Supplement 2. **Notation** and **Conventions.**

Notation. 16 |
In Supplement 2, notation from several mathematical disciplines is explained.

Existence. The notation for existence of a variable (defining it) is **∃** read "there exists … ."

Boolean Logic. The **and** operator **∧** (**et**), in literature, **&&**, means that the result of an expression is **true** only if all variables operated on the right side of the assignment operator(s) are **true**.

The **or** operator ∨ (**vel**), in literature, **||**, means that the result of an expression is **true** if any variable operated on is **true**.

The **not** operator, (**¬**), in literature, **!**, means that any makes **true** variables **false** and vice versa. MathCast does not recognize **¬,** so an image is used from another source in the expression number (8).

Greek Letters. Small Greek letters used are mu, (**μ**), omega (**ω**), tau (**τ**), epsilon (**ε**) and chi (**χ**). Because the keyboard small **L,** (l), may not be easily distinguishable when displayed alone in text, lambda, (**λ**) will be used instead in this paper.

Assignment Operators. Double tilde (≈) means "is almost equal to." The equals (=) sign is used as in common arithmetic.

Conditionality. The notation of absolute conditionality of a variable being defined on the left side of an expression is shown to depend upon conditions in the righthand side terms by the if and only if (iff), double ended arrow (⇔).

Left arrow (←) means "is usually characterized by" and the expression on the right side applies to the variable on its left being defined.

Multiplication. Notation or multiplication is **times** (**x**) or **dot** (·).

Conventions. 17 |
In text the six main visual display subgenres will simply be referred to as "the six subgenres."

Variables **A** and **T** are divisors ,so cannot be zero, and are positive. Both represent their maximum values. It would be inappropriate for **t** to be 0 because then the person performing the task would not have started looking, but ranges positively up to **T.** It will be seen that **A = a + c** and that all are areas.

A minus sign appears only in front of **c** when is subtracted from **A** (nonzero) to calculate **a** that is positive, nonzero and ranges up to **A**. Neither **A** nor **a** could be 0 or there would be nothing to view.

Otherwise, all variables in **c** may range from 0 to near **A,** and are positive.

Other positive, nonzero variables are **L**, lambda, (**λ**), **N,** a fixed maximum, and **n** which ranges from 1 to **N**. **L** is a fixed maximum and **λ** is a fixed part of **L.**

The variable, **c**, may be 0 but not 1.

The following information concerns Bold, Subscript and Superscript, and Color Differentiators of Variables. The display genre of this paper is visual display, but only particular parts or subgenres of it are treated, and to differentiate them one from another (mostly) multi-letter (including caps and lower case) subscripts are used. Additionally, in all instances where v and V are spelled out, they are in bold face. The main subgenres listed are six rectangular ones listed below with their v definitions. Also listed are V expressions or equations, instances of them when their A's need more display space than a digital screen (excluding non-digital print) affords, marketing industry digital ad v definitions and V equations (two are treated) and all of their c's (including a c used in one of the modifying parameters listed above). The subscripts are enclosed in parentheses to match their rendering with the equation editor, and plurals are notated with apostrophe s ('s) to avoid confusion with "vs."--the abbreviation of "versus." A prime (‘) is used to help designate a c used in converting a V expression into an equation. To ensure standardization and to avoid confusion regarding these many designations, all differentiated variables are listed below.

A "regular" print formatted paper is rendered in black type on white paper (a concession to the print age), but to emphasize a digital capability of ***GoMedia***, colored typefaces and highlighting are used to differentiate subgenre and their **c's** in this presentation paper. The hex # convention is used to satisfy ISSS. If both highlighting and text coloring is used, the hex # for highlighting is given first. The subscripts are a concession to the print culture. Those color combinations are enough to accomplish the purpose of differentiation by themselves and are much shorter and simpler. The variables and their definitions are listed roughly in their order of appearance.