

AN EMOTIONAL INFLUENCE OF FONTS

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Resume – The main problem of choosing fonts is that there too many and too few options at the same time. On the one hand, choosing only from system fonts can lead to a bad decision because among standard fonts, nothing interesting is simply represented. On the other hand, web font libraries with hundreds and thousands of titles are striking in abundance, which sometimes leads to paradoxical choice of fonts.

Резюме – Одна из главных проблем как веб-дизайнеров, так и дизайнеров, работающих в области типографии, заключается в том, что существует одновременно слишком много и слишком мало вариантов. С одной стороны, среди стандартных шрифтов ничего интересного не представлено. С другой стороны, библиотеки веб-шрифтов с сотнями и тысячами наименований поражают изобилием, что иногда приводит к парадоксальным выборам шрифтов.

Introduction: graphologists and developers agree that the choice of font style is accompanied by the transfer of some eigenvalue regardless of whether the effect is used intentionally or not. It is believed that the effect of applying a specific font in a certain sense depends on the context, as well as on the characteristics of the perceiving person. This influence is subconscious.

Ideally, the printed text and the message itself should complement each other otherwise a discrepancy is obtained - the person says one thing, and the expression or tone of his voice reveals the opposite. Many people use a specific font because they like it, or simply because it is installed in their text editor without imagining the recipient of the message — the person who will read the text they have created.

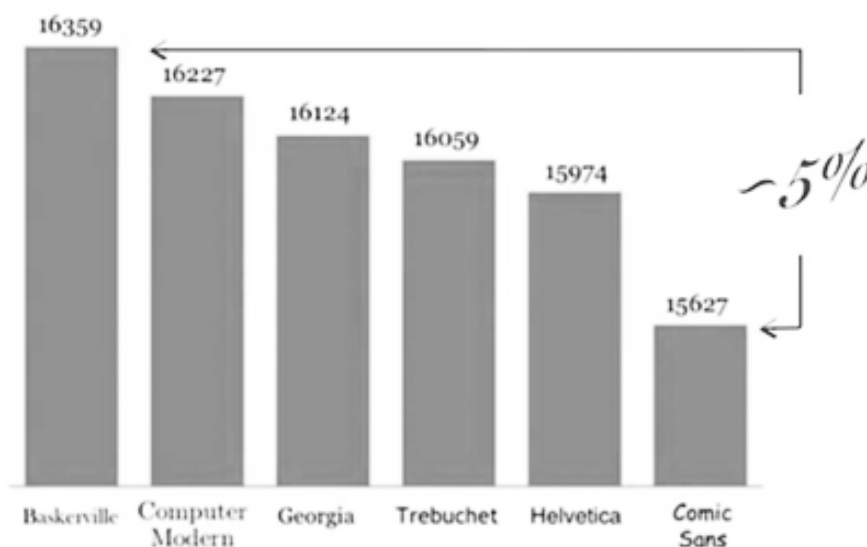
It is believed that some types of fonts convey specific qualities and characteristics.

Main part: according the researches, the joke which is written by the Times headset is 10% funnier than the one written by the Arial headset. What is the reason for it? An experiment shows that humor is associated with aggression, with sharpness, with headpiece - and the Times looks sharper than Arial.

There was conducted another interesting experiment with attendance of 45 thousand people. A user visits the site and reads an article by David Deutsch, a British physicist, where the author writes that today it is very difficult to die because of accident. Hundreds years ago this happened much more often. The main conclusion of the article is that the world is safer than ever.

And after reading the article a user was asked if he agreed with the statement that we lived in an era of unprecedented security. Variants of the answer were the following: "yes" and "no". The next question was "How confident were you in your answer?" Variants of the answer were: "not very sure", "pretty sure" and "completely sure" [1].

Users did not know that the algorithm randomly chose one of the six fonts for them. The authors of the experiment wanted to evaluate the effect of fonts on agreement with the text and confidence in the answer on a large number of participants.



Picture 1 – The difference between fonts in terms of “convincing”

Source: Own elaboration.

Fonts analyzed were the following:

- Baskerville,
- Computer Modern (used in scientific journals),
- Georgia,
- Trebuchet,
- Helvetica,
- Comic Sans.

The difference is 5% between the two extreme positions – Baskerville and Comic Sans. Most people generally call Baskerville and Georgia identical fonts but according to statistics one is 2% more “convincing” than the other.

If to put two texts side by side the difference is barely perceptible. But somehow our brain one of them inspires more confidence.

And it is almost impossible to distinguish between these two phrases.

I love you

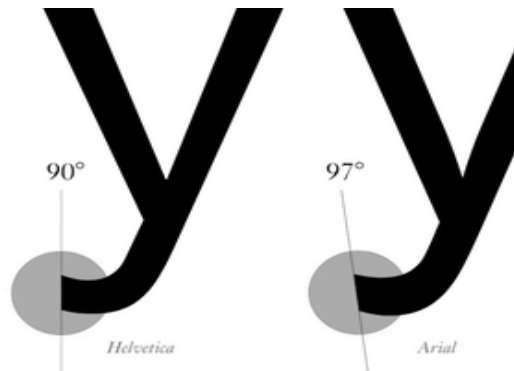
I love you

Picture 2 – Helvetica font and Arial font
Source: Own elaboration.

First one is called Arial and the other is Helvetica. Helvetica is used in hundreds of logos due to its ability of being well-read.

Matthew Butterick says about Arial, “You can't create good typography with Arial” [1].

“Arial font shows poor quality but in general, there is a simple way to evaluate the quality of a design. If Arial is used, the design is bad, no - you can proceed to the assessment” [2].



Picture 3 – Helvetica font and Arial
Source: Own elaboration.

And this is the difference between epic fail and epic win. All modern writing of Western civilization is based on the Phoenician alphabet. Then came the Romans who wrote on parchment with a reed pen. When you lead a reed pen on paper, you get an uneven stroke so that the Romans began to write more carefully to create a beautiful font. They began to add decorative strokes at the ends of the letters to make the text look more balanced and harmonic. As a result Roman alphabet became much easier to read. However there was no uppercase. Only later Gutenberg used lowercase letters.

The revolution in typography is associated with the name of John Baskerville, an artist and businessman. Due to the appearance of newspapers people had to fit more text into the line. Thus fonts became narrower and more practical which led to the clarity of texts. John Baskerville sharpened letters, made serifs clearer.

An important figure in the history grotesque is William Kazlon IV, the great-grandson of a very famous typographer. Great-grandson decided to make a sans serif font, to simplify it. His font was criticized a lot and it looked clumsy in that times [2].

Then the industrial revolution began where a need for engineers was. And the engineers needed drawings where the new fonts would work perfectly, the antiques on the drawings did not work at all, nothing could be disassembled.

Conclusion: summing up, we can say that the psychology of the font determines which effect will produce a particular font on the user. Typography or fonts are a very significant component ignoring of which leads to the creation of lower-quality web design. Many designers focus on the beauty and artistic attractiveness of the project, color combinations and practical value, but few treat the fonts with the same scrupulousness. They just do not understand what the headset is sending the message to the user.

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TIME MANAGEMENT AS AN INNOVATIVE WAY TO MANAGE TIME

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Resume – One of the causes of stress at work is lack of time. If you want to avoid such stressful situations that will cause your failure, you need to learn how to manage time, or time management. To do it, you must follow some rules that will help you to organize your day.

Резюме - Одной из причин стресса на работе является нехватка времени. Если вы хотите избежать таких стрессовых ситуаций, которые могут привести к проблемам, вам нужно научиться управлять своим временем. Для этого необходимо соблюдать некоторые правила, которые помогут вам организовать свой день.

Introduction. In a market economy, a person feels an increasing mental and emotional stress due to the increasing difficulties of social life. We live in a world where everything changes with incredible speed. In a world where a person does not have time to adapt to one thing as another one has already appeared. And you need to immediately merge into this novelty, get used to it. Our pace of life can't be called calm and stable, and this directly leads to stressful situations. One of the causes of stress at work is lack of time and adaptation to new technologies. It often happens that workers do not have time to cope with a lot of work because of the incorrect distribution of time and effort.

Main part. Any tension slows down efficiency, leads to sharp weakness and apathy. If you want to avoid such stressful situations that will cause your failure, it is necessary to learn how to manage time correctly or learn time management. To do it, you have to observe the following rules:

1) All your plans and thoughts should be recorded in a diary. If the task is only in your mind, then it does not exist. A plan on paper is a map that helps you to reach your goals without barriers. All in all, if a plan is only in your mind, then further you will not know how much time you spend on your goals.

It can improve your efficiency by 30% using such a list. Before bedtime, you should prepare a to-do list for the next day. In the morning you will clearly understand what tasks you should do this day and in what order to do them to achieve success.[1]

2) It is necessary to adhere to the plan all day long. If there are any urgent matters, then you need to add them to the list, but at the same time you need to understand what matters have the highest priority. As soon as one item from the list is completed, it should be crossed out. It will remind you that this item has been completed, and it will improve your mood. Also, it will give you an impetus to do the next task.

3) It is necessary to set fixed deadlines for each task. Before deadline you have to complete tasks. It should be remembered that if you abandon your task, and then start it again, the productivity will decrease 6 times.

4) A difficult and big task should be broken into simple smaller tasks. It can be represented as a "tree" - i.e. the main task is a "tree", and the subtasks for its implementation are the "branches". It is necessary to branch this "tree" until the process of completing the task becomes easy.

5) There is a 10/90 rule that is also useful in time management: if you spend 10% of your time on tasks planning, the savings in solving it will be 90% of the time, which will significantly increase the effectiveness.[2]

6) It's necessary to prioritize tasks properly. You can fail with the wrong distribution of priority.