

Design Course

## Basic Typography for Retail Sector

Design for Retail Experience

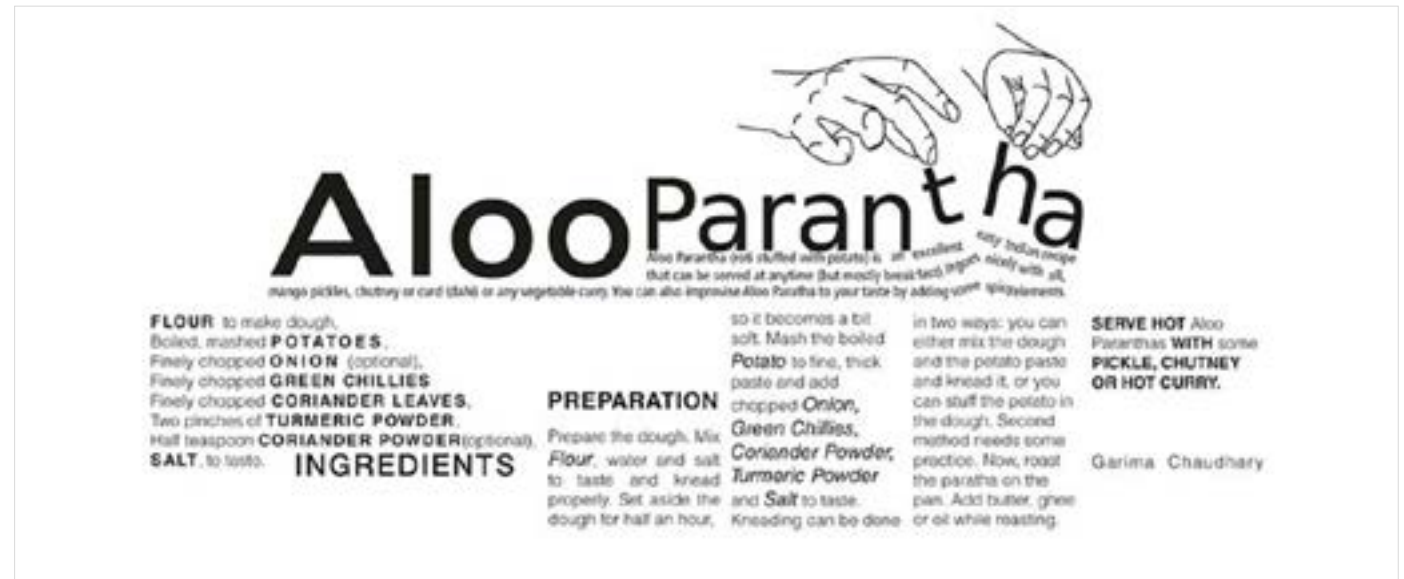
by

Prof. Tarundeep Girdher

NID Campus, Bengaluru

Source:

<https://www.dsource.in/course/basic-typography-retail-sector>



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2. Introductory Exercise
3. Type Portrait
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9. Series and Continuity
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Design Course

## Basic Typography for Retail Sector

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Source:

<https://www.dsource.in/course/basic-typography-retail-sector/introduction>

## Introduction

The course aims at familiarizing the learners with fundamentals of typography and how is it relevant to the students of Design for Retail Experience (DRE) through creative experimentation.

The course will have the following topics:

- Typefaces and Fonts
- Basic terminology and Concepts in Typography
- Typeface Anatomy
- Letter Forms
- Words and Paragraphs
- Legibility and Readability
- Grids and Fonts
- Scale
- Type as Image
- Type and Colours
- Type use in Words and Paragraphs

During the course the students are expected to do few assignments to realize the conceptual learning from the course in a more practical manner.

**Typeface and Fonts:**

**Few important points to remember:**

**Typeface:**

A Typeface is a collection of characters, letters, numerals, symbols, and punctuation, which have the same distinct design.

**Font:**

A Font is the physical means used to create a typeface, whether it be a typewriter, a stencil, letterpress blocks or a piece of postscript code, or a computer code.

**Type family:**

A Type family is all the variations of a particular typeface or font that includes all the different weights, widths, and italics as can be seen opposite. Examples of families include Universe, Times Roman, and Garamond.

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### Hierarchy:

Hierarchy is a logical and visual way to express the relative importance of different text elements by providing a visual guide to their organization. A text hierarchy helps to make the layout unambiguous, clear and easier to understand.

### Colour:

Colour works with typography in many ways to perform a number of roles that both help impart information and contribute to the overall effect of a design. Colour can be used to provide a logical, visual hierarchy for text, in addition to providing definition, contrast and added meaning to text elements.

### Alignment:

Alignment refers to the position of type within a text block, in both the vertical and horizontal planes. The existence of extended type families means that it is easy for a designer to use several different type sizes coherently within a design. Care must be taken that the tracking (letter spacing) and leading may need to be adjusted to compensate for any increase or decrease in type size.

### Grids and Fonts:

Grids can be used as a basis for creating typography, with the letterforms built around the structure of a grid rather than being penned by hand or based on carved letterforms like traditional typographic forms.

### Legibility:

Legibility refers to the ability to distinguish new letterform from another through the physical characteristics inherent in a particular typeface.

### Readability:

Readability refers to properties of a piece of type or design that affect the ability to make it understood.

### Type:

Type forms part of a larger visual and informative scheme. In design work typography is used in combination with images, diagrams, photography, and other graphic elements. Type can be used to add a great deal of texture to a design.

Type is also used as a graphic device that speaks more through its visual representation than meanings of the constituent letters. Logos are a common example of this as the styling of the letters is used to create a visual statement about a company or organization.

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**Typography:**

Typography is an important communication and design element. Technological development makes it easier to develop new typefaces. Type plays an important role in communication process as much through the shapes and styling of letterforms as the actual words that they form. Types can be used creatively to enhance communication and produce visual impact, further to identifying key norms to guide type usage.



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## Introductory Exercise

Assignment 1:

- You have been provided with A5 sheet.
- Using any tool of any colour of your choice write your name in the script of your mother tongue.
- Scan the original artwork.
- Colour correct and save the file at 300 dpi RGB mode, JPEG.
- Please name the file as <O\_intro\_xx.jpeg> where (xx) stands for your initials.



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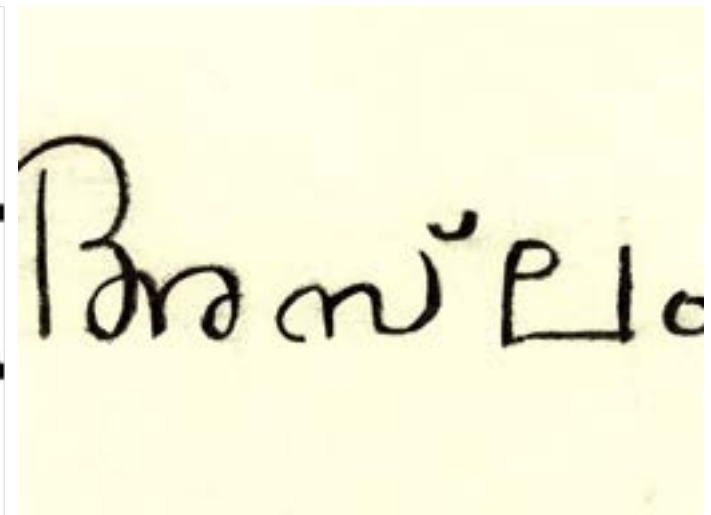
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## Type Portrait

Assignment 2:

- In a participatory manner, ask your batch mates to list down one adjective that they associate with your personality.
- Select one of the adjectives, which you think represents your character the best.
- Now on an A5 sheet, 'draw' your name, using an appropriate typeface (or hand lettering one) so as to visually portray the selected characteristic.
- You can choose to write only your first name or your complete name.
- You can write the name only once. Compose the word meaningfully within the format.
- The final art should be at 300 dpi, RGB mode, JPEG.
- Please name the file as <1\_portrait\_xx.jpeg>.
- In case you have a final hand drawn artwork please scan it and clean it in any image editing software.



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<https://www.dsource.in/course/basic-typography-retail-sector/product-logo-type>

## Product Logo Type

Assignment 3:

- Select a packaged product that costs less than Rs.10/-.
- Analyze the logotype on the packaging with respect to the use of typography, the construction of the letter-forms and the overall colour palette.
- Now if this name is used for another product, create a logotype for the new product.
- Explore different typefaces and compositions. Refine the shortlisted one.
- On a horizontal A4 size, place the original product's logotype on the left and the new logotype on the right (in colour or black and white, as the case may be).
- Save this file as <2-\_logotype\_xx.pdf>.



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**BANGALORE MIRROR**

bangalore  
mirror

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## On-Site

All the students were taken to a Mall as first time visitors to a retail space. Observations were made from a user's perspective on the aspect of the role of typography (informative, functional, directional, attention seeking, warning etc.) in a typical multi-commodity retail space.

### Assignment 4:

- Write a paper articulating your experience and the insights gained with respect to use of typography in an urban retail space.
- Length of the paper: 400 to 600 words.
- Please feel free to draw upon your previous experiences as well.
- This should be an A4 size, complete with illustrated examples and references (if any).
- Save this file as <3\_space\_xx.pdf>

### Assignments Submission by Students:

01. Bhavanees G S - PDF
02. Dimple Bhadani - PDF
03. Garima Chaudhary - PDF
04. Harshita Kulkarni - PDF
05. Ketaki Karkhanis - PDF
06. Mayank Chauhan - PDF
07. Mohamed Aslam - PDF
08. Neera Narendran - PDF
09. Neha Jha - PDF
10. Prathima M - PDF
11. Rahul Karankal - PDF
12. Roshan Sawant - PDF
13. Shamyaita Debnath - PDF
14. Shashidhar Magoo - PDF
15. Sruthi Sivakumar - PDF

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<https://www.dsource.in/course/basic-typography-retail-sector/hierarchy>

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## Hierarchy

Recipes of four simple dishes are provided.

### Assignment 5:

- Select any one of these and use the text to create three alternative layouts.
- Apply your understanding of typographic principles and elements to create an appropriate hierarchy of information. The layout should be such that the text is readable.
- The layouts have to be on an A4 sheet within a format of 18 cm x 18 cm.
- You can use either or both of the typefaces provided (Frutiger and Garamond).
- The three final selected layouts should be in one single pdf file and saved as <4A\_layout\_xx.pdf>.

### Assignments Submission by Students:

01. Bhavanees G S - PDF
02. Dimple Bhadani - PDF
03. Garima Chaudhary - PDF
04. Harshita Kulkarni - PDF
05. Ketaki Karkhanis - PDF
06. Mayank Chauhan - PDF
07. Mohamed Aslam - PDF
08. Neera Narendran - PDF
09. Neha Jha - PDF
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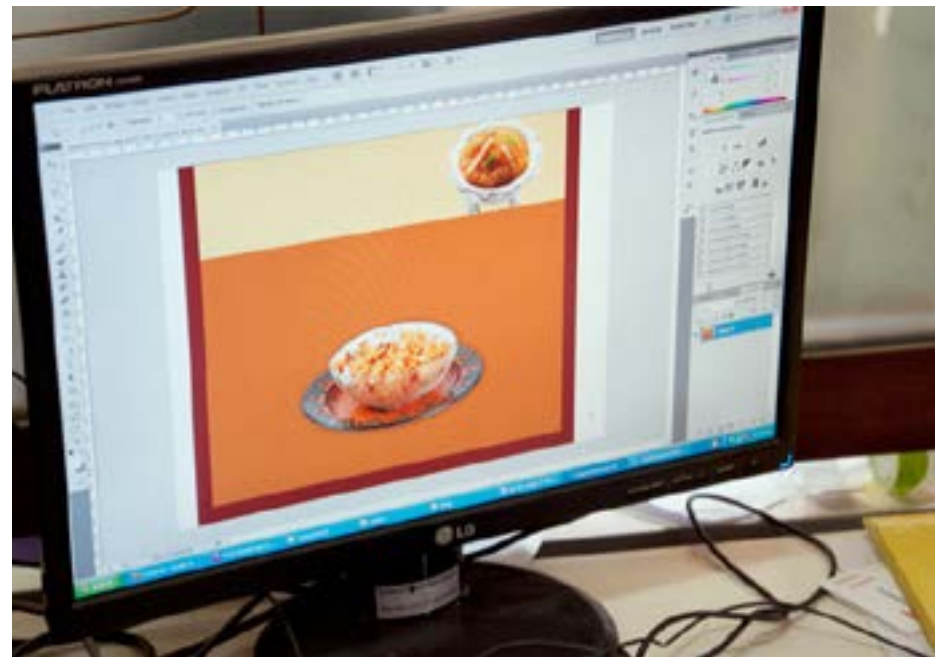
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## Detailing

**Assignment 6:**

- Select one of the three layouts based on the critique and discussions in the class.
- Pay attention to details and refine them appropriately.
- Save the file as <4B\_refine\_xx.pdf>.

**Assignments Submission by Students:**

01. Bhavaneer G S - [PDF](#)
02. Dimple Bhadani - [PDF](#)
03. Garima Chaudhary - [PDF](#)
04. Harshita Kulkarni - [PDF](#)
05. Ketaki Karkhanis - [PDF](#)
06. Mayank Chauhan - [PDF](#)
07. Mohamed Aslam - [PDF](#)
08. Neera Narendran - [PDF](#)
09. Neha Jha - [PDF](#)
10. Prathima M - [PDF](#)
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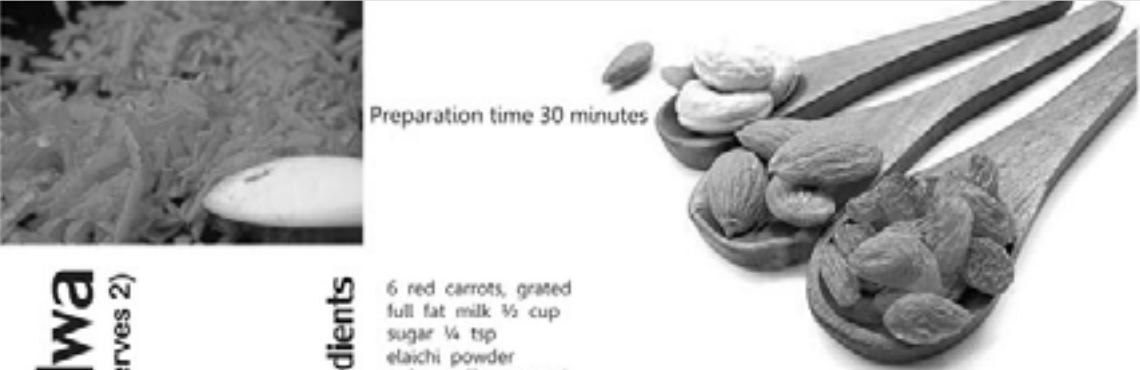
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Preparation time 30 minutes

# Gajar Ka Halwa

(serves 2)

### Ingredients

- 6 red carrots, grated
- full fat milk ½ cup
- sugar ¼ tsp
- elaichi powder
- a few saffron strands
- 2 tbsp cream
- 3 tsp ghee

### Method

Heat the ghee in a broad non-stick pan and fry the carrots for 2 to 3 minutes. Put the milk and stir till it evaporates. Then put the sugar and continue to stir until the mixture becomes slightly thick. Put the cardamom powder, saffron dissolved in a little milk and cream and mix properly, then add dry fruits. It is ready to serve.

Gajar ka halwa (carrot pudding) is a very popular sweet dish, especially in Northern India. It is mostly prepared during the winters when fresh carrots are available.

Dimple Bhadani

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# Bhel Puri

*Bhel puri is a very popular snack across India.*

*Method to prepare this delightful recipe is explained in simple steps. Preparing time: 15 minutes. Serves two hungry people.*

## Ingredients

Puffed rice – 3 cups  
Besan flour chips (papri or papadigatiya) – 1 1/2 cup  
Thin Besan noodles (sev) – 3/4 cup  
Potato, boiled and mashed – 2 cups  
Onions, chopped – 1 cup  
Tomato, finely chopped – 1/2 cup  
Coriander leaves, chopped – 1/2 cup

Black pepper powder – 1 teaspoon  
Red Chilli powder – 1 teaspoon  
Green chillies, finely chopped – 2 teaspoons  
Tamarind sauce – 1 tablespoon  
Mint chutney – 1 tablespoon  
Lemon juice – 1 tablespoon  
Salt to taste

## Method

Take a large bowl and mix puffed rice, besan flour chips, sev (besan noodles), black pepper powder, chilli powder and salt. Add chopped onions, mashed potatoes, chopped green chillies and lemon juice. Mix this with a spoon. Then, add tamarind sauce, mint chutney, tamarind sauce. Mix well. Finally, sprinkle chopped coriander leaves over this hot recipe and serve immediately.

Ketaki Karthans

## Gajar Ka Halwa

Gajar ka halwa (carrot pudding) is a very popular sweet dish, especially in Northern India. It is mostly prepared during the winters when fresh carrots are available.

Preparation time 30 minutes

serves 2

### Ingredients

6 red carrots, grated  
1/4 tsp elaichi powder

1/2 cup full fat milk  
2 tbsp cream

1/2 cup sugar  
3 tsp ghee

### Method

Heat the GHEE in a broad non-stick pan and fry the CARROTS for 2 to 3 minutes. Put the MILK and stir till it evaporates. Then put the SUGAR and continue to stir until the mixture becomes slightly thick. Put the ELAICHI powder and cream and mix properly. If desired a few strands of saffron can be added for a richer color and it is ready to serve.

neera v. narendran

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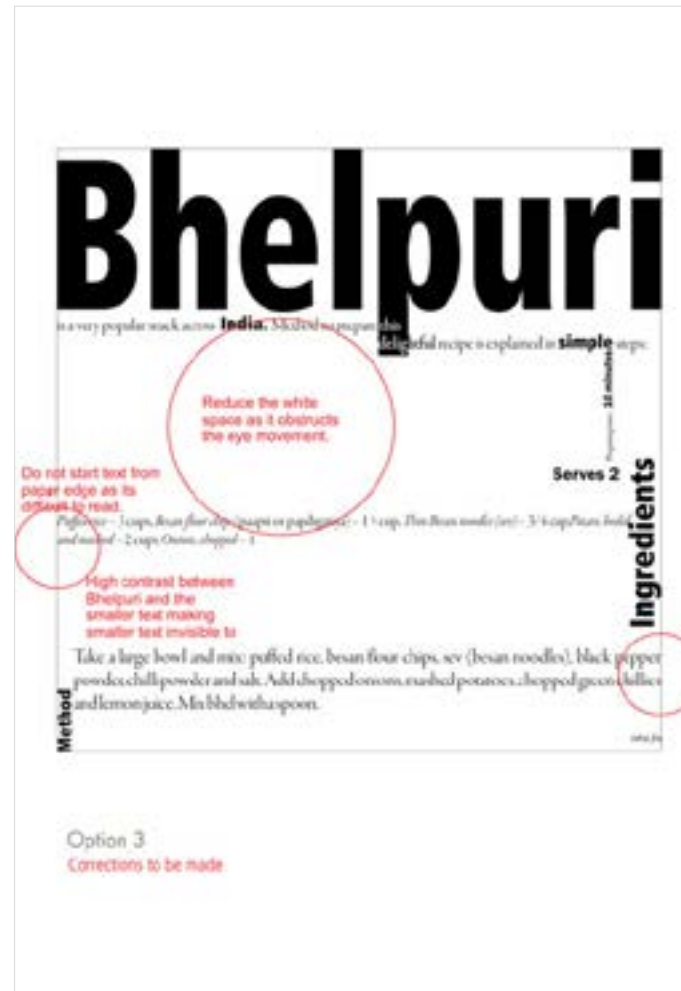
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AlooChaats takes just 10 minutes to prepare and it is very easy to cook for most of us . This spicy vegetarian recipe is so common in fast-food restaurants, but many of us do not know how to prepare aloo chat at our home . This is how you will prepare AlooChat in your kitchen :

# aloo chaat

**PREPARING TIME :20 MINUTES**

PREPARATION	INGREDIENTS
Boil the potatoes and peel them the skin	POTATOES : 4
<b>Cut</b> the potatoes into small cubical pieces .	CHAAT MASALA : 1 ½ tsp
In the frying pan, heat the oil and <b>fry</b> the chopped potatoes till they appear golden brown.	RED CHILLI POWDER : ½ tsp
Take out the potatoes from the pan, drain the oil and in a bowl or plate, <b>mix</b> them with red chilli powder, cumin powder, chaat masala and salt. Oil	ROASTED CUMIN POWDER : 1 tsp
Now, add mint chutney and tamarind chutney to your <b>taste</b>	TAMARIND CHUTNEY : 1 tbsp
Finally, decorate the top with chopped coriander leaves.	MINT CHUTNEY : ½ tbsp
	SALT TO TASTE
	CORIANDER LEAVES CHOPPED
	RAHULKARANKAL



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## Word and Image

### Assignment 7:

- Using the text provided in previous assignment, and an appropriate image (could be sourced or self-drawn/photographed); create a layout so as to fit within an A4 size printout.
- You are free to decide the format, the choice of typefaces and the hierarchy.
- Please save the file in colour (the size of the format and not A4) <5A\_image\_xx.pdf>.

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A recipe card for Gajar Ka Halwa. The title 'Gajar Ka Halwa' is written vertically in a large, orange, sans-serif font on the left. The background features a close-up of ghee being poured from a dark pot, with the liquid dripping down the page. On the right side, there is a photograph of a round, orange-colored halwa on a white plate, garnished with a cashew nut. Below the photo is another cashew nut. The text includes the following information:

- Preparation time:** 30 minutes
- Serves:** 2
- Ingredients:** 4 red carrots, grated 1/2 cup full fat milk, 1/4 cup sugar, 1/4 tsp maida, a pinch saffron powder, 2 tbsp cream, 2 tsp ghee.
- Method:** Heat the ghee in a broad non-stick pan and fry the carrots for 2 to 3 minutes. Put the milk and stir till it evaporates. Then put the sugar and continue to stir until the mixture becomes slightly thick. Put the saffron powder, saffron dissolved in a little milk and cream and mix properly, then add dry fruits. It is ready to serve.



A recipe card for BHEL PURI. The title 'BHEL PURI' is written in large, bold, green-outlined letters at the bottom. The background features a stack of colorful, multi-layered puris. The text includes the following information:

- Preparation time:** 10 minutes
- Serves:** 2
- Ingredients:** 1/2 cup puffed rice, 1/4 cup sev (bean noodles), 1/2 tsp black pepper powder, 1/2 tsp chilli powder and salt, 1/2 cup chopped onion, 1/2 cup mashed potatoes, 1/2 cup chopped green chillies and lemon juice, 1/2 cup BHEL with a spoon, 1/2 cup chopped tamarind, 1/2 cup mint chutney, 1/2 cup tamarind sauce.
- Method:** Take a large bowl and mix puffed rice, bean flour chips, sev (bean noodles), black pepper powder, chilli powder and salt. Add chopped onion, mashed potatoes, chopped green chillies and lemon juice. Mix BHEL with a spoon. Then add chopped tamarind, mint chutney, tamarind sauce. Mix well, finally, sprinkle chopped corander leaves over BHEL puri recipe and serve immediately.

It is a very popular snack across India. Method to prepare this delightful recipe is explained in simple steps.

SRUTHI SEVAKUMAR

Design Course

## Basic Typography for Retail Sector

Design for Retail Experience

by

Prof. Tarundeep Girdher

NID Campus, Bengaluru

Source:

<https://www.dsource.in/course/basic-typography-retail-sector/series-and-continuity>

## Series and Continuity

**Assignment 8:**

- Take the refined layout of the previous assignment as the reference.
- Choose any two of the provided recipes.
- Create layouts such that they follow the same visual language / key design concept.
- The format should be the same as you have used in assignment 5-A.
- Save all the three layouts in a single pdf file <5B\_series\_xx.pdf>.
- For those of you who have more than one option, please name the second option file as <5B-1\_series\_xx.pdf>.

**Assignments Submission by Students:**

01. Bhavanees G S - PDF
02. Dimple Bhadani - PDF
03. Garima Chaudhary - PDF
04. Harshita Kulkarni - PDF
05. Ketaki Karkhanis - PDF
06. Mayank Chauhan - PDF
07. Mohamed Aslam - PDF
08. Neera Narendran - PDF
09. Neha Jha - PDF
10. Prathima M - PDF
11. Rahul Karankal - PDF
12. Roshan Sawant - PDF
13. Shamyaita Debnath - PDF
14. Shashidhar Magoo - PDF
15. Sruthi Sivakumar - PDF

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**INGREDIENTS**

- 1/2 teaspoon Red Chilli Powder
- 1 teaspoon Mustard Seed Oil
- 1/2 cup potatoes
- 1/2 cup onions
- 1/2 cup tomatoes
- 1/2 cup coriander leaves, chopped
- 1 egg
- 1.12 teaspoon Chat masala

Preparing time: 20 minutes  
Serves 2

**METHOD:** Boil the potatoes and peel them the skin. Cut the potatoes into small cubical pieces (1"). In the frying pan, heat the oil and fry the chopped potatoes till they appear golden brown. Take out the potatoes from the pan, drain the oil and in a bowl or plate, mix them with red chilli powder, cumin powder, chaat masala and salt. Now, add mint chutney and tamarind chutney to your taste. Finally, decorate the top with chopped coriander leaves.

# ALOO CHAT

Aloo Chat takes just 10 minutes to prepare and it is very easy to eat for most of us.

SRUTHI SIVAKUMAR

## Aloo Parantha

Aloo Parantha (pot stuffed with potato) is an excellent snack to be had but can be served as appetiser too easily too! It goes well with mango pickle, chutney or salad (leek) or any vegetable curries. You can also experiment the recipe by parboiling, adding some spices etc.

**Ingredients**

- Three rotis (maida dough)
- Potatoes, boiled, mashed
- Onion, finely chopped (optional)
- Carrot, finely chopped
- Coriander leaves, finely chopped
- Tamarind powder, two pinches
- Coriander powder, 1/2 teaspoon (optional)
- Salt to taste

**Preparation**

- Prepare the dough, let it relax, pour oil and roll to diamond shaped paranthas. Soak the dough in hot oil for 10-15 seconds, let cool.
- Boil the washed potato in hot water, peel, grate and add chopped onion, carrot, coriander leaves, tamarind powder and salt to taste.
- Spread the potato mixture on the dough and roll to round shape and brush with the tamarind powder and let it rest for 10-15 minutes.
- Roll the dough into a thin circle and roll it out to a round shape. Add tamarind powder and salt to taste.
- Roll the dough into a thin circle and roll it out to a round shape. Add tamarind powder and salt to taste.

Preparation time: 25 minutes  
Cooking time: 10 minutes

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## Contact Details

This documentation for the course was done by Professor Tarun Deep Girdher, **NID Campus, Bengaluru**.

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<https://www.nid.edu/people/detail/tarun-deep-girdher>

You can write to the following address regarding suggestions and clarifications:

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