METHODOLOGY OF SELECTING FONTS

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M.Des 2015-2017

Guide
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Approval Sheet

The project titled 'Methodology of Selecting Fonts' by Ajinkyaraj More, is approved for partial fulfillment of the requirement for the degree of 'Master of Design' in Interaction Design.

Guide

Date

Declaration

I declare that this written document represents my ideas in my own words and where others ideas or words have been included, I have adequately cited and referenced the original sources.

I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/ source in my submission.

I understand that any violation of the above will be cause for disciplinary action by the Institute and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

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31st March, 2017

Acknowledgement

I would like to thank Prof. G. V. Sreekumar for his guidance and support throughout the tenure of the DRS.

I would also like to thank all the participants without their contribution the project wouldn't be possible and special thanks to Shreya Gupta for helping me to writing this project report.

Most importantly, I would like to thank my parents, my motivation, for supporting me without any expectations.

Abstract

After spoken language, writing has been the most ancient and popular form of communication. With ever evolving social and cultural practices, printing and 'Typography', has become an important and mandatory element of communication.
Every communication involves the complexities of the purpose of communication, the content, the medium of communication and the audience addressed. These complexities are in-turn translated to the typeface. The effectiveness of the content in any communication is often influenced by the choice of typeface.
The project focuses on studying the methodology of selecting fonts. The idea was to study how designers select fonts for their projects.

Index

Introduction

Over the last decade, significance and awareness for typeface and typography has evolved as an expertise and has become a part of the mainstream culture. But why have Designers started caringso much about typography and fonts? Communication Design, especially Visual Communication has been an integral part of human race since the age of primitive man.

Today it has become an inseparable part in our social and individual lives. Design gives us the visual instantiation to the communication. For any communication to stand out, it needs to own a unique personality that would identify with its purpose, its content, its medium and its audience.

Importance of typography:
• It attracts and holds the audience's attention.
• It is reader friendly.
• It establishes an information hierarchy.
• It helps to create harmony.
• It creates and builds recognition.

Bad Typography:
Mismatching font style and brand image can cause confusion. Improper letter spacing and alignment can frustrate the user. A good typography can do great things for your design. But bad typography can ruin the entire graphic design. This is because people identify your idea as a combination of all design elements. Typography, if not done, properly can make the whole design look murky. Bad typography can make your design useless in conveying the message.

Typography is one element of graphic design that can never be left out. Poor typography can have disastrous effects. Graphic designs can fail because of a single misplaced dot. Such is the significance of typography in designing. So, make sure your innovative design ideas include some great typographical decisions too.

Hence Designers give equal importance to typography like the use of color, images or abstract graphics. This study aims to observe the various methods that Designers adopt while selecting a font.

Participants

Chosen participants are from various backgrounds and it helped me to understand how non-designer background students choose fonts for their projects. As per their background and current standards they all have different understanding and tricks for selecting fonts.

Participants background

Designer -	**8**
Engineer -	**7**
Pursuing bachelor in design -	**2**

Interaction Designer
Abhijit KR
Varun Mevada
Manasi Mankad
Rohit Gupta

Product Designer
Anirban
Prietsh

Animation Designer
Ragini
Udbhav Jain

Communication Designer
Rishab Pandey
Ashish Kumar
Rahul Sharma
Santanu Datta
Devika Bansali

Mobility and Vehicle Designer
Deepak P

B. Des
Rohan Jhunja
Dhruva Vijayaraghavan

Freelancer Designer
Utkarsh Chilla
Sudeep Gandhi

Method of Study

To understand participant's font selection method, how they use the fonts and the exact problem faced by the participant's / designer while selecting the fonts for their project, few questions were asked. The questions were based on method of font selection. Interview and the discussion done with the fifteen IDC students and two freelance designers.

The study was divided into two methods:

1. Ask questions and write down the answers.
2. Discuss the answers with the participants.

Questions and their purpose:

How do you decide which font to use for a project, Philips, Raymond, Royal Enfield, Flipkart and Times of India?
This question was asked to test whether the participant knows if the fonts have their own meaning and personality.

What process do you follow (The selection process, decisions, in a different medium), what challenges do you face while selecting the font? (In Latin as well as regional language fonts?)
This was asked to check if the participants have knowledge about In Latin as well as regional language fonts.

Do you categorize the fonts (in your font's application or folders)? If yes, what aspects do you consider (serif, sans, monospaced, licensed, free, client work, etc.)?
This was asked to check whether the participants categorize the fonts and do they know the types of fonts.

How significant is font size and colour in Design (Communication Design)? Why?
This was asked to check the participants' understanding of font's role in their projects.

Does font play a role in presentations (PPT)? How do you choose a font while making a presentation?
This was asked to check the participants understanding about font's role in their project.

How does one apply the font's 'character' in designing a logo or visiting/greeting card?

Discussion and Counter Question:
Discussion and counter questions were on the basis of written answers.
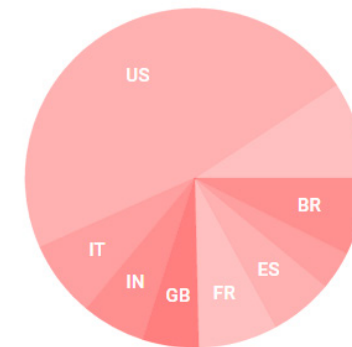
Findings from written test and discussion

How do you decide which font to use for a project, Philips, Raymond, Royal Enfield, Flipkart and Times of India?

- While selecting the font for project, participants keep in
- consideration the following points:
  - Free font
  - Font legibility and visibility
  - Personality of the font
  - Font is print font or web font.
  - Size of the font
- It's safe to use a free font for a project from a reputed font designer. Ek Mukta for example.
- For web, fonts should be fast enough to load so that it saves time.
- From web APIs, Student use free font for their projects.
- It's necessary to check how a font looks on screen, whether it's too sharp or of low resolution that may make it look blurred.
- Selecting multiple options and comparing them after applying them to the text, side by side.

Usage

These are the countries where Raleway is most popular.

2.44 B

Google font gives idea about popularity.

Number of times Google Fonts API served Raleway over the last week. Raleway is featured in more than 6,200,000 websites.

Utkarsh Chilla says and suggests some fonts for given logos:

"Raymond I would want a more sleeker and sharper look. For times of India reading given more priority; the feel of the project is based more on the ease of reading with clarity and efficiency. Similarly, font for Royal Enfield should have a smooth feel to it yet there needs to be weight to the font."

Philips : Modern, established : Raleway Bold
Raymond: Classy : Optima
Royal Enfield : Old, Strong : Trajan
Flipkart : Modern , Young, fast : Ubuntu
Times of India: Classic : Times New Roman

What process do you follow to select regional fonts? (The selection process, decisions, in a different medium) and what challenges do you face while selecting the font? (In Latin as well as regional language fonts)

- Devanagari, and Indian languages, weight variety for a selected style is often a problem. {lack of weight and style (Oblique, thin or extra light)}
- The fonts are made with legacy formats in mind, and fail to work easily on Adobe CC stuff.
- Thousands of fonts available in Latin but not many of them are well designed and optimized for the web.
- The medium itself also might restrict the typeface selection sometimes.
- Some have very nice looking uppercase letters but not that great lowercase letters.
- Some may look good if we use it for single word but don't look good when we use it for a whole sentence.
- Some have ugly numerical, some have only half of the punctuations.
- Marrying fonts is also an issue sometimes. Designers often do it, but face problems.
- Participants were able to imagine the type of font but don't know the names or categorization sometimes.

Abhijit KR says:

"With Devanagari, and Indian languages, weight variety for a selected style is often a problem. Especially in Malayalam (and most other languages, I think). I was doing this project with a paint company, and couldn't find a bold enough face for the cover, etc. I ended up drawing some letters."

"Even when purchasing a font (we ended up doing that once for a project in Malayalam) the fonts are made with legacy formats in mind, and failed to work easily on Adobe CC stuff. This incompatibility is usually never seen upfront. Now I see if I can figure this out somehow, before I buy something."

Do you categories the fonts?
(in your fonts application or folders)
If yes, what aspects do you consider?
(serif, sans, monospaced, licensed, free, client work, etc.)

- Devanagari, and Indian languages, weight variety for a selected style is often a problem. {lack of weight and style (Oblique, thin or extra light)}
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Google fonts shows pairing fonts suggestions

Popular Pairings with Raleway

Playfair Display		⊕
Playfair Display	Regular ▾	↑↓
Raleway	Regular ▾	
Lobster		⊕
Open Sans Condensed		⊕
Josefin Slab		⊕
Open Sans		⊕

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

How significant is font size and colour in Communication Design? Why?

- Colours are equally or more important as font size.
- Font size plays important role in order to draw the eye.
- The colour of the font determines its readability and locomotion of eye.
- Both are important factors in deciding the impact of the design. It is all a play of visual order.
- Always take a printout to see if things work or not.
- Designer has fixed sizes for some fonts like, Tiempos 9/11 and 10/12 if I am feeling generous so, they don't take printout of work.
- Best way to avoid taking a printout and checking readability of a font is to paste a scale sticker on the bezel till that computer has died. (Shown in Pic.)
- Use different font sizes to highlight a certain aspect rather than going for multiple fonts.
- The inappropriate size of fonts may lead to misleading eye flow.
- Space saving, Ink Saving, Legibility and impact.
- Popping effect, Branding and maintaining, Aesthetic and visibility.

A scale stickered on the bezel till that computer died.

Manasi Mankad gives an example:

"Font size and colour are of course very significant in communication design, it can make or break a design and if used effectively can communicate very clearly even with minimal content. For example, brands are identified first by their colour and overall look before our brains register the type and the actual name of the brand. A certain shade of red and yellow will always remind people of McDonald's even if the name isn't mentioned anywhere. Colours form an association in our minds to certain brands, meanings, things, and emotions. Type size is a very strong factor in communication design too. Examples of this can be seen very clearly in advertisements, where the colours used, the imagery and the text is not too much, but they come together and make a very strong message."

"A very simple example that everyone can relate to would be the sale signs outside stores, they are usually red in colour so that they are visible from afar, they will have the words 'sale' and '50%' or something in large, bold type and they will have the word 'upto' in much, much smaller size above it so that it is arguably present, but they don't want to discourage customers by making it more visible. It communicates just what the store wants to communicate."

Does font play a role in presentations (PPT)?
How do you choose a font while making a presentation?

- Twelve participants says font play a role in presentations and one says maybe.
- It can be pretty simple with just one font and different weights
- Selecting font is depends on the subject of presentation.
- large x-height fonts or fonts with open counters helps to give readability in presentations
- Few participants choose to use the theme font for heading but avoid it for text (body).
- Use other font characters like bold and italic to emphasize certain quotes or line.
- Mostly use fonts are Museo, Montserrat, Roboto Sans Pro, Sans Serif category.

**How does one apply the font's 'character' in designing
a logo or visiting/greeting card?**

- No rule book which has strict mentions of these implications of
  the fonts
- Look for a unique font.

Other
- With most western foundries, they share the fonts and trusts one
  to not abuse it.
- Picking a font from a pile of fonts becomes challenging once one
  knows the qualities of a good font. The challenge increases as
  one's sensitivity towards typography increases over time. This
  may be a reason why many designers keep on using one or two
  specific fonts their entire life.
- The availability in licensing / pricing of fonts also plays a big role
  in choosing a font specifically in a country like India where piracy
  has been a common thing.
- When we are finding a font, we have a rough sketch in our mind,
  like what kind of font it should be (eg: beautiful, elegant for
  FASHION related product and Steady for SPORTS)

Based on the conversations and interviews, participants use the
following fonts.
Favorite and safe Fonts
- Tiempos
- Ek Mukta
- Crimson
- Merriweather
- Georgia
- Courier
- Weissenhof Grotesk
- Centrale Sans
- Source Museo
- Montserrat
- Roboto Sans Pro
- libre

Interviews

Abhijit KR
Sr. Interaction Design

How do you decide which font to use for a project? (The selection process and decisions)

1: License: If I can use one of the fonts I have licensed, I will. (Depending on whether the basic style fits the use intended. Here, I am a bit more lenient, I will use say, Tiempos if some kind of a serif works.) Otherwise I look for a free font from a reputed font designer. Ek Mukta for example. In Latin, this is usually Crimson or Merriweather for the web. Actually, I use Georgia wherever I can (for others) and Courier for my own stuff, because I think the monospace nature is the least adorned one out there. Sort of like a machine-language (which it is, at least stylistically if you look at most code).

2: Fit: This is secondary to license. After an appropriate licensed font set is found, I will see if I will regret the use of a font in the next year (I am looking at whether I am choosing this because it is 'trendy' or if it actually fits. I avoid the trendy ones because things start looking the way they are otherwise 'expected.'

What challenges do you face while selecting the font? (In Latin and regional language fonts?)

1: Unavailability of a cheaper version of something I want to use. Or unavailability of a sample (test) version of something. With most western foundries, this is not a problem; they share the fonts and trusts one to not abuse it.

2: With Devanagari, and Indian languages, weight variety for a selected style is often a problem. Especially in Malayalam (and most other languages, I think). I was doing this project with a paint company, and couldn't find a bold enough face for the cover, etc. I ended up drawing some letters.

3: Even when purchasing a font (we ended up doing that once for a project in Malayalam) the fonts are made with legacy formats in mind, and failed to work easily on Adobe CC stuff. This incompatibility is usually never seen upfront. Now I see if I can figure this out somehow, before I buy something.

Do you categorise the fonts (in your fonts application or folders)? If yes, what aspects do you consider (serif, sans, monospaced, licensed, free, client work, etc.)?

My old dead computer had nicely categorised FontBook folders. Like Modern (Mostly Sans-Serif, Gotham-ish), Serif (the good serifs, like Guardian and Tiempos and Lyon), Pixel (Unibody, etc., mostly free stuff I used as templates for doing other things), and Licensed-Studio and Licensed-Self. My current computer doesn't have an easy font manager and hence, no categories.

How significant is font size and colour in Communication Design? Why?

I wouldn't admit to believing font size gets smaller as you get more experienced/confident. But I think it does to some extent. Other than that, one always takes a printout to see if things work. I have some

sizes for some fonts I keep using (Tiempos 9/11 and 10/12 if I am feeling generous) without needing a printout. I used to have a scale stickered on the bezel till that computer died so that I could eyeball sizes even without a printer nearby. Colours are equally or more important, but I start with a B/W one (like the giants who taught me all the stuff I do) and see if I need to add colours and what are appropriate (mostly look at related images and pick colours from them). One thinks that colours are a necessary evil, at least in print, one does a lot of hard work to get colours look right across devices and media, and often the result is an unpleasant surprise. (Even with some calibration, etc.)

Does font play a role in presentations (PPT)? How do you choose a font while making a presentation?
I pick Georgia and stick with it. (Available everywhere, Mattman is always right, etc.) If one ever feels adventurous, one uses one of the monospaced ones. (One thinks many presentations could have been better set in a different font, but one tends to use more pictures than words if one knows one is there to talk about it anyway.)

How does one apply the font's 'character' in designing a logo or visiting/greeting card?
Refer to the first question, and then, one goes by a gut feeling at first (does this font look like a footwear startup? etc.) and then put it on a picture of the product/service and see if it fits. Look up negative connotations already associated with the font/style if any

(blackletters on a church/human rights campaign will probably be tricky or brilliant). For visiting cards, I consider Erik Spiekermann's to be the pinnacle. (Look it up!)

Varun Mevada
Sr. Interaction Design

How do you decide which font to use for a project, Philips, Raymond, Royal Enfield, Flipkart and Times of India?

The decision largely depends on what the brand manual of the project. If there is a brand manual and a guideline to use any specific typeface then it is largely that. Otherwise, it largely depends on the medium for which we are designing. The type of brand and the brand position also matters, for e.g. a brand like Titan Fastrack would be more fun so typefaces which have a hand written feeling are preferred over the other, for Raymond a classic serif font would go better as the identity has a serif typeface in it.

What process do you follow (The selection process, decisions, in a different medium) what challenges do you face while selecting the font? (In Latin as well as regional language fonts?)

The selection process as earlier mentioned depends on the application largely. Let's say I have to design a print ad for a brand and there is fair amount of copy matter, I would choose a font which looks light to read when there are heavy text passages or let's say I have to design a hoarding ad, I would choose a typeface with a larger 'x' height for better range of visibility. It is a merger of application and the brand identity.

Do you categories the fonts (in your font's application or folders)? If yes, what aspects do you consider (serif, sans, monospaced, licensed, free, client work, etc.)?

No, I have no such categorization.

How significant is font size and colour in Design (Communication Design)? Why?

They both are important factors in deciding the impact of the design. The colour and size together determine the amount of importance to be given to a certain piece of text. A larger font size with a great contrasting colour will shout a lot, whereas a small font size with a low contrast will subdue in the background, leaving the audience to hunt for the important elements in a layout. It is all the play of visual order.

Does font play a role in presentations (PPT)? How do you choose a font while making a presentation?

Yes, it does. Depending on what sort of a presentation it is. It can be pretty simple with just one font and different weights or some 4-5 different fonts being used in the entire ppt, if it does justice to the subject. It really depends on the subject of presentation for me.

How does one apply the font's 'character' in designing a logo or visiting/greeting card?

Designing a logo is a completely different game whereas designing a visiting card. Visiting card is an extended arm of the identity. A logo is the heart and soul of the brand so a font will speak for it.

A serif is more suited for some serious nature of the brand or some mystery whereas a sans serif is considered little casual. But again, there is no rule book which has strict mentions of these implications of the fonts, whereas the beauty of it lies with the creative streak of a designer to tweak a font while designing an identity and making it look what it isn't. For e.g. Google, they have used Catull typeface for the older version yet it looks causal because of the multiple colours being used. Hence it is totally the skill of the designer to use a font and apply a character around it.

Rishabh Pandey
Sr. Communication Design

How do you decide which font to use for a project—Philips, Raymond, Royal Enfield, Flipkart and Times of India? What process do you follow (The selection process, decisions, in a different medium)?
While designing an identity, I would start with considering the beliefs and vision of the brand—how they want to portray themselves. For example—Philips, Raymond and Royal Enfield would have powerful beliefs; Philips is a tech company about innovation and product designs so they would want to have a strong vision towards future hence a contemporary font with some character in it can be a choice but Raymond is merchandising company making contemporary and classic fashion designs targeting a class of people so fonts so choosing an old style/modern serif font can be a considerable. One can also take the other road and choose an unconventional font if the goal is different.

What challenges do you face while selecting the font? (In Latin as well as regional language fonts?)
· 	In present times, due to the advancements of technology scaling an idea to various platforms has become important. Even though there are thousands of fonts available in Latin not many of them are well designed and optimized for the web. Very few fonts are available in regional languages and within that, a handful of them are 'text'

fonts. Then again, they have to be well designed, developed and optimized for the web to ensure the maximum usage.
· 	Picking a font from a pile of fonts becomes challenging once one knows the qualities of a good font. The challenge increases as one's sensitivity towards typography increase over the time—this may be a reason why many designers keep on using one or two specific fonts their entire life.
· 	The availability in licensing / pricing of fonts also plays a big role in choosing a font specifically in a country like India where piracy has been a common thing from so long and design institutions are not providing licensed software to students. We are running in an action-reaction loop and design institutes have to take the first step to break the cycle.

Do you categorise the fonts (in your fonts application or folders)? If yes, what aspects do you consider (serif, sans, monospaced, licensed, free, client work, etc.)?
Yes, as of now I have categories like trial fonts, open-source, and licensed. I try to remember the names of serif and sans-serif fonts I would want to use from these categories.

How significant is font size and colour in Design (Communication Design)? Why?

Font size and colour is extremely important in creating visual order in communication design. Font size has a practical importance and changes in media to media—there have been studies conducted to understand what font-size is best for 'bodytext'. In web, we use significantly bigger font-size because of the basic difference between how we read on a paper and screen. Font-size and colour can also be used in an unconventional way to invite attention or express the message.

Does font play a role in presentations (PPT)? How do you choose a font while making a presentation?

Yes, it does. In my presentation, I choose a sans-serif font with larger x-height. My P2 "Taking a Line for a Walk" was an image making project with drawing as a medium, therefore, I chose 'Weissenhof Grotesk' designed, developed by Dirk Wachowiak and Stefanie Schwarz at Indian Type Foundry (ITF). It was provided to me with a student license agreement which can be used for non-commercial projects. The font has round corners, large x-height comes in 8 weight styles and was optimised for both print and the web.

How does one apply the font's 'character' in designing a logo or visiting/greeting card?

Clear communication can be taken as a character on hype nowadays and as a result, we are seeing the use of more sans fonts with fewer elements around it. Similarly, Type Designers are experimenting more with serifs now to design modern serif typefaces which not only have a character in them but also look as clean as a sans-serif font. Therefore, while designing an identity one needs to consider the range of medias the design will be scaled to and what kind of feeling/effect one wants to communicate with it.

Ashish Kumar
Sr. Communication Design

How do you decide which font to use for a project—Philips, Raymond, Royal Enfield, Flipkart and Times of India? What process do you follow (The selection process, decisions, in a different medium)?
Context: Deciding a typeface for any project is contextual. First of all I look into the project and try to understand the demand of the project regarding typeface.
Feasibility: I think about font which I am going to use, I ask a question to myself; is that font really practicable with the project or I am just using it because it is matching with the theme of project.
What challenges do you face while selecting the font? (In Latin as well as regional language fonts?)

In Devnagari and other indian languages, every time I face the challenge of lack of weight and style (Oblique, thin or extra light)

Do you categorise the fonts (in your fonts application or folders)? If yes, what aspects do you consider (serif, sans, monospaced, licensed, free, client work, etc.)?
No, I do not catagorise fonts.

How significant is font size and colour in Design (Communication Design)? Why?
Font size play important role in order to draw eye.
Eg. We can point immediately a poster with a big font size and at same time we can curious to take a closer look at small point size or can just ignore it.
Colour are equally important. Colour can emphasise the text to give feel of real life experience or can affect our subconsciousness.

Does font play a role in presentations (PPT)? How do you choose a font while making a presentation?

Yes, of course. Font and font size play an important role in presentations. Either I use large x-height fonts or fonts with open counters.

How does one apply the font's 'character' in designing a logo or visiting/greeting card?
I relate it with the nature and human made things. If I have to chose a font for herbal tea logotype, most preferably I will go with humanistic or font with organic curve instead of geometric or rational.

Ragini
Sr. Animation

How do you decide which font to use for a project, Philips, Raymond, Royal Enfield, Flipkart and Times of India? What process do you follow (The selection process, decisions, in different medium)
None.

What challenges do you face while selecting the font? (In Latin as well as regional language fonts?)
Readability of font is the priories property which I look into the font. Other feature depends on the subject of project on which I am working on, Like if I am designing for kids I look for playfulness and colour.

Do you categorise the fonts (in your fonts application or folders)? If yes, what aspects do you consider (serif, sans, monospaced, licensed, free, client work, etc.)?
Yes, generally on the basis of serif and sans serif, but a lot depends on the kind of projects.

How significant is font size and colour in Design (Communication Design)? Why?
Very, the font size where generally fulfils the amount of text can be feed to the user of collaterals. Also, determines the negative and positive space of the contents and greatly influence the aesthetic of the design. The colour of the font determines its readability and locomotion of eye.

Does font play a role in presentations (PPT)?
How do you choose a font while making a presentation?
Yes, first the font should be readable, so majorly I use sans serif fonts for presentation. Selection of font sometimes depends on the topic which I will be presenting but even though I choose to use the theme font for heading but avoid it for text (body).
The content should be less and the size of the font should complement the amount of text on slide. Normally I prefer 18 -24 font size.
Some time I use other font characters like bold and italic to emphasize certain quotes or line.
Bullet appears in all presentation.

Pooja Kulkarni
Sr. Product Design

1. The font will be a representation of the feel that I want to portray. Say Philips is a company that stresses on a quality product, they stress on the functionality of the product rather than the aesthetic treatment of the product as they cater to a huge audience, the font is neutral. The price range of the products also is in the medium bracket where they are targeting the major bulk of the population. On contrast Times of India is about serious journalism that has been in service since a long time. Therefore depending on the service, the user group and the motto of the company will determine the font.

2. It is difficult to portray the feeling and yet to make it look professional. Like, say for instance while presenting a medical product it is essential to maintain a professional and serious look to the presentation while also making it simple and easy to understand to the people with a non-medical background.

3. Yes, there are some got to fonts that I generally use. I tend to change the title fonts according to the project that I am presenting.

4. It is crucial to presenting. From a product designer's point of view communicating the feel of the product through the presentation is very important. Colors play a major role in setting up this mood. I use different font sizes to highlight a certain aspect rather than going for multiple fonts.

5. Yes, it does, as mentioned earlier it helps build the mood for the product. Say for a hardcore medical product it is essential to portray the following feelings: professional, reliable, new, user-friendly. Thus using a very clean and to the point font is what I would go for.
6. Clueless!!! I guess it's more intuitive. I haven't studied much about fonts, so will go for something that gives me the feeling.

Manasi Mankad
Jr. Interaction

How do you decide which font to use for a project? (The selection process, decisions, in different medium)
Before starting the project, I would consider the brand I'm designing for. What is their ideology and what they want to be perceived as? Secondly, I would examine the purpose of the design. What is it supposed to communicate? To whom? Thirdly it would be the medium. Is it going to be in print? Web? Mobile? If print, then further what mode of communication? Billboard? Magazine? Etc. For example, in the case of a project for Philips, the brand tagline is sense and simplicity. The brand exudes a simple, plain, clean look and feel to its products and their packaging. So, if the project is for, say, making an advertisement in a magazine for them, the image used would be clean and simple, and the typeface would be a sans-serif, with a low stroke contrast, vertical axis with a medium x-height to cap height ratio, like e.g. Centrale Sans

What challenges do you face while selecting the font? (In Latin and regional language fonts?)
Challenges faced while selecting any typeface would be firstly the personality of the typeface should complement the content and mode of communication, the medium itself also might restrict the typeface selection sometimes. Also, an issue is font licensing, whether it is free to use or free for personal use or paid for commercial use. That would

depend on the context it is used in and who it is used for. Another aspect I consider is the number of styles it has in its family. It should have at least 3-5 styles (light, light italic, regular, italic, bold, bold italic, etc.)

Do you categorise the fonts (in your fonts application or folders)? If yes, what aspects do you consider (serif, sans, monospaced, licensed, free, client work, etc.)?
To some extent, yes. I download a lot of fonts which are freely available and have a free to use standard license. I go hunting for typefaces on the web when the need pops up or when I am simply exploring. The major classifications I keep are 'Free' and 'Demo (in the case of paid fonts, I try them out if possible instead of buying)' and within 'Free' I classify them as 'serif' and 'sans-serif'. I sometimes keep a separate folder for font pairs that I really like (especially pairing up fonts I find on Google Fonts, like eg. Playfair Display and Fauna One, Open Sans and Prata, Nixie One and Libre Baskerville, and so on).

How significant is font size and colour in Design (Communication Design)? Why?
Font size and colour are of course very significant in communication design, it can make or break a design and if used effectively can communicate very clearly even with minimal content. For example, brands are identified first by their colour and overall look before our brains register the type and the actual name of the brand. A certain

shade of red and yellow will always remind people of McDonald's even if the name isn't mentioned anywhere. Colours form an association in our minds to certain brands, meanings, things, and emotions.

Type size is a very strong factor in communication design too. Examples of this can be seen very clearly in advertisements, where the colours used, the imagery and the text is not too much, but they come together and make a very strong message.

A very simple example that everyone can relate to would be the sale signs outside stores, they are usually red in colour so that they are visible from afar, they will have the words 'sale' and '50%' or something in large, bold type and they will have the word 'upto' in much, much smaller size above it so that it is arguably present, but they don't want to discourage customers by making it more visible. It communicates just what the store wants to communicate.

Does font play a role in presentations (PPT)? How do you choose a font while making a presentation?

Fonts play a role wherever they are present, whether people notice their significance or not. In presentations, the font needs to be readable from afar, the amount of text should be less so the words that have to be highlighted can be larger. Also, the colours used in the slides should make reading easier. The contrast should not be too high or there should not be multiple colours clashing and fighting for attention over the text that is supposed to be read.

I mainly go for sans serif typefaces like Museo, Montserrat, Roboto

or Source Sans Pro (two names a few). If I feel the need to use a serif, I would generally pair it with a sans serif and use the serif for the headings and the sans serif for the body text.

How does one apply the font's 'character' in designing a logo or visiting/greeting card?

Firstly, who is the logo or visiting card for? Who would be using this brand? What does this brand want to be perceived as? Does it want to appear bold? Strong? Fast? Approachable? Friendly? Sophisticated? Once these adjectives are clear, the typeface for the logotype would be chosen so that the personality of the brand is reflected in the logotype and if there is a logo that is designed for it, it gets reflected in that too and both the logo and the logotype compliment each other and effectively communicate what the brand stands for.

To sum up: purpose, target audience, perception, and character.

Rohit Gupta
Jr. Interaction

How do you decide which font to use for a project? (The selection process, decisions, in different medium)

It depends on what medium I will present the work. If its web, is the font fast enough to load, is it a free font that can be used from web APIs, how does it look on screen, whether it's too sharp of low resolution screen that may make it look blurred. If the font is for print medium some of the above factors are not valid, But the choice of open-source/libre fonts is important unless specified. In all the mediums, I try to convey the mood of the text through the fonts I use. Like archaic texts or books will afford a baskerville , a banner might have Montserrat etc.

What challenges do you face while selecting the font? (In Latin and regional language fonts?)

I forget the name and have to find them visually which is cubersome. Marrying fonts is also an issue sometimes.

Do you categorise the fonts (in your fonts application or folders)? If yes, what aspects do you consider (serif, sans, monospaced, licensed, free, client work, etc.)?

No

How significant is font size and colour in Design (Communication Design)? Why?

I think it is very important in setting the visual hierarchy in which the material will be read. It should not look too cramped and flow smoothly.

Does font play a role in presentations (PPT)? How do you choose a font while making a presentation?

Yes, Font do play almost similar role as they do in most texts. I usually choose sans serifs in my presentation with different weights and styles to establish visual order and i generally refrain from using too much text anyways.

How does one apply the font's 'character' in designing a logo or visiting/greeting card?

I think after the introductory course in typo, we could at least get a novice level feel of the font. But I do keep in mind the basic font family classifications.

Rahul Sharma
Jr. Communication Design

How do you decide which font to use for a project, Philips, Raymond, Royal Enfield, Flipkart and Times of India?

Every font speaks for its personality and has distinguishing features just like human beings/ individuals. Similarly Every brand has its

own hand picked font family which defines their brand personality and sets them apart in the market and also add some recall value to it. It's like buying a tie which would complement the shirt.
So we generally look for a typeface which just to justice to the brand's overall visual appeal. In other words it should complement the others design elements and typefaces used.

What challenges do you face while selecting the font? (In latin as well as regional language fonts?)
The major challenges I face is of choosing a font while going through the huge collection of fonts. At time it gets very very difficult to freeze a font.

Do you categorise the fonts (in your fonts application or folders)? If yes, what aspects do you consider (serif, sans, monospaced, licensed, free, client work, etc.)?
Yes I do categorise my fonts according to its characteristics mentioned above. I also make a separate folder fonts used in a project. It just make it easier to track it.

How significant is font size and colour in Design(Communication Design)? Why?
I think font size and color matters a lot in any design at any given point of time. An appropriately used font with decent size and color can make a drastic change in the look and feel of any design artwork.

Does font play a role in presentations (PPT)? How do you choose a font while making a presentation?
Yes I strongly feel that fonts play a very crucial role in presentations as the letters has to be legible and readable and should also go with the design layout of the presentation.

How does one apply the font's 'character' in designing a logo or visiting/greeting card?
As I mentioned above, fonts have their individual personality and while designing any logotype we take care of many factors which would suffice all the keywords and adjectives which define the logo/ Brand. A logo or a logo type is a reflection of a brand. So the Brand philosophy should reflect in the logo and the logotype.

Santanu Dutta
Jr. Communication Design

(1) The selection of a particular typeface, as a part of an essential visual element in the visual scenery, requires ample context. Various parameters dictate that choice. The name might require a stylistic depiction and an unique lettering might do the job (simply drawing out the letters in a particular fashion, not concerned with kearning, spacing details that go into a font). The brand name might be an exercise in lettering, however the associated texts might not suffice by lettering only. The applicability of a font comes into play if larger texts need to be composed. This goes without mention that letterforms from a particular typeface can itself form the brand name also.

As an example, of the five brands mentioned here, all might have their ads on the limited space of a billboard or newspaper, however the target segment and their products are varied. While Raymond, RE and ToI have grown to be institutions and come with some explicit trust, sturdy clean serifs can be best associated with them. The masthead of the newspaper or the bulky plate on gas tank of bike needs to stand out. Flipkart is not associated with legacy, needs to position itself as an ease-of-usage brand and popular with a demography of tech-literate people. Predominantly it will have the web presence, hence bulky letters with spur with vibrant color scheme is needed.

(2) In regional scripts, diversity is the primary issue. Majority of them have mild variations within the same structure, and are not really designed to suit a variety of utilitarian needs. Also, letterforms from certain Indic scripts normally do not allow much diversity as easily Latin does. In cases where the characters to be used are minimal, it is better to construct the letterforms separately, instead of searching or using a font. Many well-designed Latin fonts are not free fonts, hence the palette narrows down to a known few.

(3) No I do not have categories. I mostly have a rough idea of which are free and which are pirated fonts so that I do not use them for works other than academic.

(4) This is very much a contextual issue. The effects of size, color and a combination of both can be observed in issues of legibility, and might be a decisive factor for a material designed for, say, the color blind. The goal of choosing them to fit a context lies on understanding the applicability, and such a decision should not overpower the content and the meaning behind it.

(5) Yes, in any communication medium chosen, fonts do delicately position themselves as being a significant passage to convey the content without drawing too much attention to itself at all. For me, ppts should have minimal text and I normally use a display type even for body texts in ppt.

(6) The core essential is to hide the font's character as much as possible and give much emphasis on the content of the card, or the essence of the logo. The inclined axis of letterforms might denote fluidity, bold/black characters might denote strength, serifs might denote elegance. There are certain visual stereotypes which are played upon to achieve the desired effect.

Prabhat Negi
Jr. Communication Design

How do you decide which font to use for a project, Philips, Raymond, Royal Enfield, Flipkart and Times of India? What process do you follow (The selection process, decisions, in different medium)
Personally, while choosing a font for me the feel of the project matter for e.g. for Raymond I would want a more sleeker and sharper look. For times of India reading given more priority's the feel of the project is based more on the ease of reading with clarity and efficiency. Similarly, font for Royal Enfield should have a smooth feel to it yet there need to be weight to the font also

What challenges do you face while selecting the font? (In Latin as well as regional language fonts?)
Function and context are the what I give utmost priority to while selecting a font.

Do you categorise the fonts (in your fonts application or folders)? If yes, what aspects do you consider (serif, sans, monospaced, licensed, free, client work, etc.)?
categorisation of the fonts is also done on the basis of clients what function is the font going to fulfil and what is the context in which the client is going to use it.

How significant is font size and colour in Design (Communication Design)? Why?
variation in sizes and colour helps the user to the adjust and personalise the readability of the font so as to understand and process it faster

Does font play a role in presentations (PPT)?
How do you choose a font while making a presentation?
Yes, font does play an important role. I prefer selecting the font on the basis of its function, context in which its being used and readability

How does one apply the font's 'character' in designing a logo or visiting/greeting card?
The font character should use in such a way so as to compliment the identity or the feel of the project, whether it is a logo or a greeting card etc.

Devika Bhansali
Jr. Communication Design

How do you decide which font to use for a project, Philips, Raymond, Royal Enfield, Flipkart and Times of India? What process do you follow (The selection process, decisions, in different medium)?

Understanding the purpose of the design is very critical while selecting selecting a font. While selecting fonts, it is necessary to understand for whom we are designing and what kind of a brand. Font are selected on the basis of their use (text, display).

For Times of India, or any newspapers, I would select a formal looking font. I would select a text font that will have good legibility and readability at smaller sizes. For Royal Enfield, I would select a boldish font, as that would suit the character of the bike.

What challenges do you face while selecting the font? (In Latin as well as regional language fonts?)

I think the biggest challenge is in selecting the final font. I usually try options before finalising the font. The challenges that face are usually- if the font suits the overall design, how does it look in the space. Does it compliment the overall look, etc.

Do you categorise the fonts (in your fonts application or folders)? If yes, what aspects do you consider (serif, sans, monospaced, licensed, free, client work, etc.)?

No.

How significant is font size and colour in Design (Communication Design)? Why?

It is extremely important. The color and size of the text should be suitable to the overall look of the design. It should not overpower the visual, if the visual has more importance. Font size depends on the kind of font. A display font will not be readable at small point sizes. Whereas, a text font won't always look good at larger sizes.

Does font play a role in presentations (PPT)? How do you choose a font while making a presentation?

The font should be chosen according to the subject of the presentation. The font size for presentations should not be very small, as it might become difficult for people sitting a little far to read.

How does one apply the font's 'character' in designing a logo or visiting/greeting card?

I think it depends on the brand. The font should be a good match to the brand as a logo is an identity of the brand, and speaks a lot about the brand.

Rohan Jhunja
2nd year B. Des

How do you decide which font to use for a project
Philips : Modern, established : Raleway Bold
Raymond: Classy : Optima
Royal Enfield : Old, Strong : Trajan
Flipkart : Modern , Young, fast : Ubuntu
Times of India: Classic : Times New Roman

What process do you follow
(The selection process, decisions, in different medium)
·   Decide on a mood for the project: Formal vs Informal, Radical vs Plain, Serious vs Playful etc.
·   Decide on a time period for the project: Old vs Modern
·   Display - Body text combinations: Similar vs Contrasting
·   Scroll through lists of system fonts or google fonts
·   Select multiple options and compare them after applying them to the text, side by side
·   Usually work in Illustrator or Indesign
·   When in Slides or Powerpoint, selection is limited by common system fonts or Google fonts.

What challenges do you face while selecting the font? (In latin as well as regional language fonts?)
Lack of known options, fall back to a few known options.

Can imagine the type of font but don't know the names or categorization sometimes.

Do you categorise the fonts (in your fonts application or folders)? If yes, what aspects do you consider (serif, sans, monospaced, licensed, free, client work, etc.)?
No categorization really.. However basic distinction between open and licensed fonts is made

How significant is font size and colour in Design (Communication Design)? Why?
Extremely significant. Since it affects the overall feel of a communication piece: simple (large font size) vs complex (smaller font size), severe(small font size, high contrast) vs friendly(large font size, colorful).
Legibility concerns. Integration of the text with the whole visual (Gestalt: relative size, color of text)

Does font play a role in presentations (PPT)? How do you choose a font while making a presentation?

·   Small range of well-designed system fonts when in Powerpoint
·   Google Fonts when in Slides
·   Any choice of fonts only when exporting to pdf.
·   Use commonly known fonts in unique ways.

How does one apply the font's 'character' in designing a logo or visiting/greeting card?
Look for a unique font, differentiated from other brands in the same category (Atypical or Typical), Font shapes play a major role here (Tall vs Wide, High contrast vs Low contrast, Geometric vs Humanist)

Dhruva Vijayaraghavan
2nd year B. Des

How do you decide which font to use for a project, Philips, Raymond, Royal Enfield, Flipkart and Times of India? What process do you follow (The selection process, decisions, in different medium)?
I study the company's background and its work field. Therefore, I generate an idea as to what the company's image is and what would they like their image to be. When this is determined, I'll then visit my collection of fonts and look for a set of fonts that will help maintain (or redefine) a company's image.

What challenges do you face while selecting the font? (In Latin as well as regional language fonts?)
Often, several serif fonts look very similar on screen. Only on printing do faults pop up like ink blotches or kerning and even legibility. So i need to keep revisiting these. With other scripts, without proper knowledge, I cannot determine whether the text looks stretched, or if kerning is awkward or if leading is necessary. Especially with scripts which are very broad but have various vertical lines, the texture of the grey seems weird and also rivers and bubbles pop up everywhere.

Do you categorise the fonts (in your fonts application or folders)? If yes, what aspects do you consider (serif, sans, monospaced, licensed, free, client work, etc.)?

I categorise them as Serif and Sans serif. Within that, I categorise them on ubiquity. The more common ones seem to have expected roles of them. Some new and interesting fonts are always kept at hand, though classified as body fonts or titles.

How significant is font size and colour in Design (Communication Design)? Why?
Font size is important for reasons like:
· Space saving (like in newspapers and brochures). Without availability of various font sizes, newspapers wouldn't efficiently convey as many articles and columns in the little space they have.
· Ink saving (newspapers and mass print). Font size is another variable when it comes to saving money in print. Too small and legibility becomes an issue. As example, eco font failed miserably in this area, but fonts like Swift, Argo and Gulliver (by Gerard Unger) have proven to be legible even at lower point sizes and proving to be very efficient in ink usage.
· Legibility
· Impact (as in titles or even important sections of body)
Colours too play important roles:
· Popping effect. Colors can be used to highlight or make certain text pop, or even hide text. It depends on the dexterity of the designer.
· Branding and Maintaining Brand Palate is today a major aspect of advertising. Be it the light blue Bauhaus used over an Indigo backdrop by Indigo airlines or the Futura condensed by

Absolut on a white background. Colours add definition to the brand and the brand palate must be maintained in all products associated to it. This increases its recognisability and adds value to the brands image.

· Aesthetics
· Visibility

Does font play a role in presentations (PPT)?
How do you choose a font while making a presentation?
Fonts have a major role in PPTs. Aside from the obvious legibility and distance issues, fonts can often set the mood of your PPT. While several serifs help maintain a formal business like air, interesting new fonts add zing to a presentation. Also, a well-made ppt shows a lot of its designer's peculiar sense of style.
And yes, a badly chosen text can also negate the impact of an important PPT.
I mainly choose the general nature of the PPT. If it's fun (always), I play a lot with fonts. I use two fonts mostly, a title and a body. One being an interesting Script or serif and the other a complementing Sans serif for body. (I avoid script for body as legibility issues creep up after 2 lines.) This way I come up with a repertoire of font pairs.

How does one apply the font's 'character' in designing a logo or visiting/greeting card?
I assume that the company's logo must convey the company's activities. The font chosen must aptly represent the company. A font's character can range from playful, to serious to unimaginably to neutral to extremely loud and biased. With this in mind, apply the necessary font(s) to the company. When I've decided upon a font, i go through its variations. Eg. To convey motion, one can use an oblique over an italic. I find that an italic adds a lot of delicateness to font and loses its quality.
For addresses on visiting cards, i prefer a serif with a formal face because serif (I feel) are more legible in small point sizes. Addresses often take up a lot of text but in limited space, so i try to avoid fancier fonts here.
I find it important to however carefully pair the title font with the body. There's a lot of scope to play around and often get new and fantastic results.
However, I've found it easier to rule out fonts that obviously don't suit a company than to find the perfect font. Too many convey the same emotion or quality.
This is where other issues come into play like legibility and print size for the font.

Utkarsh Chilla
Typographer - working in Ad Industry

How do you decide which font to use for a project, Philips, Raymond, Royal Enfield, Flipkart and Times of India? What process do you follow (The selection process, decisions, in different medium)?

· Philips - I would like to use 'Gotham'. Gotham is a clean, san serif font and has such features which goes perfect with the characteristics of the brand.

· Raymond - Raymond is a fashion clothing brand. For the fashion, a balanced mix of italic serif font like 'florence' and sleek, condensed, thin font like 'Gotham condensed thin'.

· Royal Enfield - Royal Enfield is a very old, confident brand. 'Sugarcube or chapaza' is the font. Semi bold with slab serif font which reflects confidence, pride, firmness, legacy.

· Flipkart - 'Bebas Neue' goes well for flipkart. Simple, condensed, bold enough, clean. Flipkart is a online selling brand. Most o its advertisement will happen on a digital platform. Bebas neue is a font which is compatible for digital and print medium so it can be adapted and carried forward easily.

· Times of India - Times of India is one of the oldest newspaper brands in India. For Times of India 'Trajan Pro' is perfect font. Trajan Pro is a nice serif font, looks sophisticated and connotes legacy.

What challenges do you face while selecting the font? (In Latin as well as regional language fonts?)

The very first thing before we choose a font for any brand is to understand the characteristics of the brand, what exactly brand wants to communicate. We have to study the font, its family - Thin, light, book, regular, medium, semi bold, bold, ultra, condensed, italic. its corning lower case and upper case letters, numbers, punctuations etc. Every font is different characteristics in its own way. Some has very nice looking uppercase letters but not that great lowercase letters. Some may look good if we use it for single word but doesn't look good when we use it for a whole sentence. Some has ugly numerical, some has only half of the punctuations. Some fonts have uneven corning space. At the end that font should also be compatible for digital medium and can be easily adapted to digital platform. So, we have to consider all these points while choosing the font.

Do you categorise the fonts (in your fonts application or folders)? If yes, what aspects do you consider (serif, sans, monospaced, licensed, free, client work, etc.)?

Yes, Of course. I categorise the fonts. [Serif, San Serif, running cursue, handmade, calligraphic, ink based, for fashion, Safe to use fonts]

How significant is font size and colour in Design (Communication Design)? Why?

Font plays very important role in design. We can play with font size,

color, thin and thick combination. Some designs don't need a very big font size. Very small, sleek, thin font also looks very nice in design. Some designs and typography centric, big bold typo on face. Some designs are visual based which can look great with line in simple, clean, tiny font size. Font color also plays important role in the design. Reverse color technique can be used to make it more stand out.

visiting/ greeting card.

Does font play a role in presentations (PPT)? How do you choose a font while making a presentation?
Yes, it does play a role in presentations. Presentations are informative and very content heavy. If we want to make interesting, we have to make it visually good looking with pictures and good use of typography. We can't reduce any content because main purpose of a PPT is to convey your content research. So, we can highlight main points with use of interesting fonts, play with font size, font color, balance mix of 2 different fonts. We have to do this to break the monotony. If you present it in simple paragraph manner, it will be too boring. No one will be interested to know what you are presenting.

How does one apply the font's 'character' in designing a logo or visiting/greeting card?
There are typo based logos and monograms. We need to choose the font very carefully for these types of logos. It's like I have said in 2nd questions answer, same things we apply while designing a logo or

Sudeep Gandhi
Calligrapher

How do you decide which font to use for a project, Philips, Raymond, Royal Enfield, Flipkart and Times of India? What process do you follow(The selection process, decisions, in different medium)
As we know every brand has its own personality, so does the fonts. While deciding which font to use I make sure the characters of the font reflects the brand personality. Once we find a suitable character, we can tweak the font to enhance it and make it more appealing.
What challenges do you face while selecting the font? (In latin as well as regional language fonts?)
Usually, when we are finding a font, we have a rough sketch in our mind, like what kind of font it should be (eg: beautiful, elegant for FASHION related product and Steady for SPORTS) the major challenge we face is there are similar looking fonts in the same category and which one suits the best for our requirement.. Many times we get stuck when we find fonts with thin line difference and making the decision at that point becomes tough.

Do you categorise the fonts (in your fonts application or folders)? If yes, what aspects do you consider (serif, sans, monospaced, licensed, free, client work, etc.)?
Yes, I do. And it is done it same aspects as described in the question.

How significant is font size and colour in Design(Communication Design)? Why?
It's one of the most important factors in Communication Design, since even colours have its own language if we don't use the right colour scheme it may end up in miscommunication. And so is the Size, since their is something called as 'Hierarchy' which I can say matters the most in any communication design. The inappropriate size of fonts may lead to misleading eye flow.

Does font play a role in presentations (PPT)? How do you choose a font while making a presentation?
According to me font plays the most important role in presentations. The presentation has an altogether different grid and its own calculations in terms of design. While choosing the font for presentations, readability and legibility should be the first and foremost consideration and then the character if it's suitable with the brand
personality.

How does one apply the font's 'character' in designing a logo or visiting/greeting card?
It is same as we do in graphic design, expressing forms in the simplest