History of WYSIWYG

By Chris Kinzel

What is WYSIWYG?

- Key features of WYSIWYG

What is WYSIWYG?

- Key features of WYSIWYG
  - Content preview optimized for a particular type of output allowing users to visualize what they are producing

What is WYSIWYG?

- Key features of WYSIWYG

  - Content preview optimized for a particular type of output allowing users to visualize what they are producing

  - User interface to manipulate content

What is WYSIWYG?

- Preview not always a faithful reproduction

What is WYSIWYG?

- Preview not always a faithful reproduction
  - Sometimes not always possible to reproduce with 100% fidelity

What is WYSIWYG?

- Preview not always a faithful reproduction
  - Sometimes not always possible to reproduce with 100% fidelity
  - Performance tradeoffs

What is WYSIWYG?

- Preview not always a faithful reproduction
  - Sometimes not always possible to reproduce with 100% fidelity
  - Performance tradeoffs
  - Errors/bugs

The first WYSIWYG

- Before WYSIWYG

The first WYSIWYG

- Before WYSIWYG
    - Text appeared in editors using system typeface

The first WYSIWYG

- Before WYSIWYG

  - Text appeared in editors using system typeface

  - No margins, spacing, bold, italic etc.

The first WYSIWYG

- Before WYSIWYG
  - Text appeared in editors using system typeface
  - No margins, spacing, bold, italic etc.
  - Users specify formatting using special control characters or markup

The first WYSIWYG

- Bravo

The first WYSIWYG

- Bravo
  - Document preparation program invented by Xerox PARC for the Alto in 1974

The first WYSIWYG

- Bravo

    - Document preparation program invented by Xerox PARC for the Alto in 1974

    - Supported displaying justification, fonts, proportional spacing

The first WYSIWYG

- Bravo

  - Document preparation program invented by Xerox PARC for the Alto in 1974

  - Supported displaying justification, fonts, proportional spacing

  - The Alto monitor was a portrait design so 1 full page of text could be displayed as would be printed

Bravo

- Made extensive use of the mouse for selecting and marking text

Bravo

- Made extensive use of the mouse for selecting and marking text
  - Interestingly not used for "command entry"

Bravo

- Made extensive use of the mouse for selecting and marking text
  - Interestingly not used for "command entry"
  - Considered too ambitious at the time to use a purely graphical approach for entering commands

Bravo

- When text was laid out on the screen 72ppi font files were used, for printing 300ppi files were used

Bravo

- When text was laid out on the screen 72ppi font files were used, for printing 300ppi files were used
  - This could cause words and characters to appear slightly off

READY: Select operand or type command
Last command was LOOK
 '{pe⎵styli...ravo⎵is⎵}   {⟲⟲This⎵i...me⎵text.}   {}

SampleDoc.bravo◄

Moving around the document is mostly intuitive. There's a hidden scroll bar to the left of the document text. It behaves a little like the old X-Windows scroll bars: a click on the left button scrolls you up, a click on the right button scrolls you down. This makes sense if you know that one version of the Alto's mouse had the buttons in a vertical column rather than a horizontal row.

We mentioned Bravo is a WYSIWYG editor with multiple type-faces and font sizes. You access them via the look mode. After entering the look mode by pressing the 'l' key, you select from a small collection of type-faces and font sizes by pressing the number keys.

0	Times Roman, 10 pt (default)
1	Times Roman, 8 pt
2	XEROX Logo
3	Math, 10 pt
4	Greek, 10 pt
5	Times Roman, 12 pt
6	Helvetica, 10 pt
7	Helvetica, 8 pt
8	Gacha, 10 pt (fixed-pitch typeface)
9	Helvetica, 18 pt

<u>Type styling in Bravo is very, very odd.</u>

If type styling in Bravo is odd, then paragraph styling is completely insane. Maybe it's not as insane as all that; to style a paragraph, you select the paragraph, enter the *look* mode and then select the look you want for the paragraph. But the way you select a paragraph is somewhat non-obvious.

First, you have to define a paragraph. In Bravo, paragraphs are all text between Control-CR's. So to get a paragraph, you append or insert a Control-CR, some text and then another Control-CR. Once you've done that, you select the paragraph by hitting the middle (*yellow*) button just to the left of the text (but not so far that you're in the invisible scroll bar.)
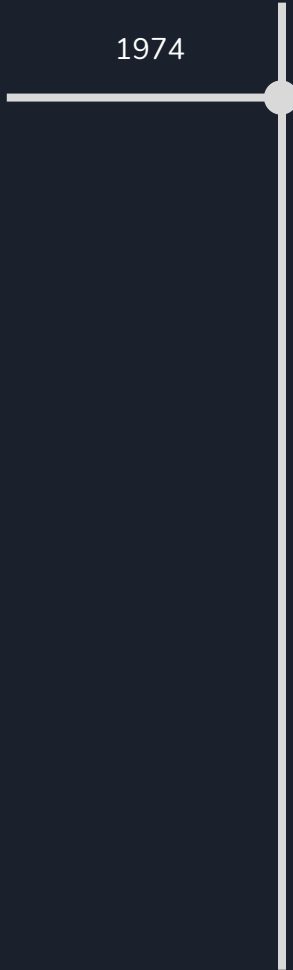
As an example, here's some centered text.

Filing Documents

Bravo

1974

- Text selection with mouse
- Text rendering

Bravo

- Text selection with mouse
- Text rendering

1974

1975

Bravo
- Text selection with mouse
- Text rendering

1974

1975

Gypsy
- Copy, cut, paste
- Mouse support!

Electric pencil
- Word wrap

Bravo

- Text selection with mouse
- Text rendering

1974

1975

Gypsy

- Copy, cut, paste
- Mouse support!

Electric pencil

- Word wrap

1980

Bravo

- Text selection with mouse
- Text rendering

1974

1975

Gypsy
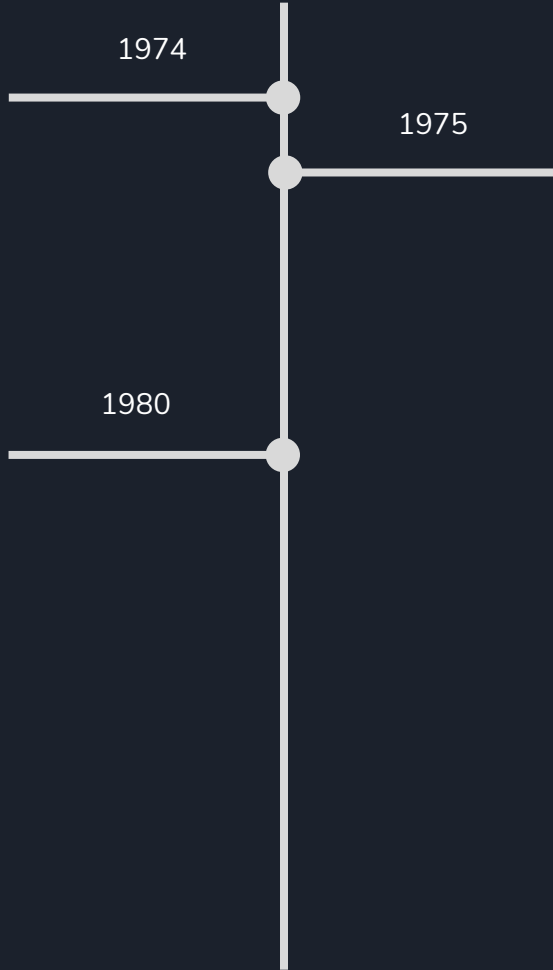
- Copy, cut, paste
- Mouse support!

Electric pencil

- Word wrap

1980

WordStar

- Accurate line, page breaks, and margins
- Typeface rendering

```
              < < <     M A I N    M E N U      > > >
  --Cursor Movement--    | -Delete- |    -Miscellaneous-   |   -Other  Menus-
^S char left ^D char right |^G  char  | ^I Tab    ^B Reform | (from Main only)
^A word left ^F word right |DEL chr lf| ^V INSERT ON/OFF    |^J Help   ^K Block
^E line  up  ^X line down  |^T word rt|^L Find/Replce again|^Q Quick ^P Print
    --Scrolling--          |^Y   line  |RETURN End paragraph|^O Onscreen
^Z line down ^W line up    |          | ^N Insert a RETURN  |
^C screen up ^R screen down|          | ^U Stop a command   |
   !----!----!----!----!----!----!----!----!----!----!----!--------R
```

1. Introducing WordStar

WordStar is highly flexible and very visible. Watch the
screens as you give commands, and information in various
parts of the screen will guide you. You won't see all the
information all the time, but it will be there when you need
it.

    WHERE YOU ARE

The   seven WordStar menus are your greatest aids. They are
like signposts at the top of your screen, showing you where
you are.

Bravo

- Text selection with mouse
- Text rendering

1974

Gypsy

- Copy, cut, paste
- Mouse support!
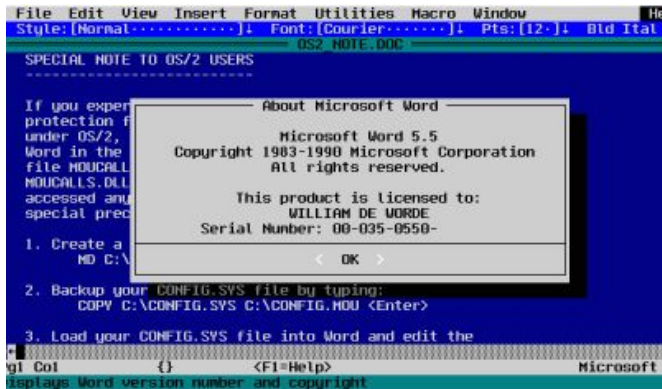
1975

Electric pencil

- Word wrap

WordStar

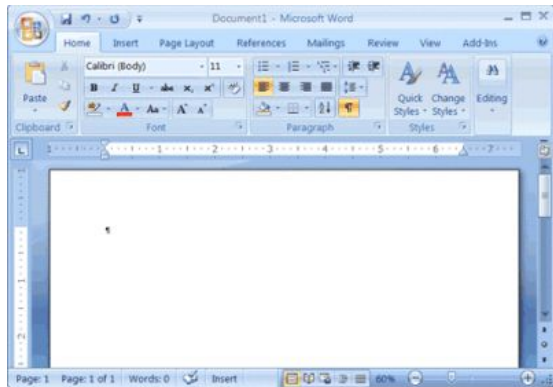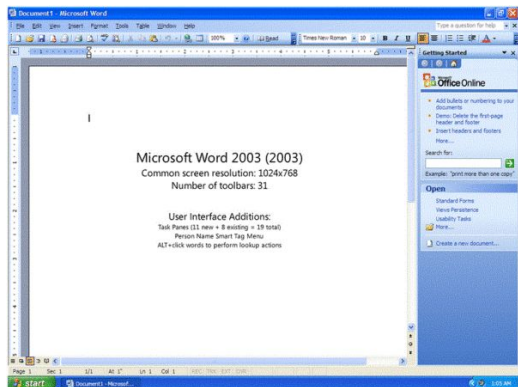- Accurate line and page breaks
- Typeface rendering

1980

1981

Microsoft Word

- Undo/redo support
- Find/replace
- Macros

About Microsoft Word

Microsoft Word 5.5
Copyright 1983-1990 Microsoft Corporation
All rights reserved.

This product is licensed to:
WILLIAM DE VORDE
Serial Number: 00-035-0550-

< OK >

SPECIAL NOTE TO OS/2 USERS

Microsoft Word For MS DOS 6.0

MS Word For Office 1.0

Microsoft Word 97 (1996)
Common screen resolution: 1024x768
Number of toolbars: 18

User Interface Additions:
Toolbars on every side of the screen and floating
Menu bar can be docked on any side of the screen or floating
Drag and drop any command anywhere
Office Assistant ("Clippit")
Hierarchical, multi-level menus
Hierarchical, multi-level context menus
Icons on menus and context menus
Green-squiggle grammar checking
Increased IntelliSense (including on-the-fly spell correction)

Microsoft Word 2003 (2003)
Common screen resolution: 1024x768
Number of toolbars: 31

User Interface Additions:
Task Panes (11 new + 8 existing = 19 total)
Person Name Smart Tag Menu
ALT+click words to perform lookup actions

Other WYSIWYG Domains

- Photo editing

Other WYSIWYG Domains

- Photo editing

- Video editing

Other WYSIWYG Domains

- Photo editing

- Video editing

- Audio editing

Other WYSIWYG Domains

- Photo editing

- Video editing

- Audio editing

- Building websites

Other WYSIWYG Domains

- Photo editing

- Video editing

- Audio editing

- Building websites

- Building software (no code)

Other WYSIWYG Domains

- Photo editing

- Video editing

- Audio editing

- Building websites

- Building software (no code)

- Database queries

Other WYSIWYG Domains

- Photo editing

- Video editing

- Audio editing

- Building websites

- Building software (no code)

- Database queries

- Presentations

Other WYSIWYG Domains

- Photo editing

- Video editing

- Audio editing

- Building websites

- Building software (no code)

- Database queries

- Presentations

- Spreadsheets

BRUNO

1979

- Overhead slide production
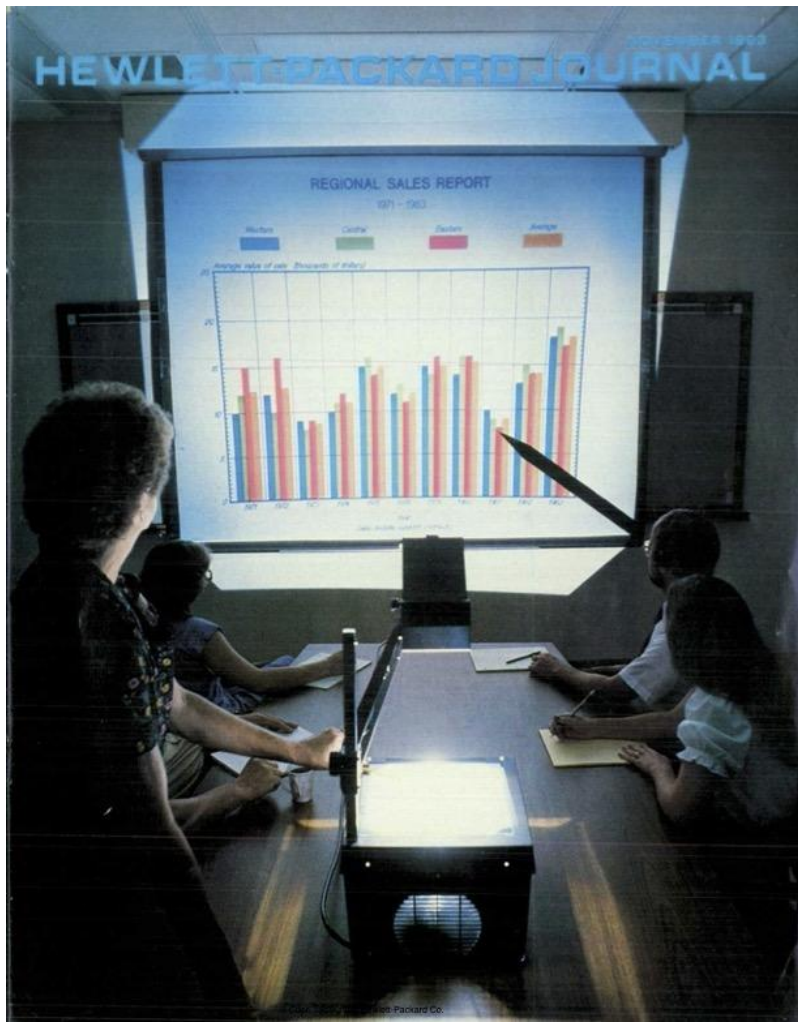
BRUNO

1979

- Overhead slide production

1980

BRUNO

- Overhead slide production

1979

1980

Lotus 1-2-3

- Spreadsheets

BRUNO

- Overhead slide production

1979

1980

Lotus 1-2-3

- Spreadsheets
- Drag and drop cell margins and define ranges

BRUNO

- Overhead slide production

1979

1980

Lotus 1-2-3

- Spreadsheets
- Drag and drop cell margins and define ranges
- Charting/graphing

Left: 1-2-3/G spreadsheet window
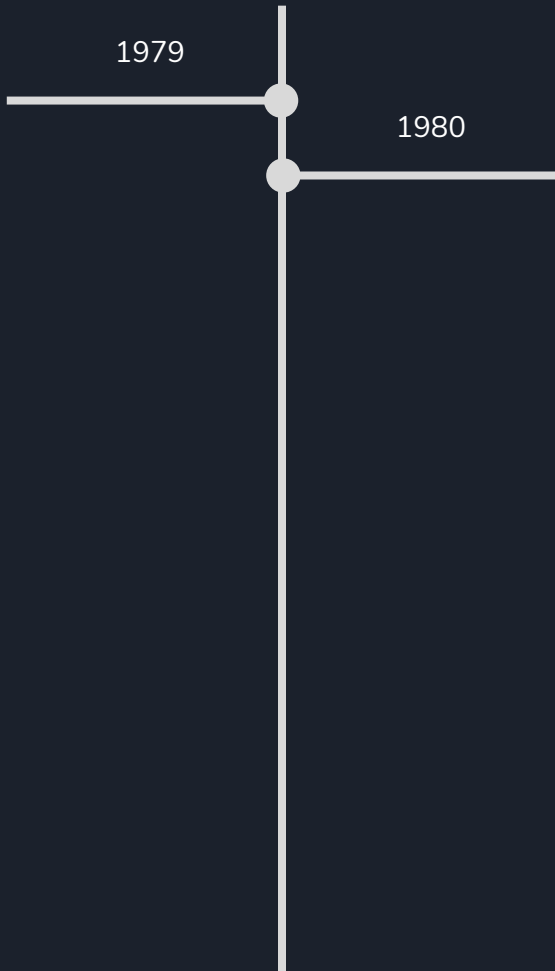
```
1-2-3/G (69.4)                                          Ready  ▼ ▲

File  Edit  Worksheet  Range  Copy...  Move...  Print  Graph  Data  Utility  Quit...                Help

A:A5                          'Operating System

                          C:\123G\FEATURES.WG1                      ▼ ▲
```
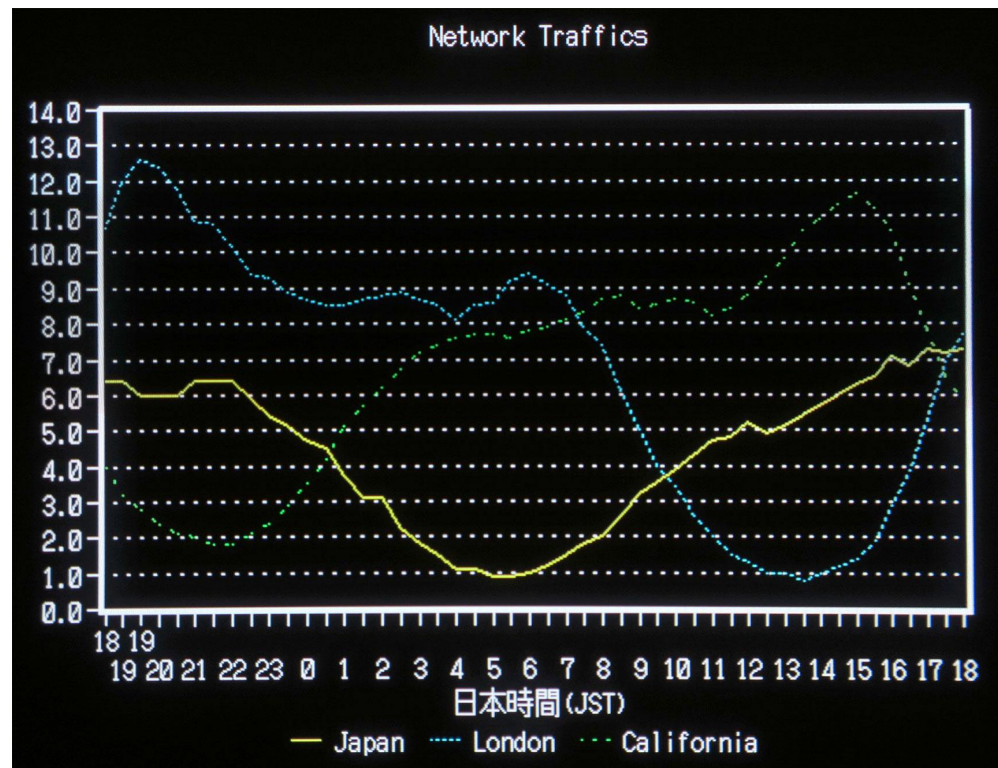
	A	B	C	D	E	F	G	H
1	NEW FEATURES IN 1-2-3/G (vs. other versions of 1-2-3)							
2								
3			123/G	123 Rel. 3	123 Rel. 2.2	123 Rel. 2		
4								
5	Operating System		OS/2 PM	DOS or OS/2	DOS	DOS		
6	Number of Colors:		16	1	1	1		
7	Number of Fonts		256	1	1	1		
8	Borders		Yes	No	No	No		
9	3D Worksheets		Yes	Yes*	No	No		
10	Collections		Yes	No	No	No		
11	Solver/Backsolver		Yes	No	No	No		
12	Links to other apps		Yes	No	No	No		
13	Groups		Yes	Yes*	No	No		
14	Select before command		Yes	No	No	No		
15	Screen Preview		Yes	No	No	No		
16	Keystroke Editor		Yes	No	Yes*	No		
17	Undo		Yes	Yes*	Yes*	No		
18	File templates		Yes	No	No	No		
19	Desktop files		Yes	No	No	No		
20	Multiple instances		Yes	No	No	No		
21	Data external		Yes	Yes	No	No		
22	Graph tool		Yes	No	No	No		
23	Clipboard access		Yes	No	No	No		
24	Copy options		Yes	No	No	No		
25	Row sizing		Yes	No	No	No		
26	Auto-column fit to entry		Yes	No	No	No		
27	Range Search		Yes	Yes	No	No		
28	Minimum recalc		Yes	Yes	No	No		

Right: Network Traffics graph

Network Traffics

Y-axis: 0.0, 1.0, 2.0, 3.0, 4.0, 5.0, 6.0, 7.0, 8.0, 9.0, 10.0, 11.0, 12.0, 13.0, 14.0

X-axis (top row): 18 19
X-axis (bottom row): 19 20 21 22 23 0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18

日本時間 (JST)

Legend: —— Japan   ···· London   ···· California

BRUNO

1979

- Overhead slide production

1980

Lotus 1-2-3

- Spreadsheets
- Drag and drop cell margins and define ranges
- Charting/graphing

1983

BRUNO

- Overhead slide production

1979

Lotus 1-2-3

1980

- Spreadsheets

- Drag and drop cell margins and define ranges

- Charting/graphing

MacPaint

1983

- "Marching ants" selection

BRUNO
- Overhead slide production

1979

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Lotus 1-2-3
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MacPaint
- "Marching ants" selection
- Implemented many familiar graphics tools: lasso, paint bucket, eraser, shape drawing

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BRUNO

- Overhead slide production

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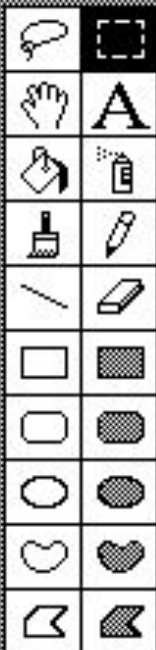- 1-level undo support

1983

1987

Photoshop
- Soft edges for paint brushes and selection

BRUNO
- Overhead slide production

1979

Lotus 1-2-3
- Spreadsheets
- Drag and drop cell margins and define ranges
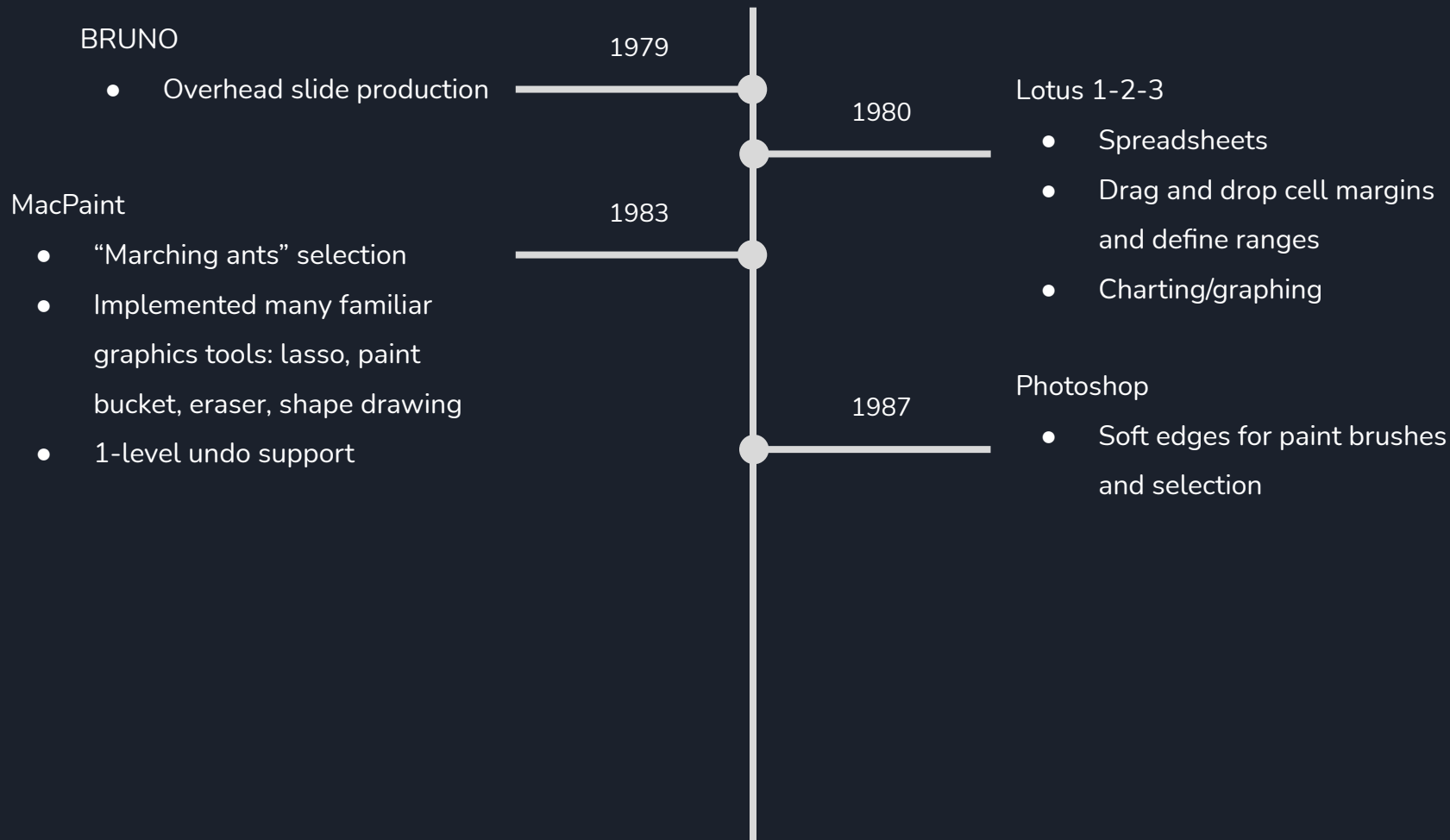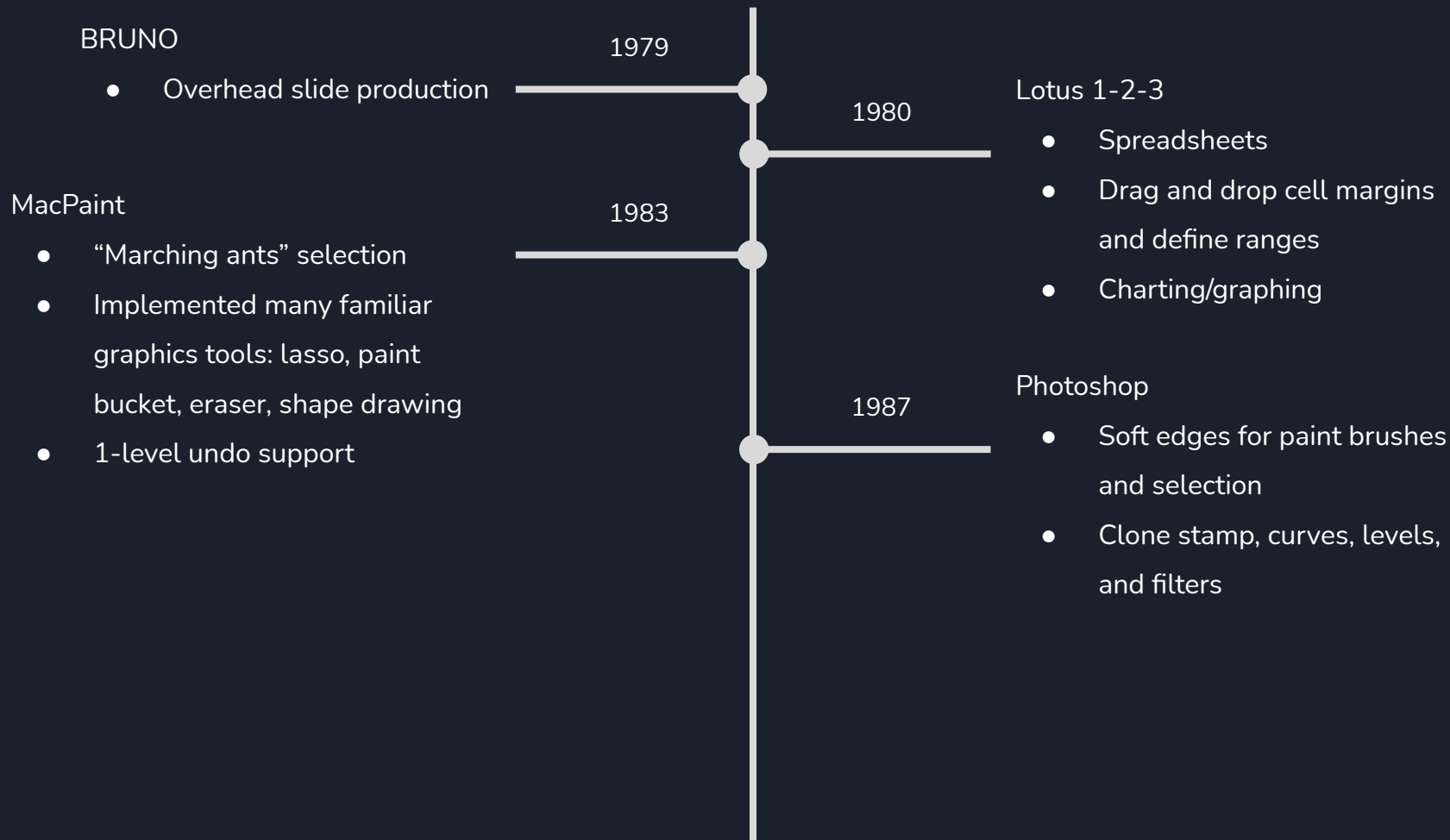- Charting/graphing

1980

MacPaint
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- 1-level undo support

1983

Photoshop
- Soft edges for paint brushes and selection
- Clone stamp, curves, levels, and filters

1987

pt_reyes cc tiff (1:1)

Mac HD

214

Jenn

Jennif

576K

Hue/Saturation

Hue: -38

Saturation: 0

OK

Cancel

Preview

☐ Colorize

Mailbox   Catalogs

Trash

BRUNO
- Overhead slide production

1979

Lotus 1-2-3
- Spreadsheets
- Drag and drop cell margins and define ranges
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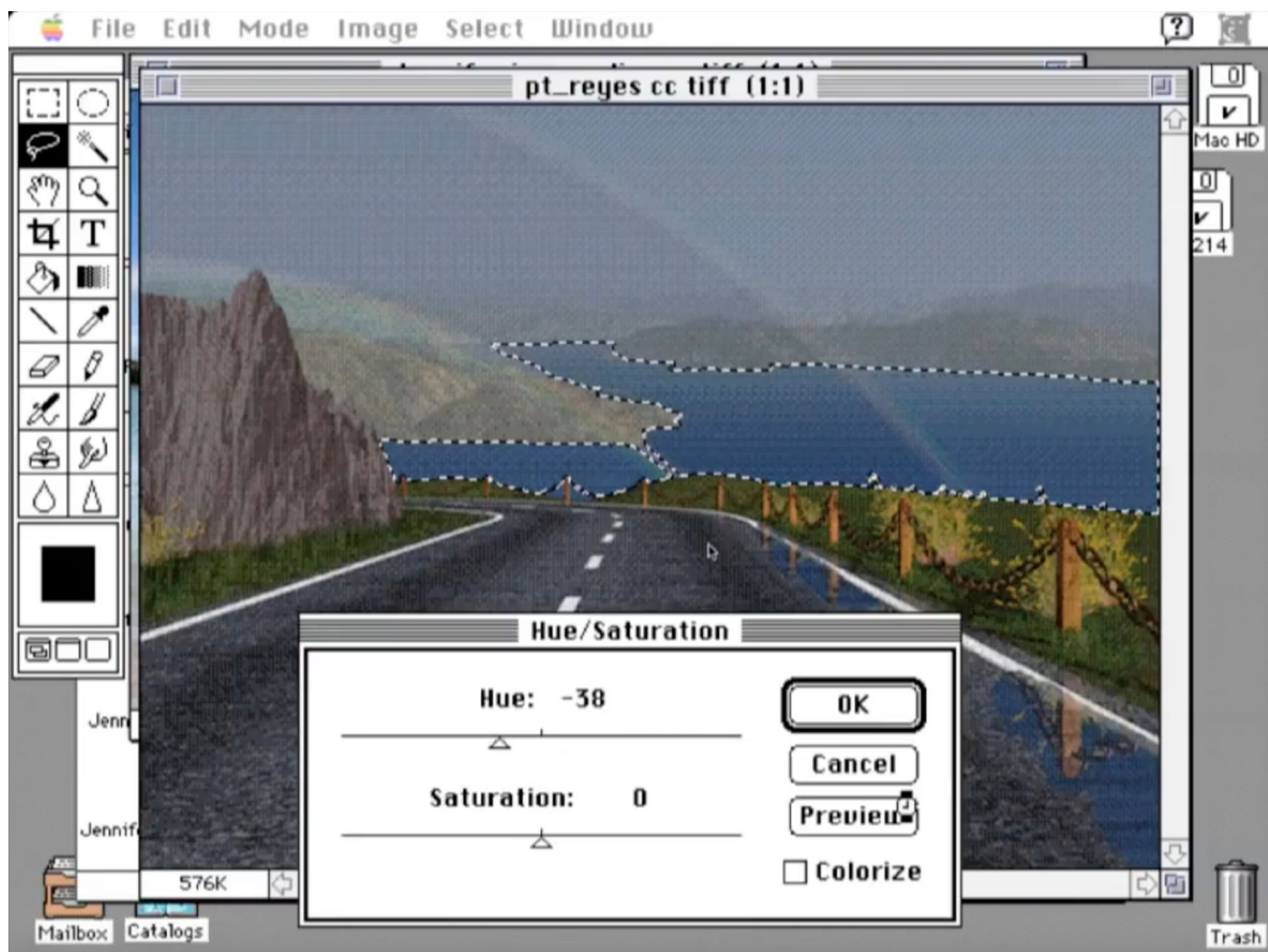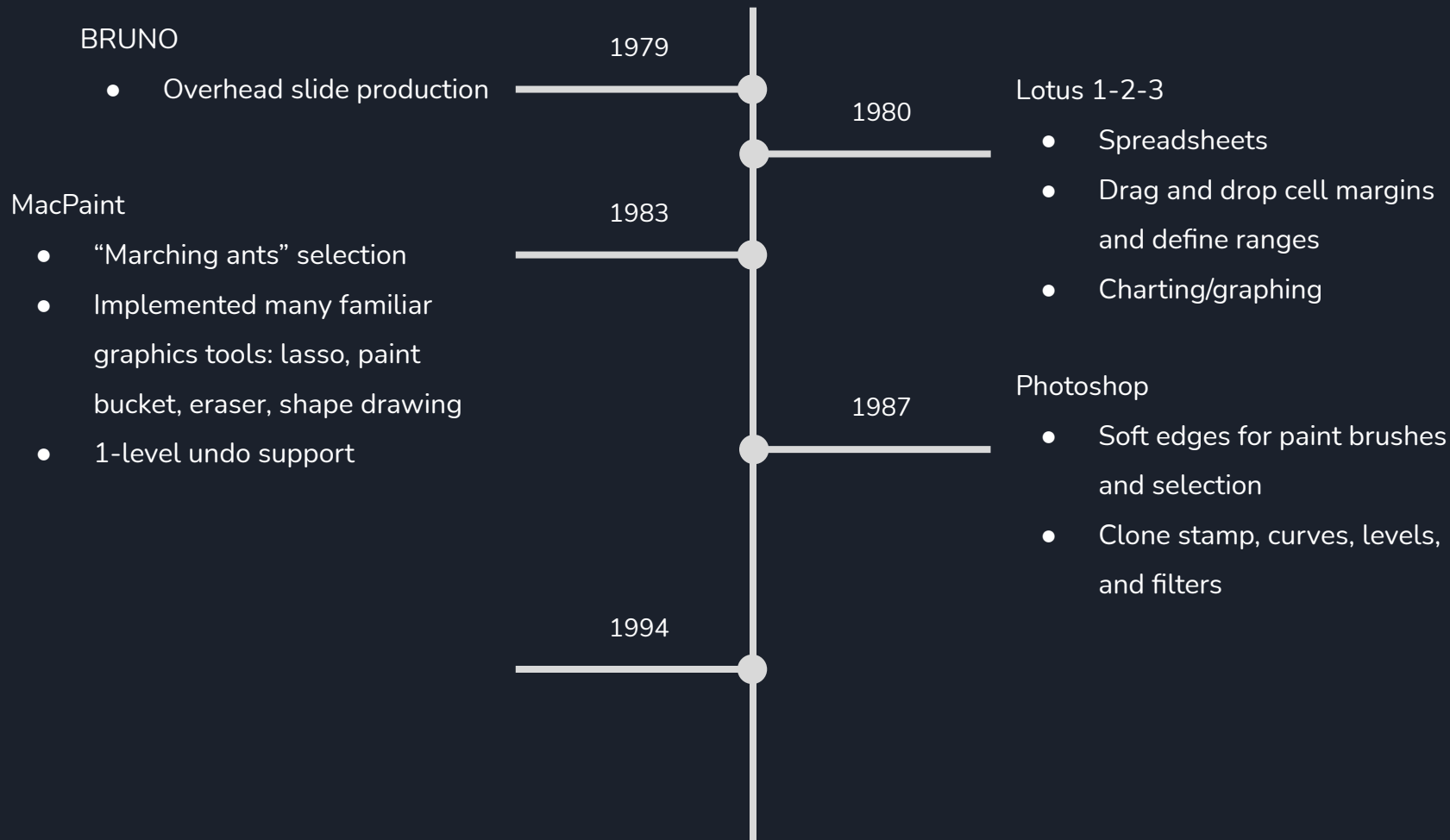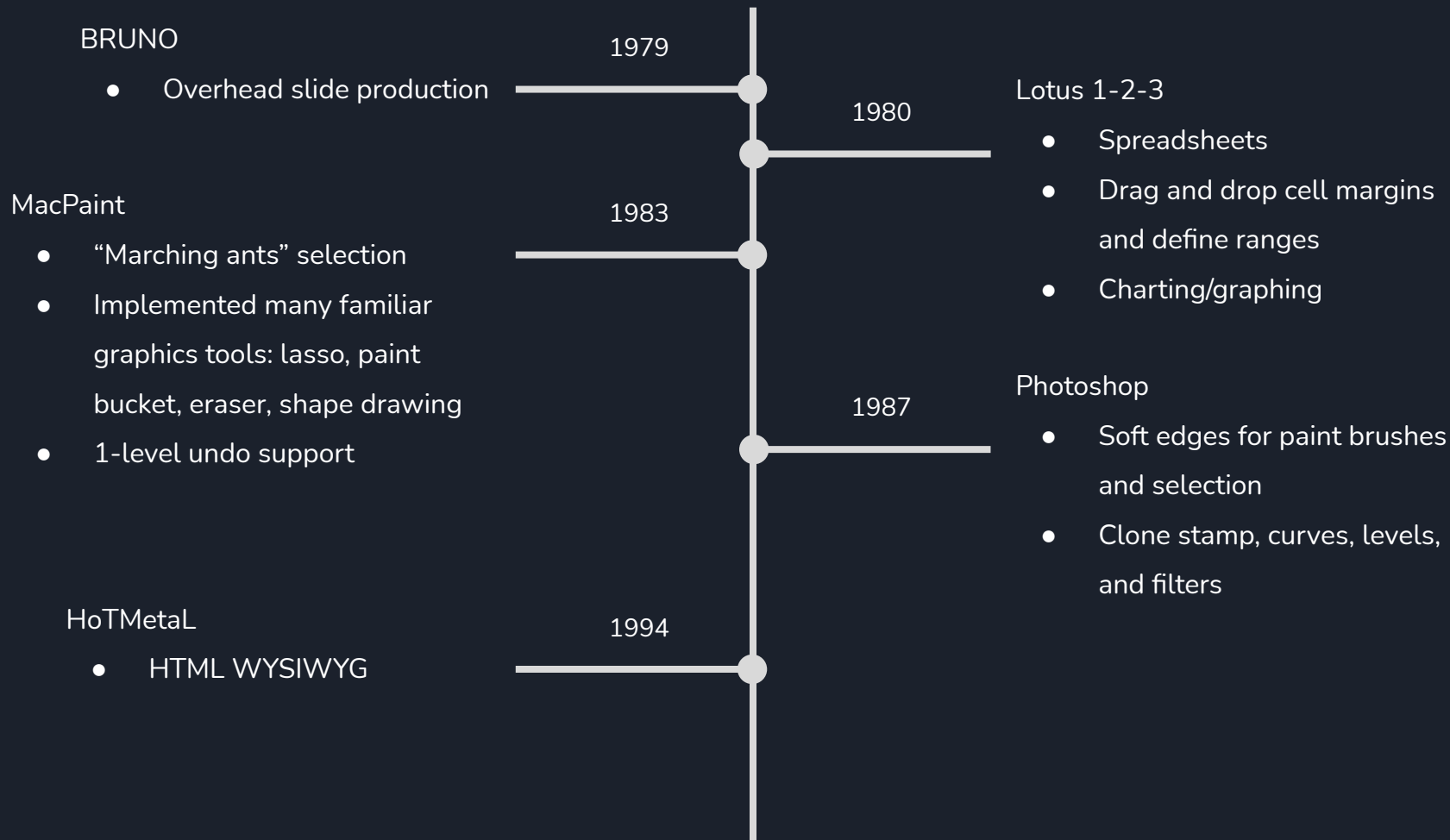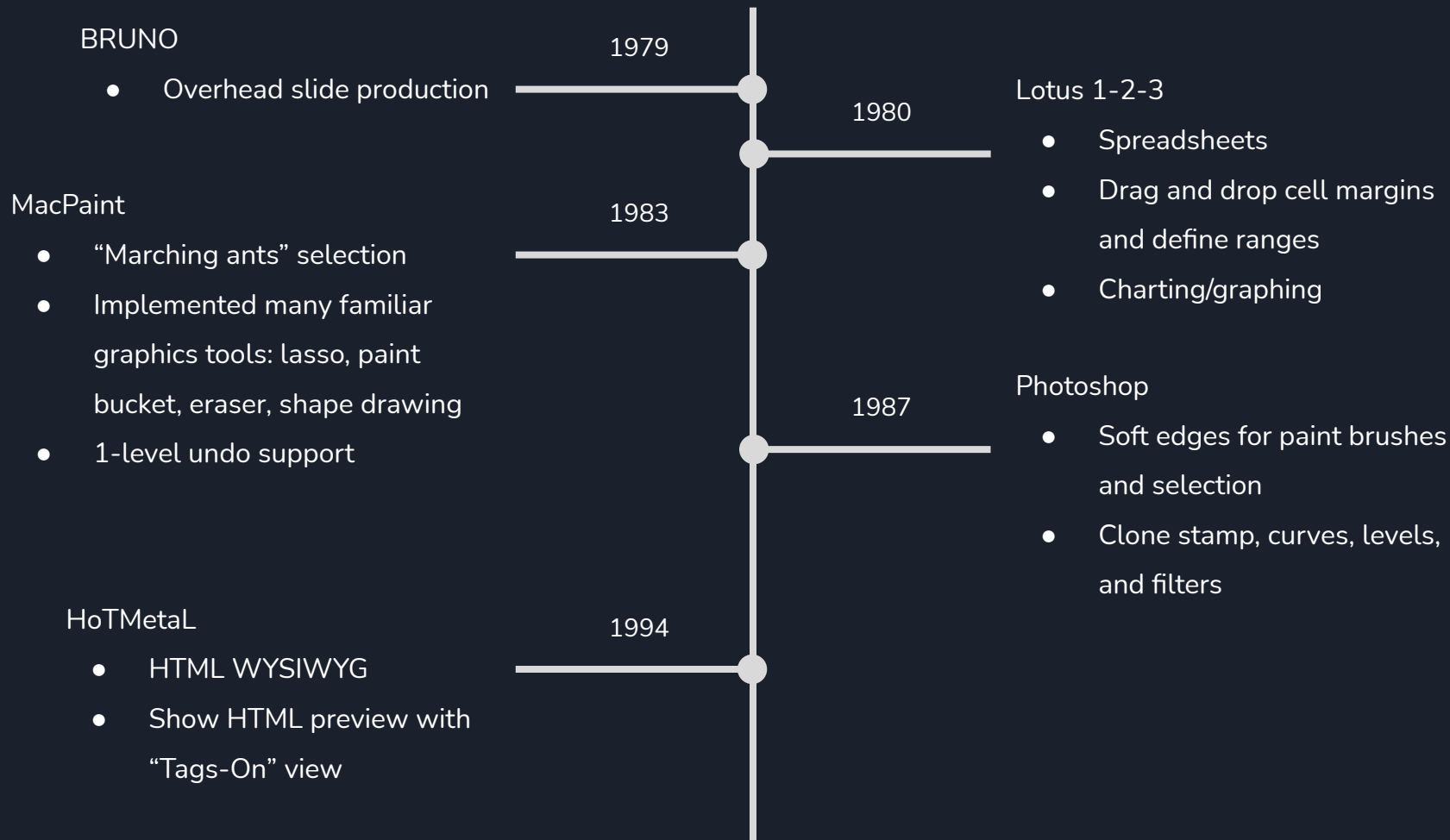- 1-level undo support

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- Soft edges for paint brushes and selection
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1994

BRUNO

1979

- Overhead slide production

Lotus 1-2-3

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Photoshop

1987

- Soft edges for paint brushes and selection
- Clone stamp, curves, levels, and filters

HoTMetaL

1994

- HTML WYSIWYG

BRUNO
- Overhead slide production

1979

1980

Lotus 1-2-3
- Spreadsheets
- Drag and drop cell margins and define ranges
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MacPaint
- "Marching ants" selection
- Implemented many familiar graphics tools: lasso, paint bucket, eraser, shape drawing
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1983

1987

Photoshop
- Soft edges for paint brushes and selection
- Clone stamp, curves, levels, and filters

HoTMetaL
- HTML WYSIWYG
- Show HTML preview with "Tags-On" view

1994

H1 H2
Hₙ ¶ I B
Em S TT Cit.

FAQ.html

COMMENT References on HTML @(#)faq.html 1.1 94/11/28 /COMMENT
HTML HEAD TITLE Document Title: References on HTML /TITLE /HEAD

BODY H1 Sources for your questions on HTML a
Web /H1

UL
LI Information on HTTP (Hypertext Transfer Protocol):
A [http://info.cern.ch/hypertext/WWW/Protocols/HTTP/HTTP2.html] HTTP - A Proto
networked information /A /LI /UL
UL
LI Information on HTML Specification: A [http://www.hal.com/users/connolly/html-spec] HTML
Specification /A /LI /UL
UL
LI Information on starting a Web service: A [ftp://info.cern.ch/pub/www/doc] Web bootstrap (ftp)
/A /LI /UL
UL
LI Information on setting up forms functionality:
A [http://hoohoo.ncsa.uiuc.edu/cgi/overview.html] Common Gateway Interface /A /LI /UL
UL
LI Information on setting up ISMAP functionality:
A [http://wintermute.ncsa.uiuc.edu:8080/map-tutorial/image-maps.html] Tutorial - NCSA /A /LI
/UL
UL
LI Overview on using Clickable Image Maps:
A [http://nearnet.gnn.com/gnn/bus/ora/features/miis/index.html] O'Reilly /A /LI /UL
UL
LI Virtual Library/CyberWeb: WWW Development: A [http://www.charm.net/~web/Vlib.html]
Variety of Information /A /LI
/UL /BODY /HTML

✔ BODY

HoTMetaL PRO - [index.html]

File Edit View Insert Format Tools Table Form Frameset Project Window Help

Desktop
Arbeitsplatz
Eigene Dateien
Netzwerkumgebung
MP3z
Neuer Ordner

Arbeitsplatz   Eigene Dateien

Netzwerkumgebung   MP3z

Neuer Ordner   CHIP Online .DUN

Assets   Desk...   Remote   Network

```
 3:
 4:  }+"' width='1' height='1'><br>");
 5:  45?r=" width="1" height="1"><img src="http://62.67.
 6:
 7:
 8:
 9:
10:  T="0" HSPACE="0" VSPACE="0" FRAMEBORDER="0" SCROLLI
11:
12:
13:
14:
15:
16:
eil_weiss.gif width=4 height=7 border=0 vspace=3></td><
ksoftware>Musiksoftware <OPTION value="Office-Pakete/ I
&uuml;tzt.</div> <IMG src=/images/d.gif width=1 height=
20:  e 8.0a</A></TD><TD class="general" align="right">24
21:
22:  ="general" align="right">160781</TD><TD class="gene
23:
24:  </TD><TD class="general" align="right">145840</TD><
```

HTML / BODY

Untitled1   index.html

Line: 12, Col: 171   NUM

Modern WYSIWYG

2006

Wix

- Drag and drop WYSIWYG for web pages

2006

Wix
- Drag and drop WYSIWYG for web pages
- Simple column and grid layout for positioning

2006

2014

Wix

- Drag and drop WYSIWYG for web pages
- Simple column and grid layout for positioning

2006

Wix
- Drag and drop WYSIWYG for web pages
- Simple column and grid layout for positioning
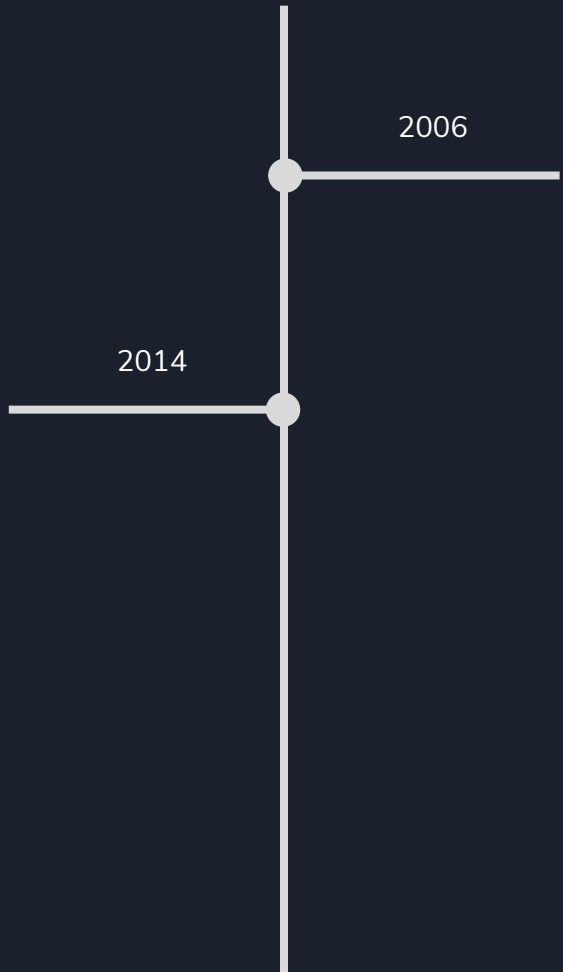
Overleaf
- WYSIWYG LaTeX editor

2014

2006

Wix
- Drag and drop WYSIWYG for web pages
- Simple column and grid layout for positioning

2014

Overleaf
- WYSIWYG LaTeX editor
- Removes LaTeX environment setup

2006

Wix
- Drag and drop WYSIWYG for web pages
- Simple column and grid layout for positioning

Overleaf

2014
- WYSIWYG LaTeX editor
- Removes LaTeX environment setup
- Collaborative

$$V_0^{tree}(\Delta t) = V_0^{exact} + \alpha(\Delta t)^2 + o((\Delta t)^2)$$ [4]

where α is some constant independent of Δt. What is the ratio when convergence is quadratic? Does your convergence table indicate a linear or quadratic convergence rate? Explain.

$$\lim_{\Delta t \to 0} \frac{V_0^{tree}((\Delta t)^2/2) - V_0^{tree}((\Delta t)^2)}{V_0^{tree}((\Delta t)^2/4) - V_0^{tree}((\Delta t)^2/2)}$$

$$\lim_{\Delta t \to 0} \frac{V_0^{exact} + \alpha(\frac{\Delta t}{2})^2 + o((\frac{\Delta t}{2})^2) - V_0^{exact} - a(\Delta t)^2 - o((\Delta t)^2)}{V_0^{exact} + \alpha(\frac{\Delta t}{4})^2 + o((\frac{\Delta t}{4})^2) - V_0^{exact} - a(\frac{\Delta t}{2})^2 - o((\frac{\Delta t}{2})^2)}$$

$$\lim_{\Delta t \to 0} \frac{-\frac{3}{4}\alpha(\Delta t)^2 + \frac{1}{4}c(\Delta t)^2 - c(\Delta t)^2}{-\frac{3}{16}\alpha(\Delta t)^2 + \frac{1}{16}c(\Delta t)^2 - \frac{1}{4}c(\Delta t)^2}$$

$$\lim_{\Delta t \to 0} \frac{-\frac{3}{4}(\Delta t)^2(-a - c)}{-\frac{3}{16}(\Delta t)^2(-a - c)}$$

$$\lim_{\Delta t \to 0} \frac{-\frac{3}{4}}{-\frac{3}{16}} = 4$$

My convergence table does not show either a linear or a quadratic convergence rate. The ratio does not appear to be converging to any specific value. I believe this is because smoothing is required due to the lattice not having a node at the strike price.

(b) Generate tables of fair values of the same call and put options using $\Delta t = 0.005$, assuming dividend yield $\rho = 0, 2\%, 5\%, 10\%$ respectively. How do call and put values change with the dividend yield ρ?

Yield	Value	blsprice

2006

Wix
- Drag and drop WYSIWYG for web pages
- Simple column and grid layout for positioning

Overleaf

2014
- WYSIWYG LaTeX editor
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2016

2006

Wix
- Drag and drop WYSIWYG for web pages
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Overleaf
- WYSIWYG LaTeX editor
- Removes LaTeX environment setup
- Collaborative

2014

2016

Figma
- Collaborative design prototyping tool

2006

Wix
- Drag and drop WYSIWYG for web pages
- Simple column and grid layout for positioning

2014

Overleaf
- WYSIWYG LaTeX editor
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- Collaborative

2016

Figma
- Collaborative design prototyping tool
- Rapid high fidelity prototypes

2006

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- Drag and drop WYSIWYG for web pages
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Figma
- Collaborative design prototyping tool
- Rapid high fidelity prototypes
- Drag and drop interface

2006

Wix

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2014

- WYSIWYG LaTeX editor
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2016

Figma

- Collaborative design prototyping tool
- Rapid high fidelity prototypes
- Drag and drop interface
- Scalable vector graphics

2006 — Wix

- Drag and drop WYSIWYG for web pages
- Simple column and grid layout for positioning

2014 — Overleaf

- WYSIWYG LaTeX editor
- Removes LaTeX environment setup
- Collaborative

2016 — Figma

- Collaborative design prototyping tool
- Rapid high fidelity prototypes
- Drag and drop interface
- Scalable vector graphics
- Springs and struts positioning as well as flexbox style layout

Wix

2006

- Drag and drop WYSIWYG for web pages
- Simple column and grid layout for positioning

Overleaf

2014

- WYSIWYG LaTeX editor
- Removes LaTeX environment setup
- Collaborative

Figma

2016

- Collaborative design prototyping tool
- Rapid high fidelity prototypes
- Drag and drop interface
- Scalable vector graphics
- Springs and struts positioning as well as flexbox style layout
- Supports simple animations and triggers on user events

Share

13%

Layers Assets Theme Config...

Design Prototype Inspect

Pages +

✓ Theme Configuration

Theme Overview

Material Components

Master Components

\# Disclaimer

\# Iconography

\# Shape

\# Typography

\# Color

Background

E5E5E5 100%

Text Styles

▸ H1

▸ H2

▸ H3

▸ H4

▸ H5

▸ H6

▸ Body 1

▸ Body 2

▸ Subtitle 1

▸ Subtitle 2

▸ Button

▸ Caption

▸ Overline

Disclaimer

Figma + Material Theme Configuration Kit Unofficial

Welcome
Welcome to the unofficial Figma + Material Theme UI kit. A great way to explore the possibilities of styles in Figma and Google's new Material Design Themes.

Notes
The results of this kit may not be 100% congruent with output from Google's official Material Theming tool.

For more info on this kit: For more info on Styles: For official Google Material guidelines:

Version 0.5 · Updated: 06/25/2018
Based on Version 0.5.23 from Material.io

Color

Typography

Shape

Iconography

Theme color palette

Typography

Shape

Iconography

H1 / Roboto Light

H2 / Roboto Light

H3 / Roboto Regular

H4 / Roboto Regular

Color preview

Type preview

Shape preview

Headline 2 on primary

Headline 2 on secondary

WYSIWYG and the Future

AI/Machine Learning

- Recent advances in deep learning are making it possible to build systems that can learn from examples

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- Recent advances in deep learning are making it possible to build systems that can learn from examples

- Image, audio, and natural language domains can now be processed in complex ways that were not possible before

StyleGAN

- Special type of Generative Adversarial Network created by NVIDIA in December 2018

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- Technique for creating realistic synthetic images based on a set of sample images

- Extended into audio and video domains, NVIDIA has created a GAN to recreate Pac-Man from gameplay frames

https://www.thispersondoesnotexist.com

GPT-3

- Autoregressive language model

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- Largest NLP model ever produced with over 175 billion parameters

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- Autoregressive language model

- Largest NLP model ever produced with over 175 billion parameters

- Trained on a large corpus of text obtained from web crawlers (includes text from websites, Wikipedia, and books)

GPT-3

- Capable of few-shot learning, produces interesting output from small prompts:

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- Capable of few-shot learning, produces interesting output from small prompts:
  - Writing short essays

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GPT-3

- Capable of few-shot learning, produces interesting output from small prompts:
  - Writing short essays
  - Answering questions
  - Producing snippets of code
  - Generating images (DALL-E)

an <u>armchair</u> in the <u>shape</u> of an <u>avocado</u>. an <u>armchair</u> imitating an <u>avocado</u>.

Describe your layout:

a black button saying "OpenAI" and an orange button saying "Themesberg":

Generate

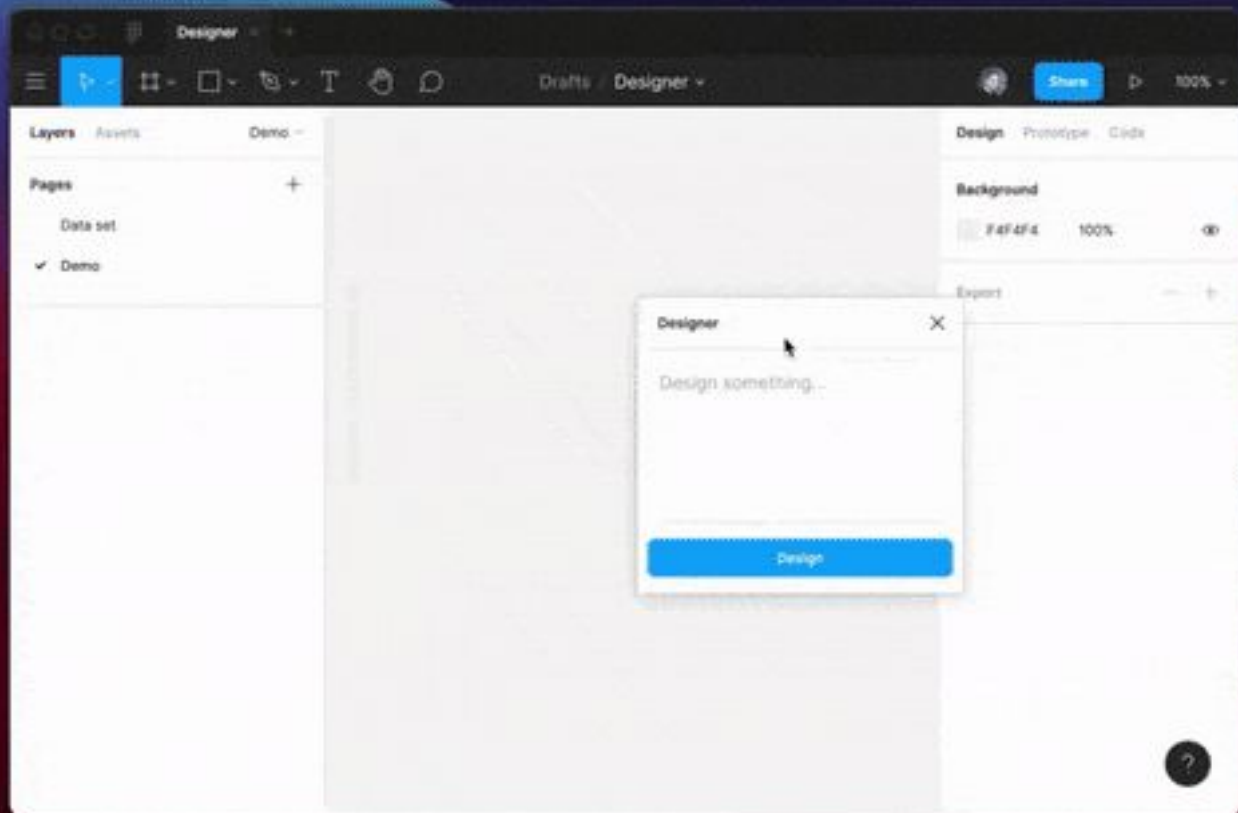**Generated code:**

```
<button class="btn bg-black text-white rounded py-2 px-2">
OpenAI
</button>
<button class="btn bg-orange-600 bg-black text-white rounded py-2 px-2">
Themesberg
</button>
```

Result:

OpenAI Themesberg

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Increment Magazine
C$14 per quarter

 Pay

Or pay with card

Email

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Number   VISA

MM / YY   CVC

Country or region

United States

ZIP

Today

Gross volume ⌄   August 18 ⌄
C$3,528,198.72   C$2,931,5
1:00 PM   1:00 PM

12:00 AM

Reports summary

Last 4 weeks ⌄   📅 July 18 - August

Gross volume +4.6%
C$4,542,345.45   C$4,062,124.

Jul 18   Aug

Issues with WYSIWYG

- Vendor lock-in

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- Work can be repeated or duplicated

Advantages of WYSIWYG

- Fast prototyping and visualization of final result

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- Often provides templates to make it easy to get started quickly

Thanks for listening!