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# Readability in UX Design: Text & image rules

Academic Year 2025-2026

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# What is Readability?

- Readability is how easily users can read and understand text on a website or application.
- Good readability helps users:
  - Read faster
  - Understand information quickly
  - Complete tasks easily
  - Avoid confusion

# Why Readability Is Important

- Good readability improves:
  - User experience
  - Information comprehension
  - User satisfaction
  - Website usability
- Poor readability can cause users to:
  - Leave the website
  - Misunderstand information
  - Feel frustrated

# Key Factors of Readability

- Important elements that affect readability:
  - Typography
  - Font size
  - Line spacing
  - Color contrast
  - Paragraph length
  - Content structure
  - White space

# Scannability (Design for Skimming)

- Eyetracking visualizations show that users often read Web pages in an F-shaped pattern: two horizontal stripes followed by a vertical stripe.



# Scannability (Design for Skimming)

- Most users do not read everything on a webpage. They scan the page looking for important information.
- Research from Nielsen Norman Group shows that users often read in an F-shaped pattern.
- **What designers do:**
  - Use clear headings
  - Use bullet points
  - Highlight important words
  - Keep paragraphs short

# Scannability (Design for Skimming)

- **Example**
-  Hard to scan
  - Our gym offers a variety of training programs designed to help members improve their fitness levels through personalized coaching and modern equipment available throughout the facility.
-  Easy to scan
- Gym Services
  - Personal training
  - Modern equipment
  - Group fitness classes

# Typography

Typography is the style and appearance of text.

- Good typography should be:
  - Clear
  - Simple
  - Consistent
  - Common readable web fonts:
    - Roboto
    - Open Sans
    - Helvetica
- Best practice: Use maximum two fonts.

# Font Size

- **BAD**

- ALL CAPITAL TEXT IS HARD TO READ

- **GOOD**

- Normal sentence case is easier to read.

# Font Size

- Text should be large enough for comfortable reading.
- Recommended sizes:
  - Body text: 16px – 18px
  - Subtitles: 18px – 24px
  - Titles: 28px or larger
- Small text reduces readability and accessibility.

# Font Size

- **Example**
  - Body text: 12px
  - This forces users to strain their eyes.
- Good practice
  - Body text: 16px – 18px
  - Headings: larger and clearly visible

# White Space (Negative Space)

White space is the empty space around text and elements.

- Good spacing helps users:
  - focus on content
  - avoid visual overload
  - read faster
- Example:
- Poor readability
  - Text packed together with no spacing.
-  Good readability
  - Space between paragraphs
  - Margins around content
  - Clear separation of sections

# Content Simplicity

- Good UX writing improves readability.
- **Techniques**
  - Use simple vocabulary
  - Avoid long sentences
  - Use active voice
- **Example:**
- Complex
  - The restaurant provides customers with a diverse selection of culinary options.
- Simple
  - The restaurant offers many food choices.

# Line Length and Spacing

- Recommended reading layout:
  - 50–75 characters per line
  - Line height: 1.4 – 1.6
- Good spacing helps users:
  - Follow lines easily
  - Avoid losing their place while reading

# Color Contrast

- Text must be clearly visible against the background.
- Accessibility guidelines from the World Wide Web Consortium recommend strong contrast.
- Good examples:
  - Black text on white
  - Dark blue on light gray
- Bad examples:
  - Light gray on white
  - Yellow on white

# Short Paragraphs

- Large blocks of text reduce readability.
- Best practice:
  - 2–4 lines per paragraph
  - Use bullet points
  - Break content into sections
- Example:
  - Services:
    - Personal training
    - Gym classes
    - Nutrition advice

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# Visual Hierarchy

- Visual hierarchy helps users scan content quickly.

Use:

- Large titles (H1)
- Section headings (H2)
- Subheadings (H3)
- This structure guides users through the content.

# Common Readability Mistakes

- Designers should avoid:
  - Text that is too small
  - Long paragraphs
  - Poor color contrast
  - Too many fonts
  - Very long lines of text
  - No visual hierarchy
  - Complex sentences

# Readability Checklist

- Before publishing a website, check:
  - ✓ Font size  $\geq 16\text{px}$
  - ✓ Short paragraphs
  - ✓ Good contrast
  - ✓ Clear headings
  - ✓ Enough white space
  - ✓ Simple language
- These principles improve user experience and usability.

# Images for Web Design

- Why Images are a pillar of UX design?
  - Speed of Processing and Attention:
    - **Ultra-fast processing:** We process images approximately 60,000 times faster than text.
    - **Split-second first impressions:** A user forms an opinion about your site in just 50 milliseconds (0.05 seconds) (Lindgaard et al., 2006)
    - **Better retention:** People remember about 10% of information three days after reading it, compared to 65% if it is accompanied by a relevant image.
  - Reducing Cognitive Load:
    - **Scanning vs. Reading:** Users don't read; they "scan" the page. Images serve as visual anchors to guide this scanning
    - **Instant Recognition:** Icons and illustrations allow for instant recognition of functions (e.g., a magnifying glass for search)
    - **Clarifying the Abstract:** Complex or technical concepts become concrete through diagrams or visual metaphors.
  - Strong **emotional** imagery can increase user engagement and interaction
  - Build **trust** with users (e.g., real human faces or authentic photos are better than internet photos ).
  - Guide user **attention** and support content.

# Images for Web Design: Image size

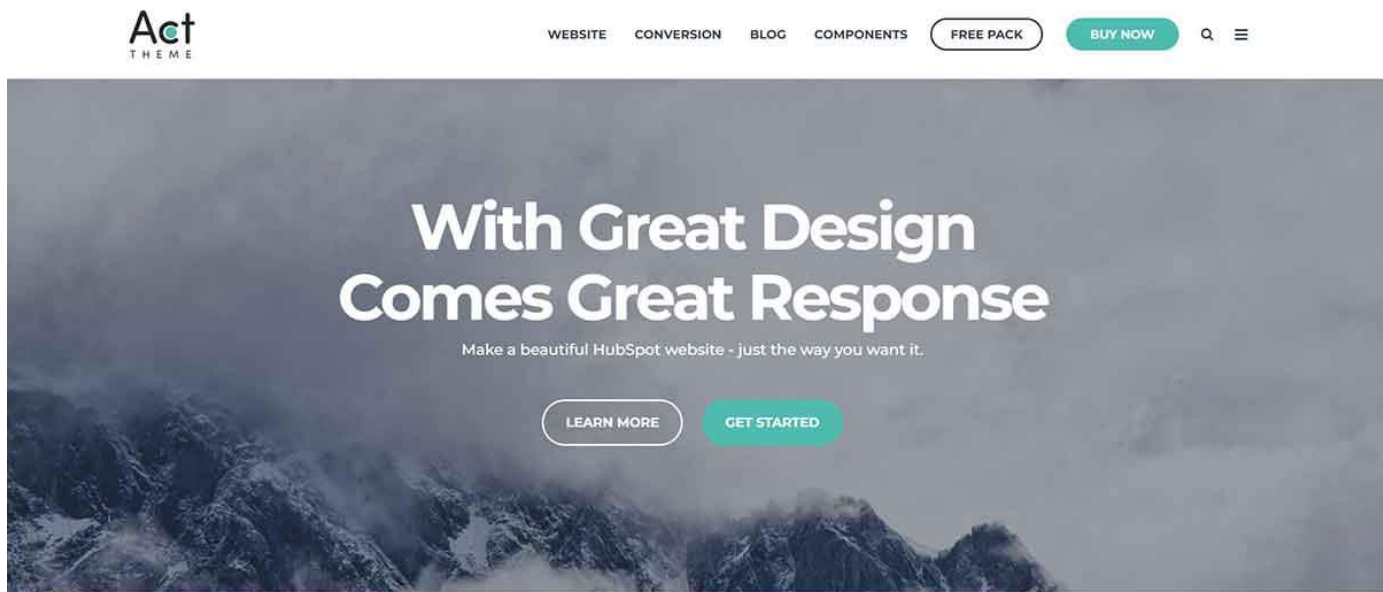
- Choose the Right Image Size?
  - Images should match the display size on the page.
  - Avoid uploading huge images like 4000px wide if the container is 800px.
  - Use responsive images so different devices load appropriate sizes.
- Example:
  - Desktop: 1200px
  - Tablet: 800px
  - Mobile: 480px
- This improves loading speed and usability.

# Images for Web Design

- **Favicons:** are the little icons found in your browser tab
- Favicon files should be .ico or .png and should be a 1:1 ratio (square) with a minimum size of 16x16 px up to 32x32 px.
- **Logos** in the Navigation Bar:
  - Horizontal Logos: ratio of 3:2 or 250 x 100px
  - Square Logos: ratio of 1:1 or 160 x 160px
- **Hero Images**
  - Recommended size: 1920 × 1080 px (most common) ,Minimum: 1600 × 900 px
  - Use 16:9 ratio ,Compress to 200–400 KB
- **Blog / Article Images :** Images inside content.
  - **Recommended size :** 1200 × 800 px (best balance)
  - **File size:** Ideally < 200 KB

# Images for Web Design

## Hero Images

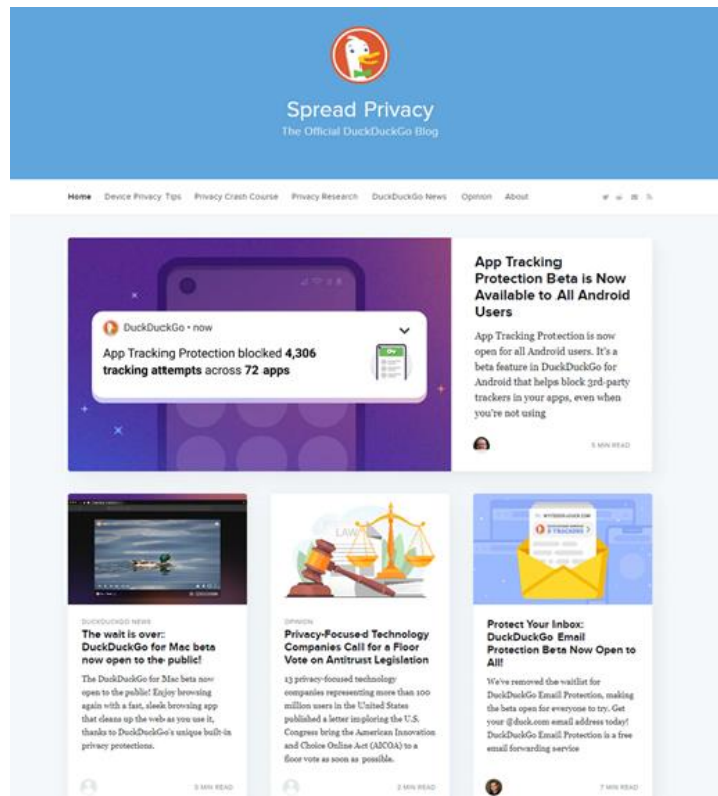


## Drag and Drop

Add new modules, remove or reorder entire sections, group

# Images for Web Design

## Blog Images



# Images for Web Design: Optimize File Weight

**Heavy images slow down websites.**

- **Recommended formats:**
  - JPEG → photos
  - PNG → transparency or graphics
  - SVG → icons and logos
  - WebP / AVIF → modern high-compression formats

# Images for Web Design: Maintain Visual Clarity

Images should be clear but not oversized.

- **Guidelines:**

- Avoid pixelation.
- Avoid overly detailed images for small UI elements.
- Ensure good contrast with background.

# Images for Web Design: Accessibility

Images should be usable by everyone.

- **Rules:**

- Add alt text for screen readers
- Avoid images containing important text
- Ensure sufficient contrast

- **Example:**

- ``

# Images for Web Design: Use Lazy Loading

Load images only when they enter the viewport.

- ``
- This improves page speed and performance.
- **PAGE START**
- -----
- | visible screen | ← viewport
- | hero image |
- | text |
- -----
- | images below | ← not loaded yet

# Images for Web Design: Responsive Images

## Responsive Images

- Images must adapt to screen sizes.
- **Techniques:**
  - srcset
  - sizes
  - CSS responsive containers
- **Example:**
- ``
- ``
- `<figcaption>`
- Photo by John Doe on Unsplash
- `</figcaption>`
- `</figure>`