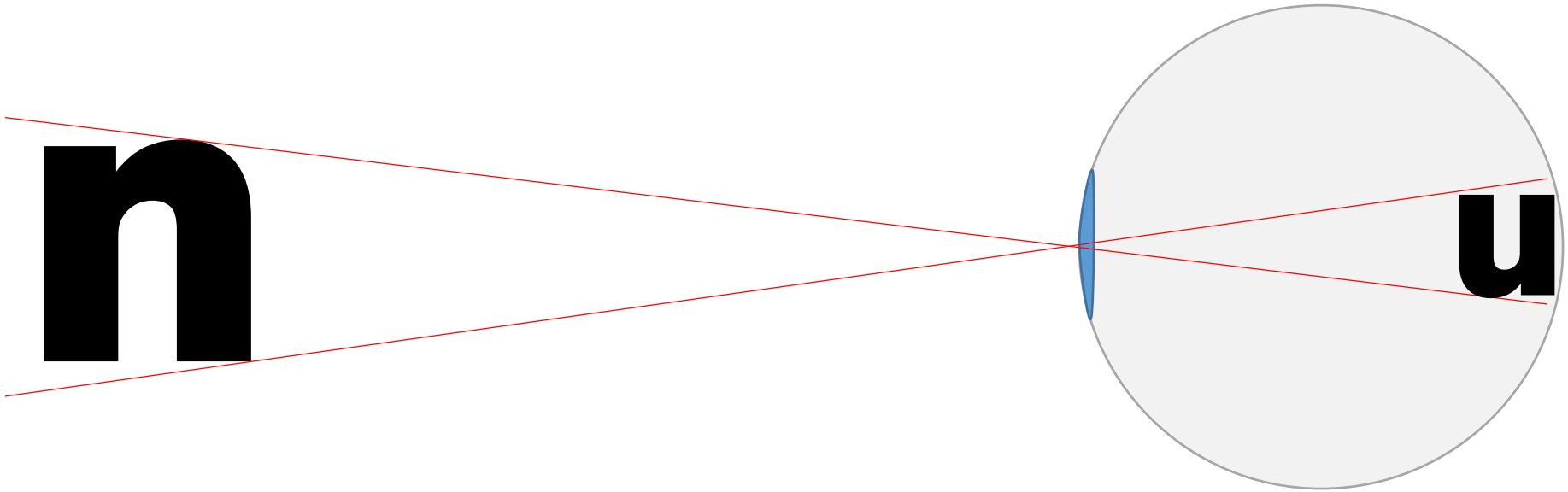
Combined developed & developing world

NOKIA
Sony Ericsson
Cyber-shot
Menu
Contacts
Options
Sony Ericsson
My Music
Online Store
Now Playing
Artists
Albums
Tracks
Playlists
Open
More
cingular
9:41
Tuesday, January 9
slide to unlock

0.2mi
Michigan Ave
N Michigan Ave
N Wabash Ave
N State St
Ohio St
30
Speed
30mi/h
Menu
Arrival
12:31 pm
GARMIN nüvi


CHAPTER I
THE year 1866 was signalised by a remarkable incident, a mysterious and puzzling phenomenon, which doubtless no one has yet forgotten. Not to mention rumours which agitated the maritime population and excited the public mind, even in the interior of continents, seafaring men were particularly excited. Merchants, common sailors, captains of vessels, skippers, both of Europe and America, naval officers of all countries, and the Governments of several States on the two continents, were deeply interested in the matter.
For some time past vessels had been met by "an enormous thing," a long object, spindle-shaped, occasionally phosphorescent, and infinitely larger
1 min left in chapter
1%
kindle
PROLOGUE
HE CAME FROM nowhere. No one had ever heard of him or seen him before. one knew who he was.
On the first day of tryouts for the hockey at Fordham Prep School in the Bronx, he zled the coaches with speed, agility, and k-handling wizardry that belied his age. whispered giddily to each other and ried for their cell phones to call friends wives. They knew they had just witnessed arrival of a future pro, and possibly a -in-a-generation talent. They needed to e the news with someone. They needed
left in chapter
25%
kindle

The process of reading.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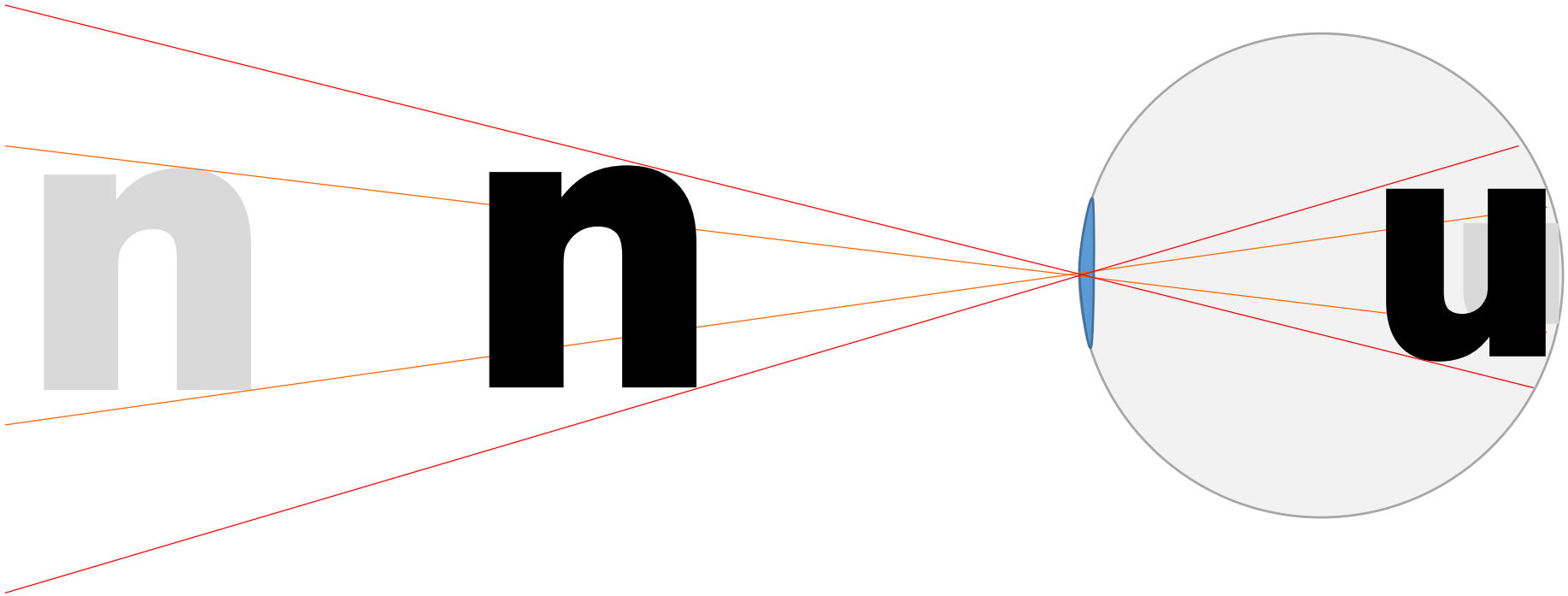
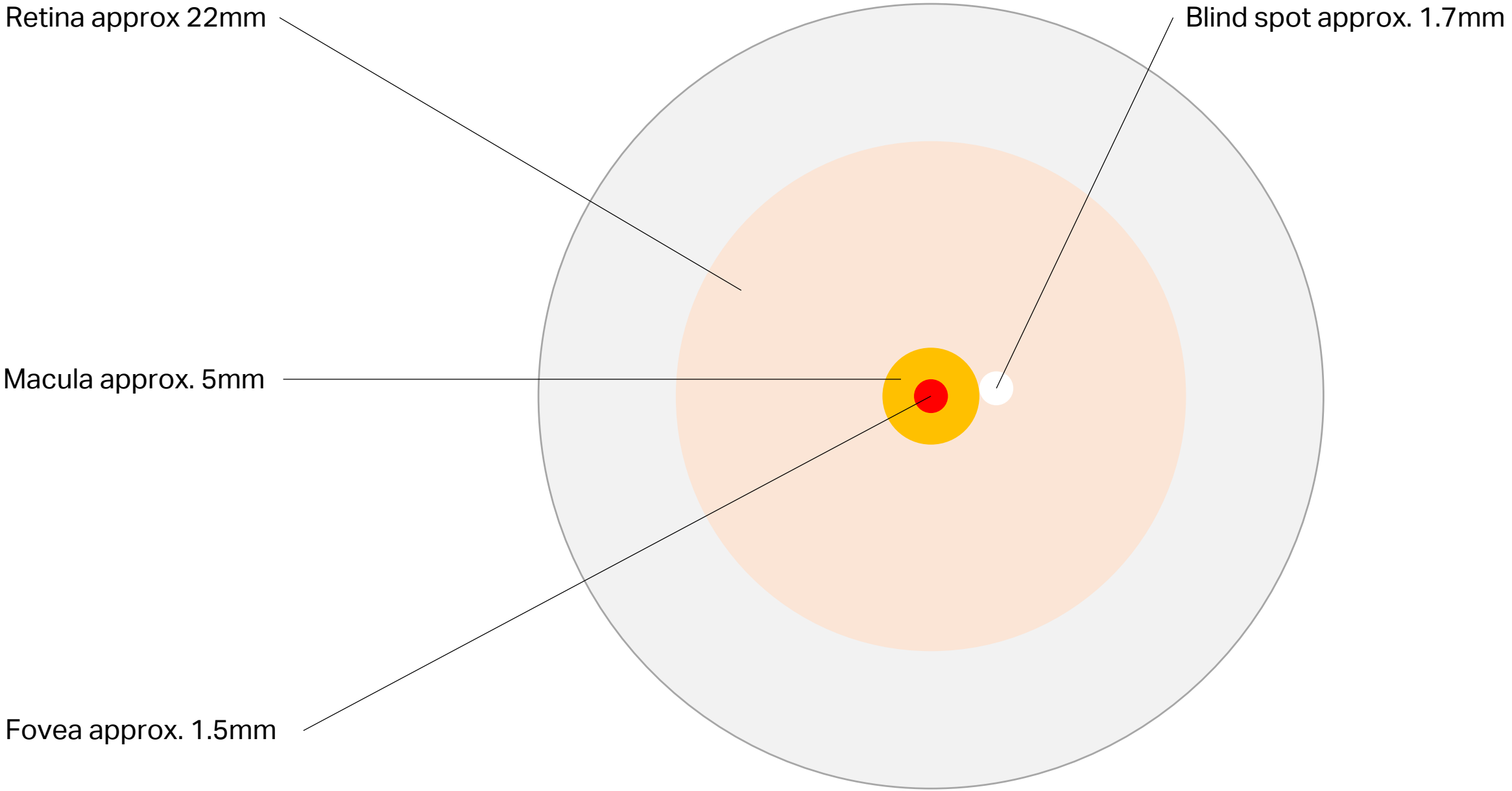
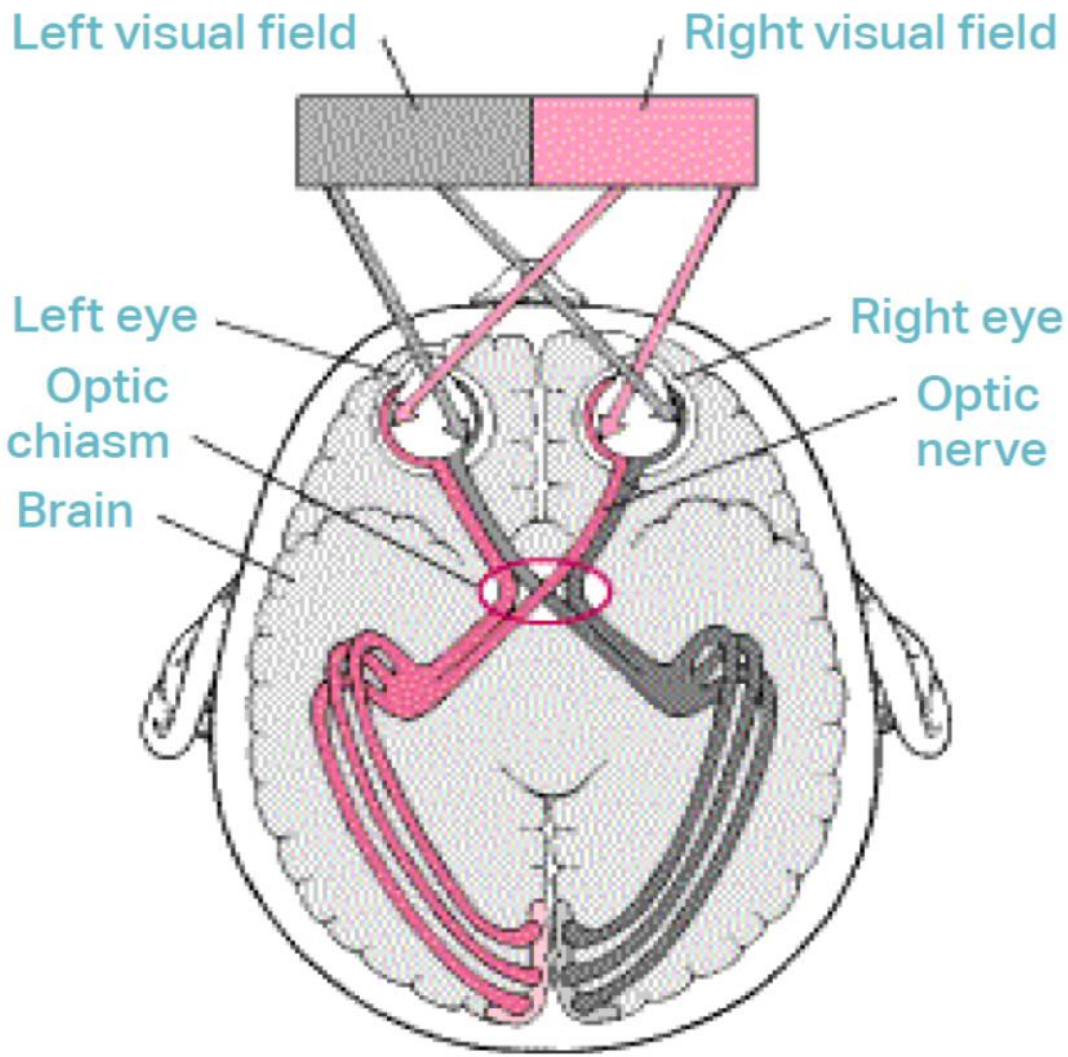
u

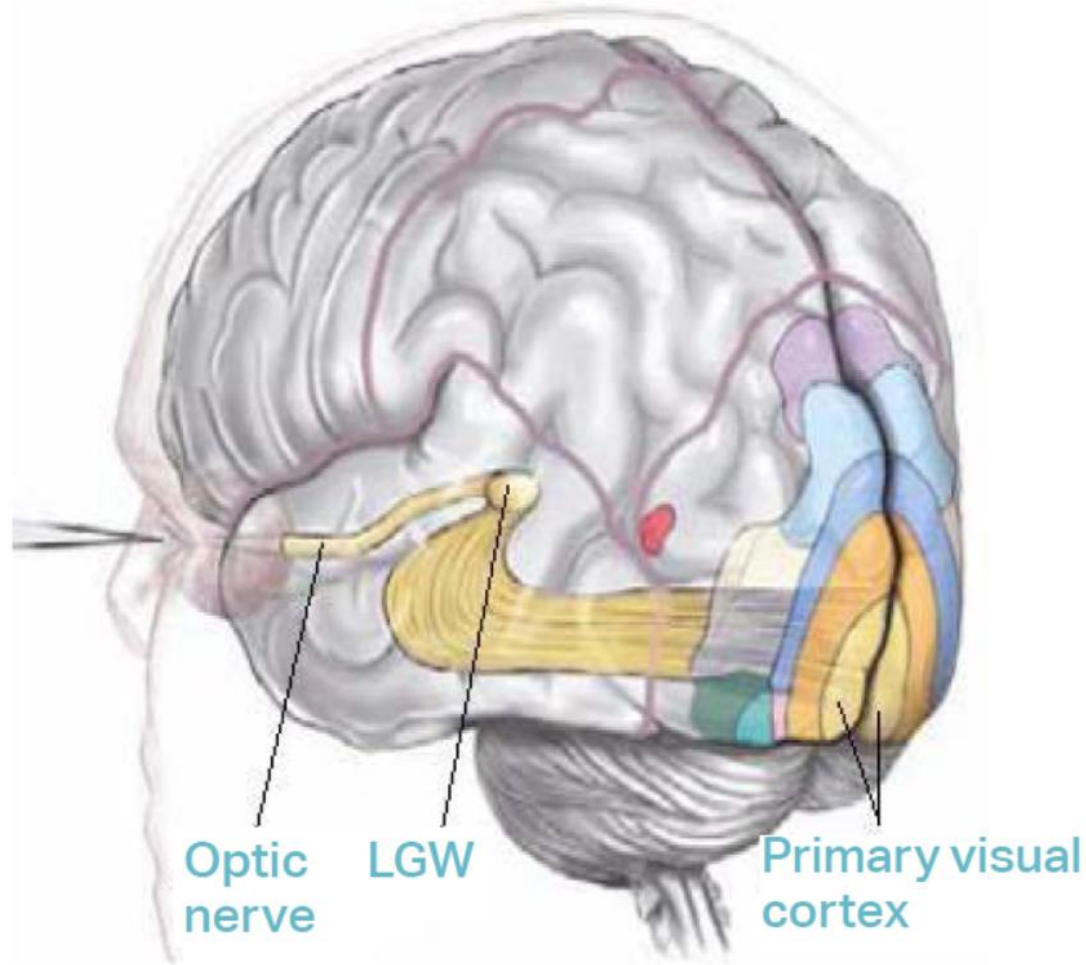

n
n
u

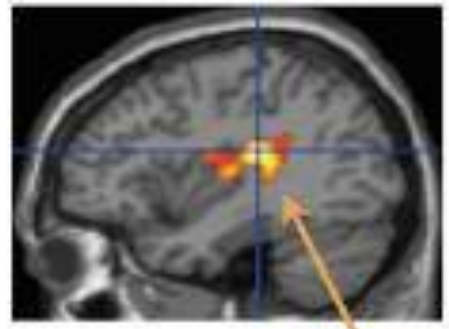

Retina approx 22mm
Blind spot approx. 1.7mm
Macula approx. 5mm
Fovea approx. 1.5mm

Using adhesion is a good test word

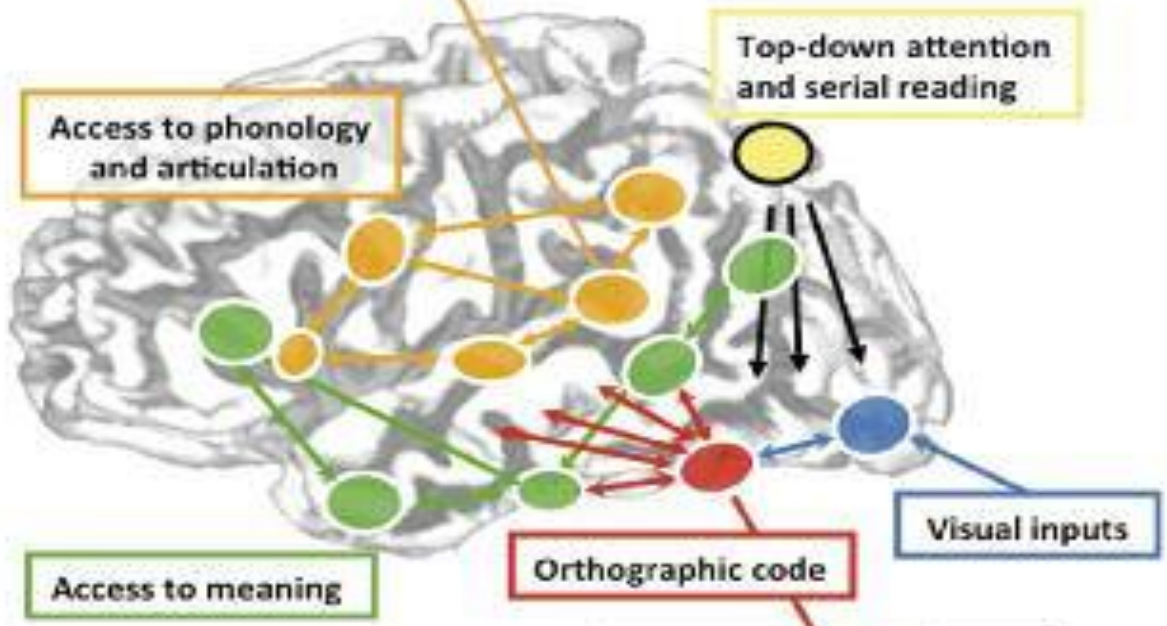
adhesion is a good

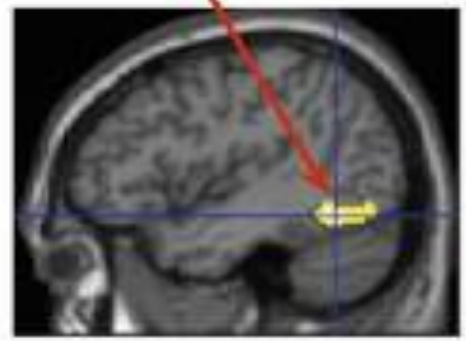

Left visual field
Right visual field
Left eye
Right eye
Optic chiasm
Optic nerve
Brain


Optic nerve
LGW
Primary visual cortex



Planum Temporale:
-Increased phonological response
- Convergence of letters and phonemes





Visual word form area (VWFA)
-Increased response to written strings
- Decreased response to faces

adhesion adhesion

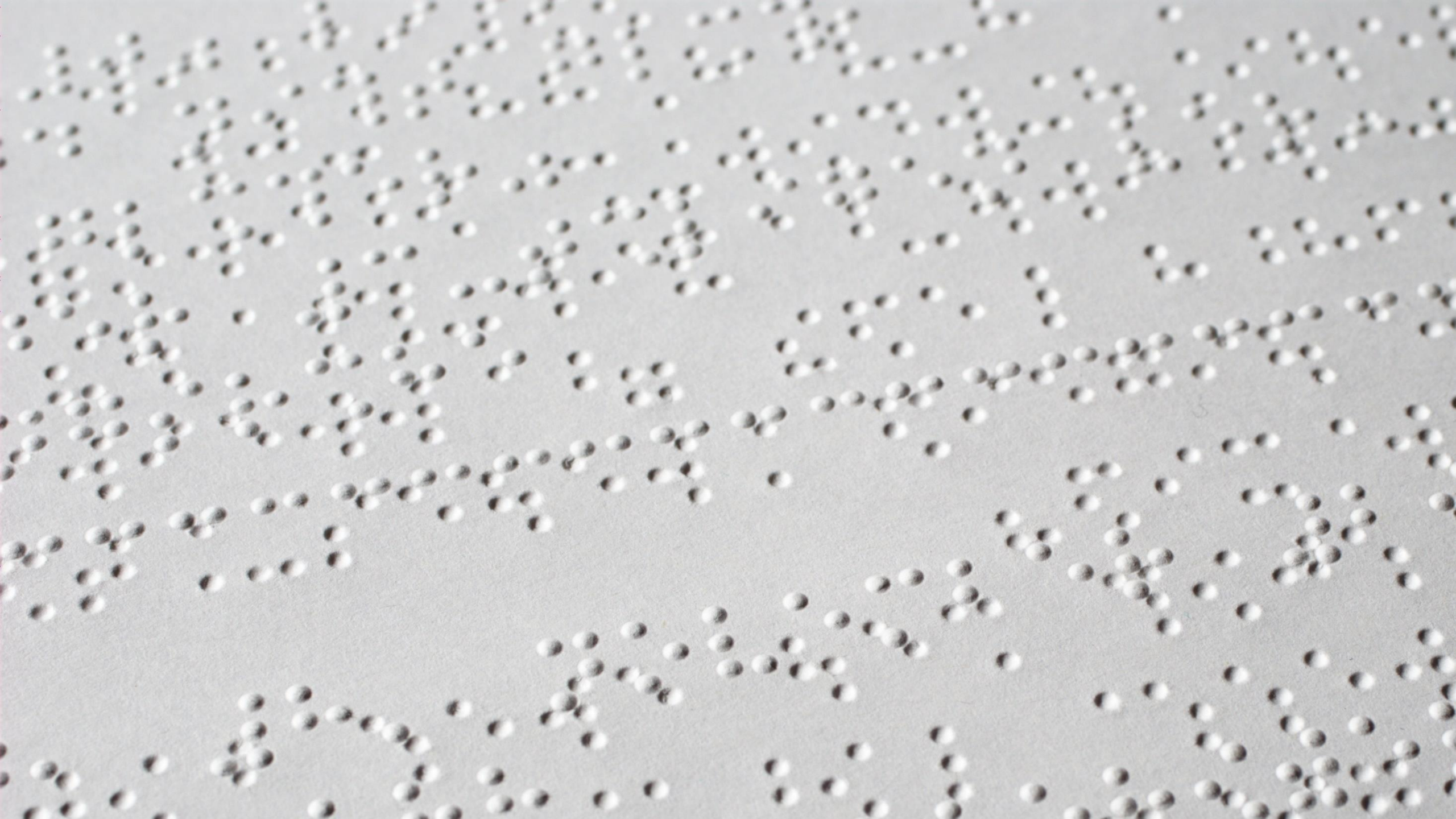
adhesion

adhesion

A word about dyslexia.

Types of dyslexia
- Developmental
- Acquired

Categories
- Phonological dyslexia
- Orthographic dyslexia
- Lexical (semantic) dyslexia
- Directional (mirror) dyslexia
- Sequential dyslexia
- Dyseidetic (surface) dyslexia



www.dafont.com/open-dyslexic.font

arks PSFK - Live Work Pl... TweetDeck The Serif Readability... Designing a Modern... Pie Society Type Project|製品情… Corporate Design N... Mont Blanc - a set o... 联系我们 Under the Bridge | L... Join us for Sunday l... Welcome to the Can...

Open-Dyslexic by Abelardo Gonzalez

in Basic > Various

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OpenDyslexic-Regular.otf

Open-Dyslexic

OpenDyslexic-Italic.otf

Open-Dyslexic

OpenDyslexic-Bold.otf

Open-Dyslexic

OpenDyslexic-BoldItalic.otf

Open-Dyslexic

OpenDyslexicAlta-Bold.otf

Open-Dyslexic

OpenDyslexicAlta-BoldItalic.otf

Open-Dyslexic

OpenDyslexicAlta-Regular.otf

Open-Dyslexic

OpenDyslexicAlta-Italic.otf

Open-Dyslexic

OpenDyslexicMono-Regular.otf

Open-Dyslexic

Open Dyslexic
Abelardo Gonzalez

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Not all text is equal: Navigation vs long form.

Arial
Verdana

Arial
Verdana
Roboto
San Francisco

Arial
Verdana
Roboto
San Francisco
Ubuntu
Amazon Ember
Nokia Pure

Arial	Line lengths
Verdana	Line lengths
Roboto	Line lengths
San Francisco	Line lengths
Ubuntu	Line lengths
Amazon Ember	Line lengths
Nokia Pure	Line lengths

Arial	Line lengths
Verdana	Line lengths
Roboto	Line lengths
San Francisco	Line lengths
Ubuntu	Line lengths
Amazon Ember	Line lengths
Nokia Pure	Line lengths

Arial	Line lengths
Verdana	Line lengths
Roboto	Line lengths
San Francisco	Line lengths
Ubuntu	Line lengths
Amazon Ember	Line lengths
Nokia Pure	Line lengths

AriVerRobSanUbuEmbNok

AriVerRobSanUbuEmbNok

AriVerRobSanUbuEmbNok

AriVerRobSanUbuEmbNok

AriVerRobSanUbuEmbNok

When you cannot put away that book.

Available Styles:

Baskerville eText Regular
Baskerville eText Italic

Baskerville eText Bold
Baskerville eText Bold Italic

Baskerville Italic:100pts

Baskerville eText Italic: 100pts

Baskerville Bold: 100pts

Baskerville eText Bold: 100pts

NOTE: The labeling of examples on this page are typeset in their respective font/s, using identical character specifications for the purpose of comparison.

Comparison of Screen vs. Print:

The Monotype Baskerville eText fonts have been redrawn to improve their on-screen readability—designed, tuned and hinted to display as clearly as possible—on every device.

Monotype Baskerville eText Regular: Set at 9/12

This example is set in a traditional desktop Baskerville— shown as a comparison to Baskerville eText, which has been redrawn for optimal readability on digital displays.

Baskerville Regular: Set at 9/12

The Monotype Baskerville eText fonts have been redrawn to improve their on-screen readability—designed, tuned and hinted to display as clearly as possible—on every device

Monotype Baskerville eText Regular: Set at 8/12

This example is set in a traditional desktop Baskerville—shown as a comparison to Baskerville eText, which has been redrawn for optimal readability on digital displays.

Baskerville Regular: Set at 8/12

From: Monotype_eText.pdf

adhesionpvkrnlIi

adhesionpvkrnlIi

adhesionpvkrnlIi

adhesionpvkrnlIi

Literata
Literata Italic

adhesionpvkrnlIi

adhesionpvkrnlIi

adhesionpvkrnrnlIi

adhesionpvkrnrnlIi

Bressay Text
Bressay Display

Today's featured article

The **tammar wallaby** is a sm
range has been severely redu
range and is listed as of Least
introduced to New Zealand a
eradicated. Skull differences distinguish tam
Australia, making them distinct populations
tammar is among the smallest of the wallabie
efficiently using tendons that act like springs.
shrub. It is very gregarious and has a seasona
pouch while keeping an embryo in her uterus
in general. It is one of many organisms whose

Recently featured: John Barbirolli – Carsten

146ppi

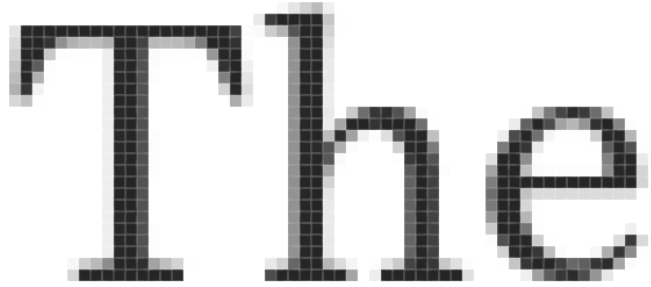
Today's featured article

The **tammar wallaby** is a small macro
and Western Australia. Though its geo
been severely reduced since European
tammar is common within its reduced
Least Concern by the International Union for Conserv
been introduced to New Zealand and reintroduced to
where it had been previously eradicated. Skull differe
tammars from Western Australia, Kangaroo Island ar
Australia, making them distinct populations groups o
subspecies. Around the size of a rabbit, the tammar is
the wallabies. Its coat is largely grey. It has colour visi
and can hop efficiently using tendons that act like spri
species, it spends nighttime in grassland habitat and d

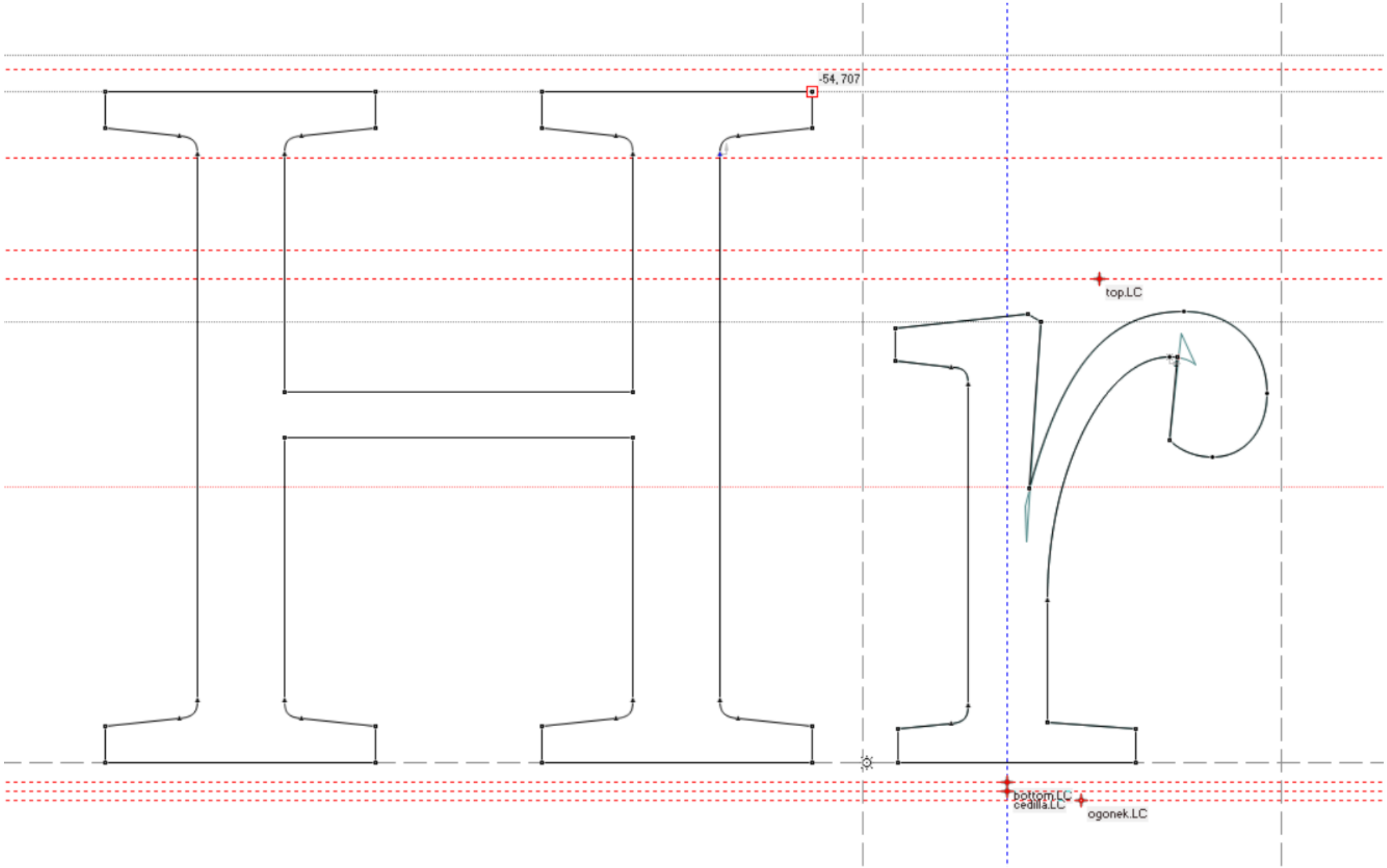
216ppi

Today's featured article

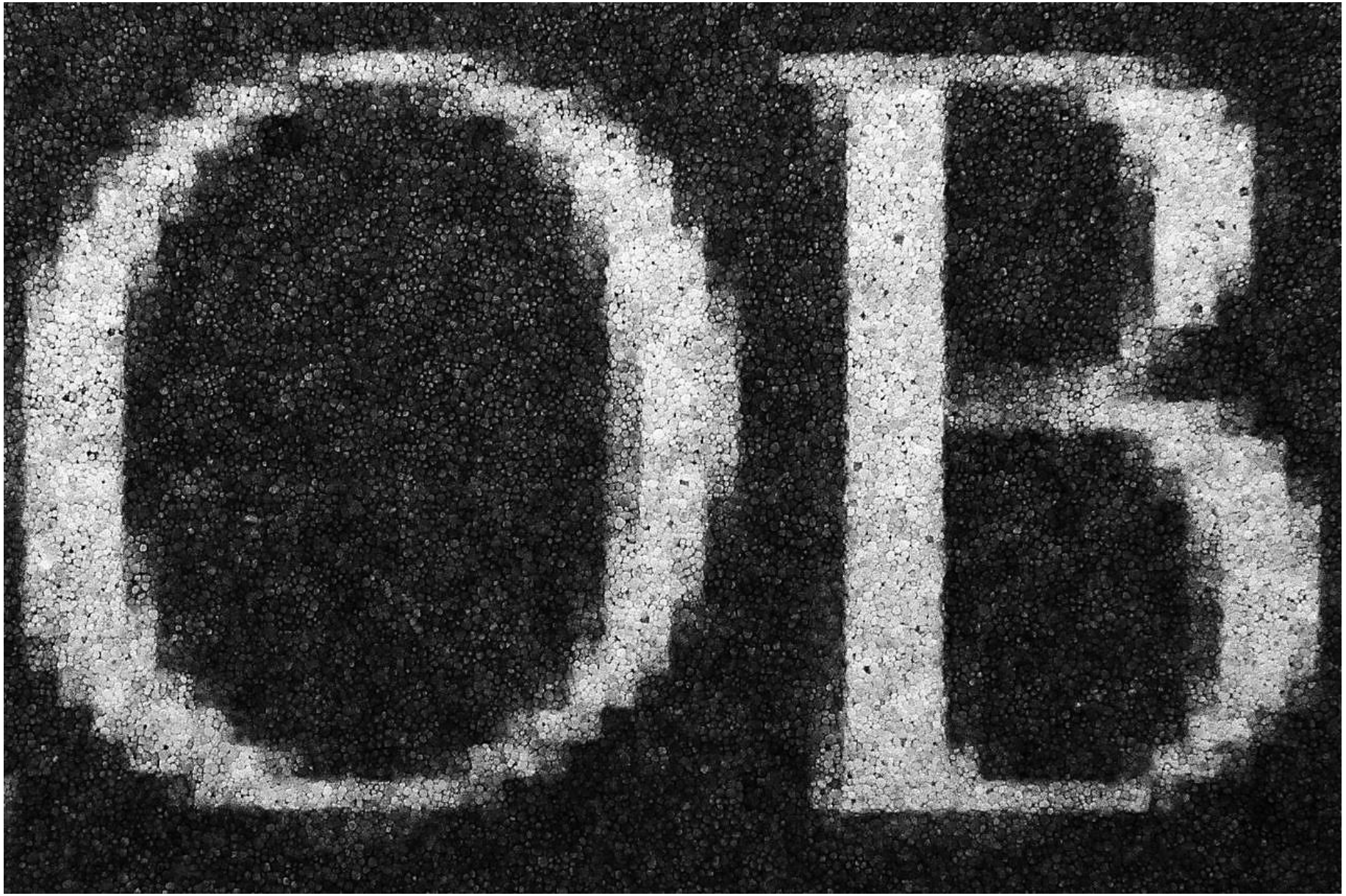
The **tammar wallaby** is a small macropod n
and Western Australia. Though its geograph
been severely reduced since European colon
tammar is common within its reduced range
of Least Concern by the International Union for Conservatio
has been introduced to New Zealand and reintroduced to so
Australia where it had been previously eradicated. Skull diff
distinguish tammars from Western Australia, Kangaroo Isla
South Australia, making them distinct populations groups o
different subspecies. Around the size of a rabbit, the tammar
smallest of the wallabies. Its coat is largely grey. It has colou
drink seawater, and can hop efficiently using tendons that ac
nocturnal species, it spends nighttime in grassland habitat a
shrub. It is very gregarious and has a seasonal, promiscuous

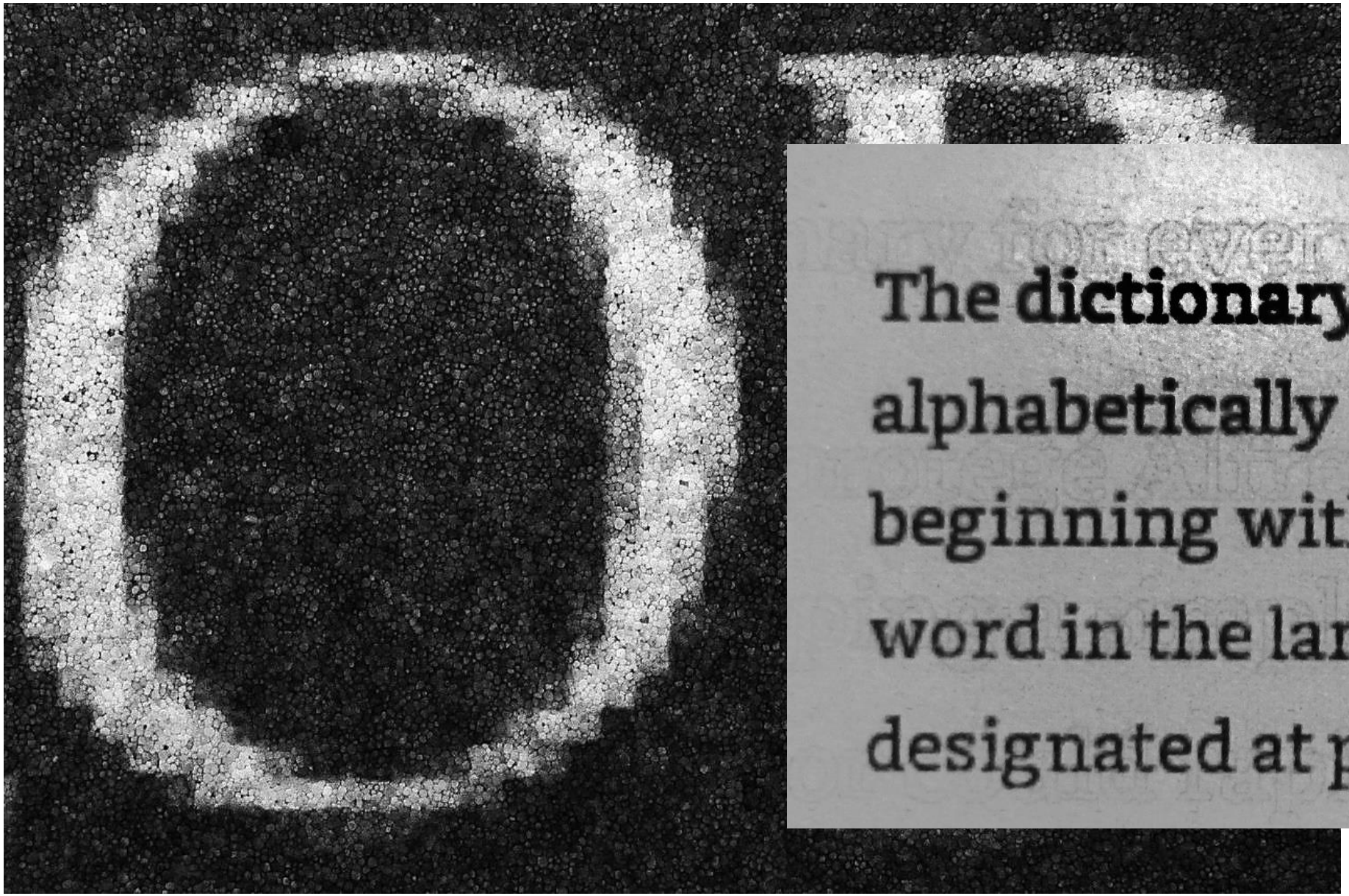


363ppi


-54, 707
top.LC
bottom.LC
cedilla.LC
ogonek.LC

Bookerly design features
Image courtesy of Amazon





The **dictionary** or vocabulary
alphabetically arranged and
beginning with the letters of
word in the language has its
designated at pleasure, throu

adhesionpvkrnlIi

adhesionpvkrnlIi

adhesionpvkrnrnlIi

adhesionpvkrnrnlIi

Bookerly LCD version
Bookerly e-Ink version

None of this happens without training.

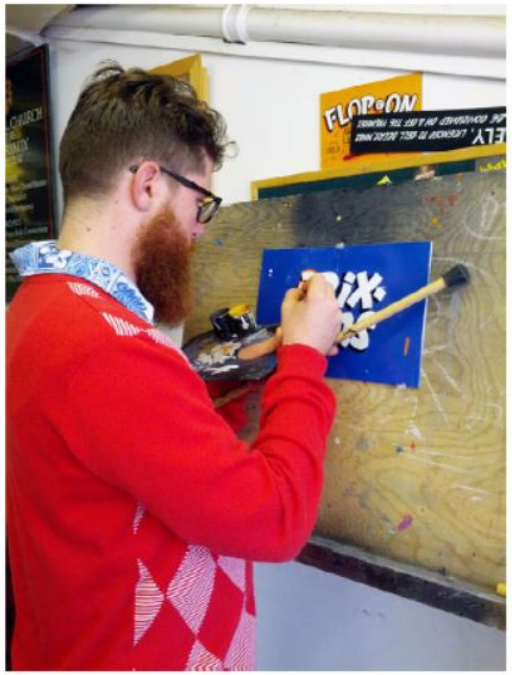
abefghimnorstuv

abefghimnorstuv

2003
OF
HAND
LETTERING
BLOCK Script
DEFGHI
JKLMN
OPQRS
TUVW
XYZ
DEFGHI
JKLMN
OPQR
STUVW
XYZ
RICARDO

TEMPORARY SIGN

100



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GUCCI

غوتشي

Paul Smith

بول سميث

MOSCHINO

موسكينو

Vivienne Westwood

فيفيان وستوود

H&M

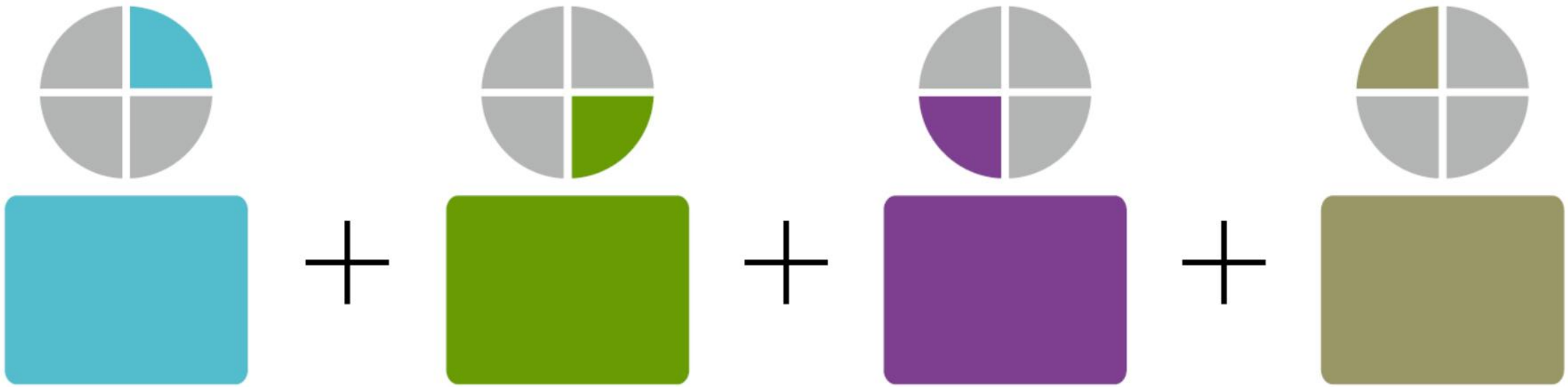
اتش اند ام

Designer

Engineer

Hinter

Client Facing



Design

Engineering

Hinting

Release

Dalton Maag
and
Design Education,
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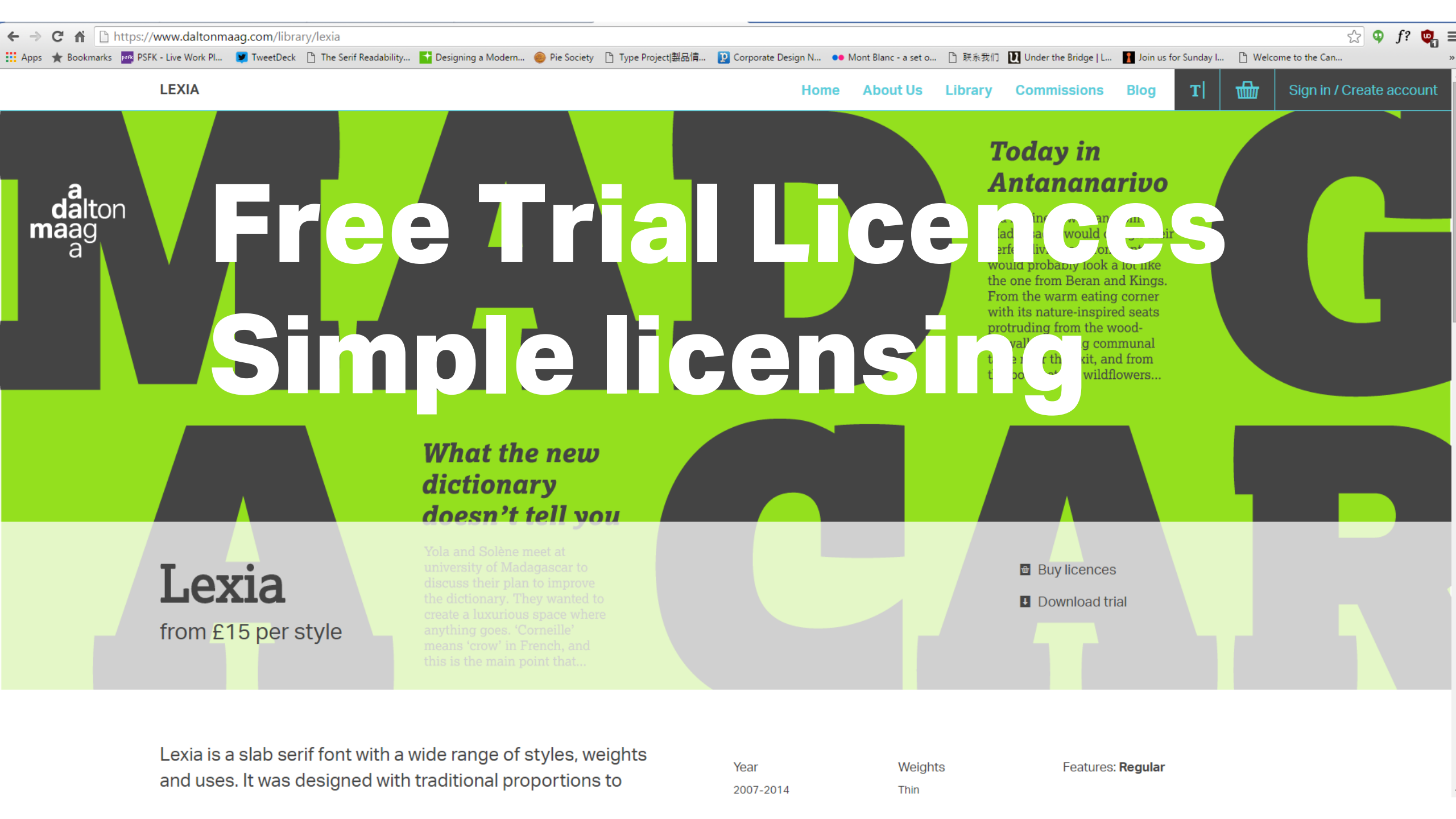
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