

Title of the Poster –
Devanagari Display Typeface design
Category – Student Project
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Institute: D J Academy of Design, Coimbatore.
Final Year Project with:
WhiteCrow Designs, Mumbai.

The aim of the project was to design a contemporary display typeface, different from those existing in the market today.

The resulting typeface **Yaksha** is a mono-linear Devanagari display type suitable for use in larger point sizes, headlines, titles, logo-type and small amounts of text.
It contains two styles –
Regular and Bold. The key feature of this typeface is the combination of straight and curved lines, which gives it a distinct look.

The project included –

- A brief study of Devanagari script and survey of existing Devanagari display typefaces.
- Understanding the basic structure of

Devanagari through calligraphy.

- Exploring possibilities by the use of various tools, making variations in shape & structure etc.
- Shortlisting options, sketching and designing the typeface on paper.
- Digitally converting it into a TTF Font Combining Calligraphy with sketching played a major role in the development of this typeface.

Keywords –

New Display Type, Devanagari Calligraphy, Mono-Linear, Combination of straight and curved lines, Indigenous.

चलो फिरसे मुस्कराए, चलो फिरसे दिल जलाए, जो गुजर गई है रातें उन्हें फिर जगा के लाएं, जो बिसर गई है बातें उन्हें
जो बिसर गई है बातें उन्हें याद में बुलाए । किसी शय नशीन पे ढलके, वह धनक किसी कबा
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मुस्कराए