**Fact Sheet: Sans Forgetica**

**What is Sans Forgetica?**

* Sans Forgetica is a new font designed using principles of psychology to improve retention of written information.
	+ It is a back-slanted, gapped font based on another font called ‘Albion’
	+ Sans Forgetica is unique, less standard than Albion and Arial and more interesting than Arial
* It is believed to be the world’s first typeface created using psychological and design theories in order to help memory retention and breaking just enough design rules and principles to engage you into actually remembering what is written in the font.
* It was created by a trio of designers and researchers at RMIT’s School of Design and Behavioural Business Lab. It was developed in collaboration between Stephen Banham, a lecturer in typography from RMIT School of Design, and Dr Janneke Blijlevens and Dr Jo Peryman from RMIT’s Behavioural Business Lab.
* Unlike conventional fonts, Sans Forgetica has varying degrees of ‘distinctiveness’ built in that subvert many of the design principles normally associated with conventional typography. These varying degrees of distinctiveness cause readers to dwell longer on each word, giving the brain more time to engage in deeper cognitive processing, thus enhancing retention of that information.
* The trio behind the project is now working on a paper for publication in a scientific journal.
* With Sans Forgetica, by disrupting the flow of individual letterforms, readers are prompted to increase their focus on what is being communicated.
* Sans Forgetica is believed to be the first font designed according to the psychological principles of ‘desirable difficulty’ and ‘disfluency’ using design principles of balance, typicality and alignment.
* Research has shown that there is an optimal level of difficulty to read (not too easy, not too difficult) that leads to the highest memory retention.

**How did the experiment work?**

* Approximately 400 Australian university students participated in a laboratory and an online experiment conducted by RMIT’s Behavioural Business Lab.
* Three new fonts designed according to the principle of ‘desirable difficulty’ were tested by asking students to remember pairs of words presented in those fonts. The new fonts tested were: an Albion font with gaps, an Albion font with gaps and a back slant (Sans Forgetica) and an Albion font with gaps, a back slant, and asymmetry.
* In the laboratory experiment, 96 participants looked at word pairs. Australian participants were able to recall more word pairs studied in Sans Forgetica than the word pairs presented in the other two fonts. Participants recalled 69 per cent of the word pairs that were presented in Sans Forgetica compared to 61 per cent of the pairs presented in either the gaps-only font and the back slanted, gapped and asymmetric font.
* In the online experiment, 303 students took a mock multiple choice exam. Participants remembered 57 per cent of the text when a section was highlighted in Sans Forgetica compared to 50 per cent of the surrounding text that was written in a plain Arial font.

Download the font for free at: sansforgetica.rmit from Wednesday afternoon.