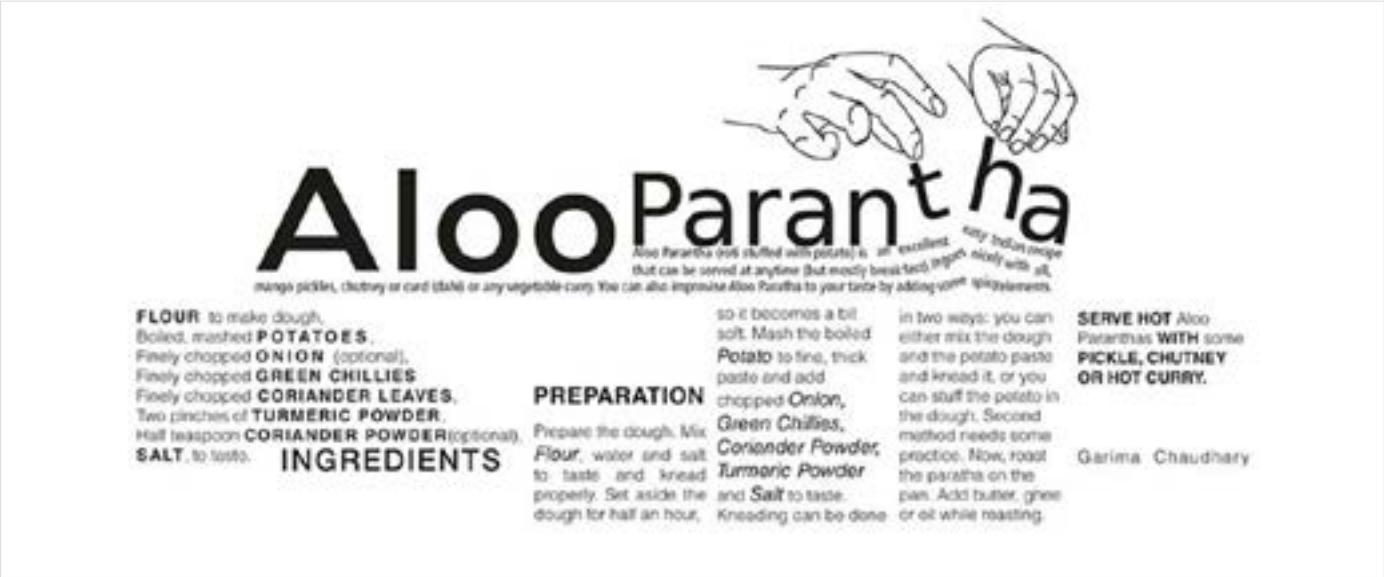
Design Course

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

1. Introduction
2. Introductory Exercise
3. Type Portrait
4. Product Logo Type
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6. Hierarchy
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8. Word and Image
9. Series and Continuity
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https://www.dsource.in/course/basic-typography-retail-sector/introduction

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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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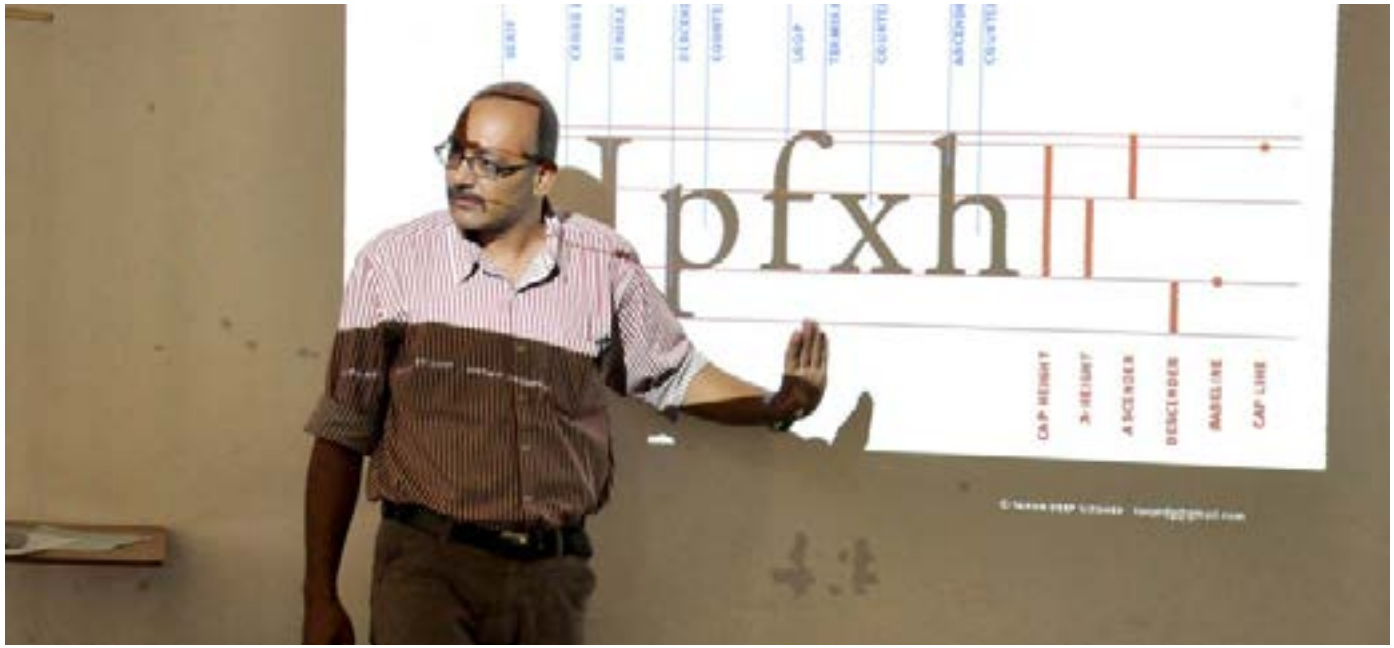
Typography:
Typography is an important communication and design element. Technological development makes it easier to develop new typefaces. Type plays an important role in communication process as much through the shapes and styling of letterforms as the actual words that they form. Types can be used 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 <0_intro_xx.jpeg> where (xx) stands for your initials.

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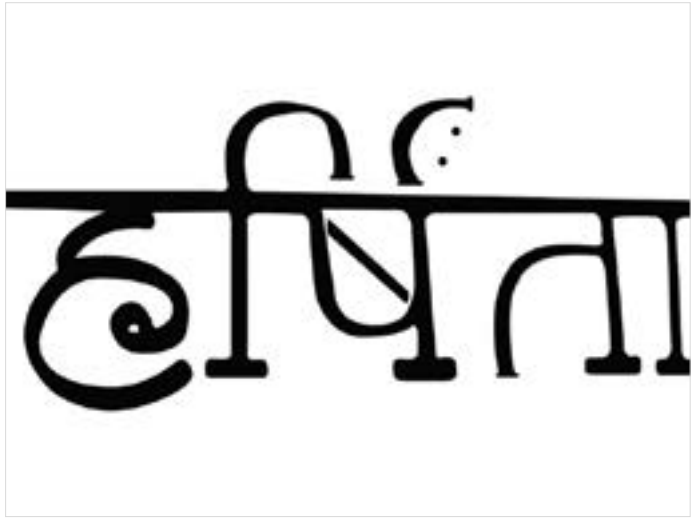

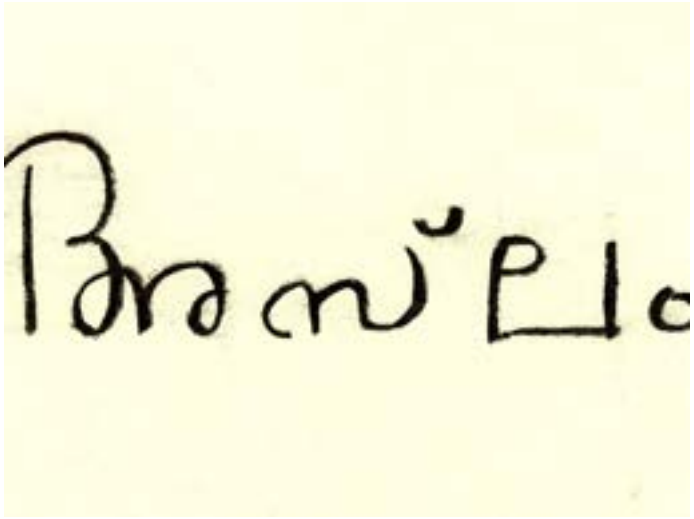

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Type Portrait

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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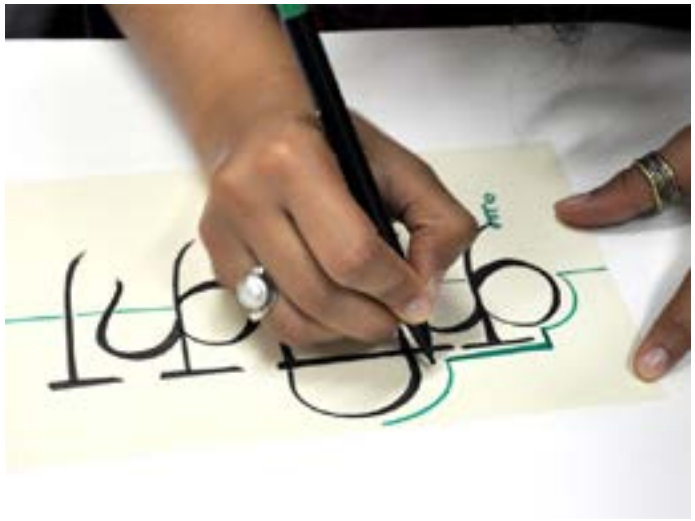

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Product Logo Type

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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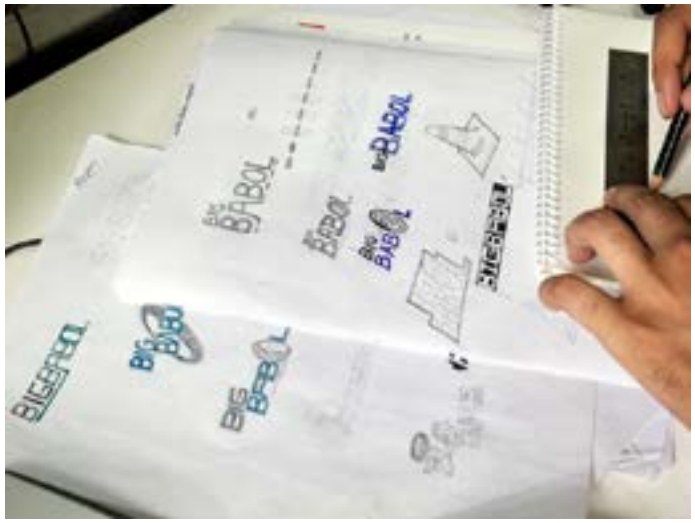

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BANGALORE MIRROR

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. Bhavanee 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
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Source:
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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>.

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01. Bhavanee 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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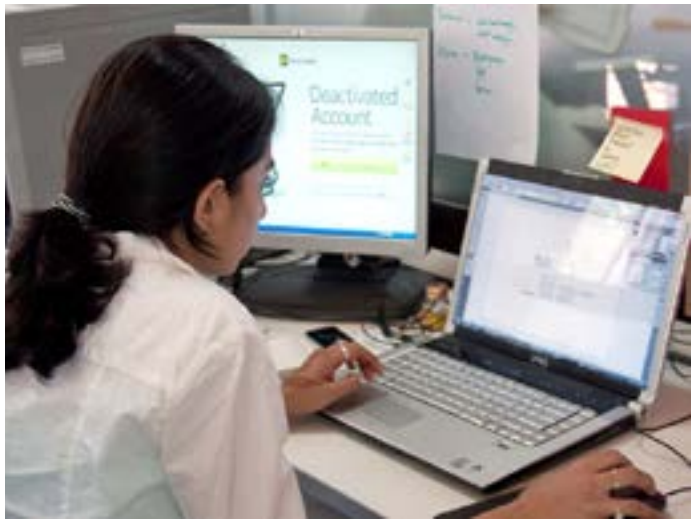

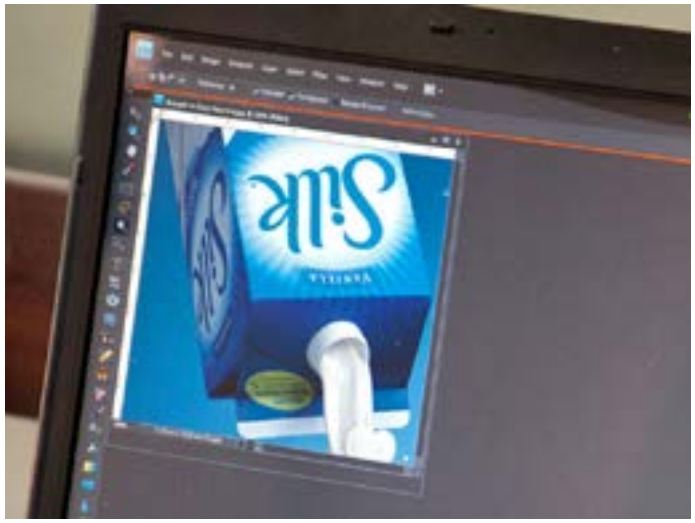

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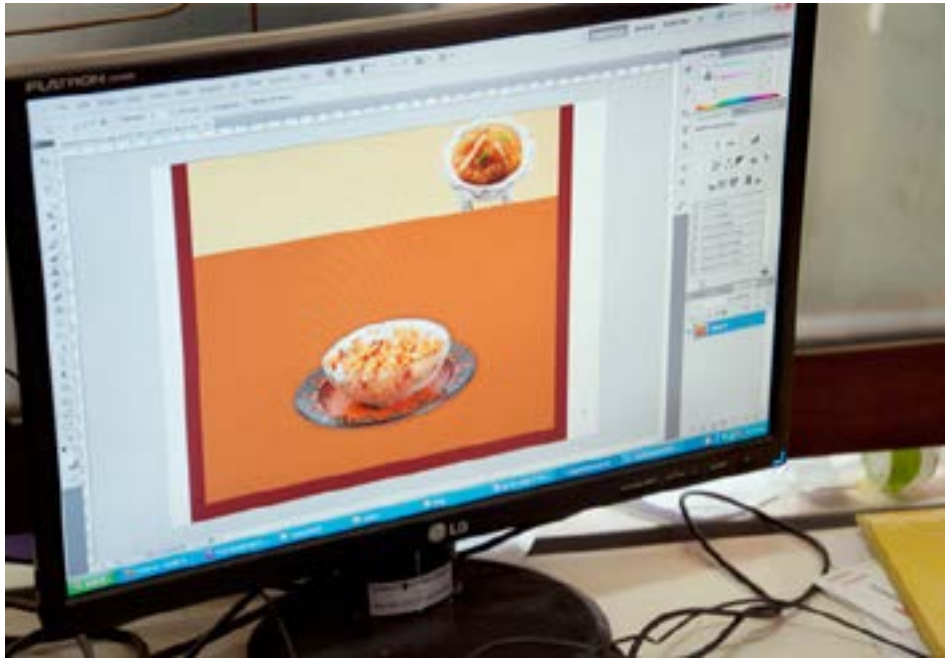

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Detailing

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>.

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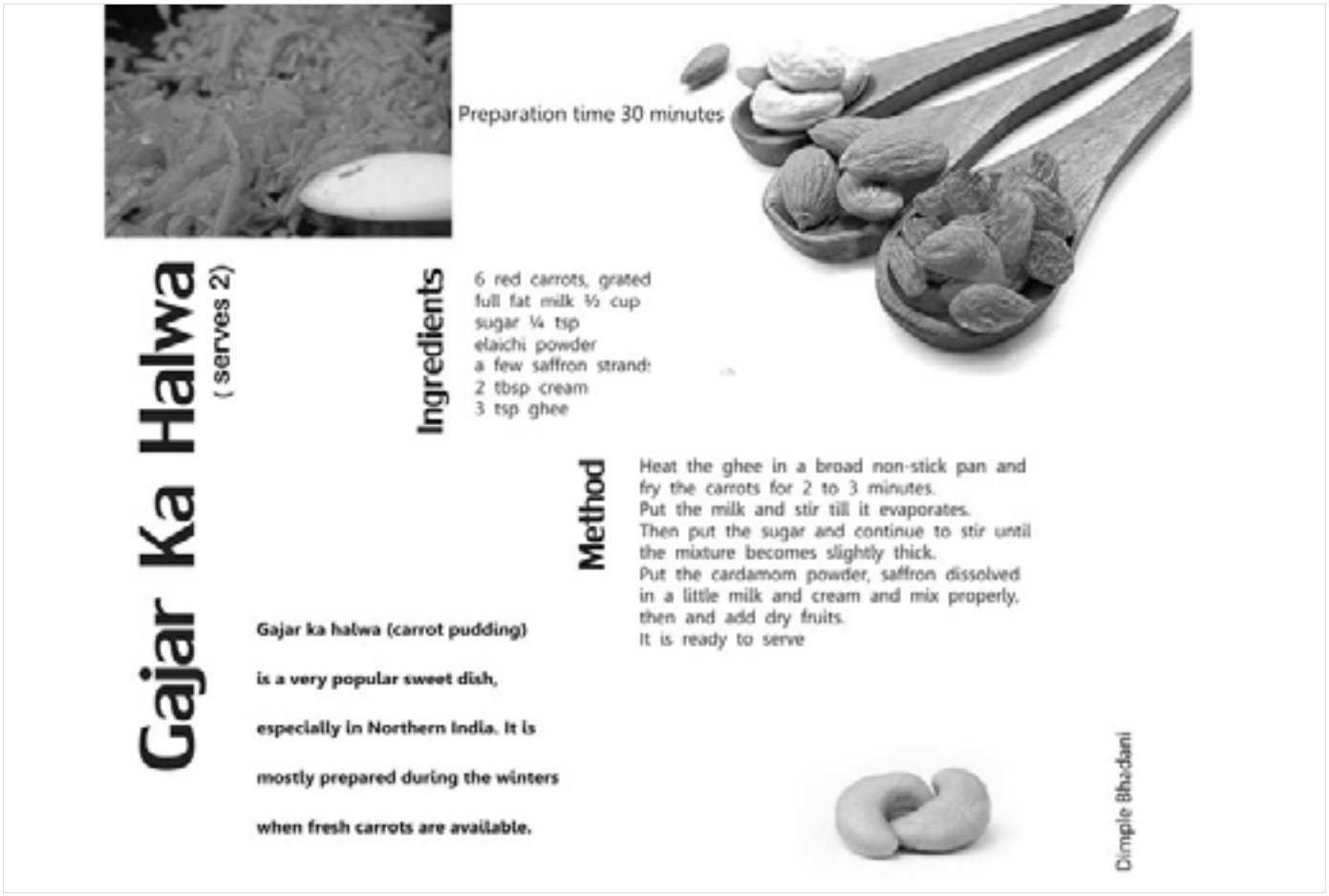

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Word and Image

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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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>.

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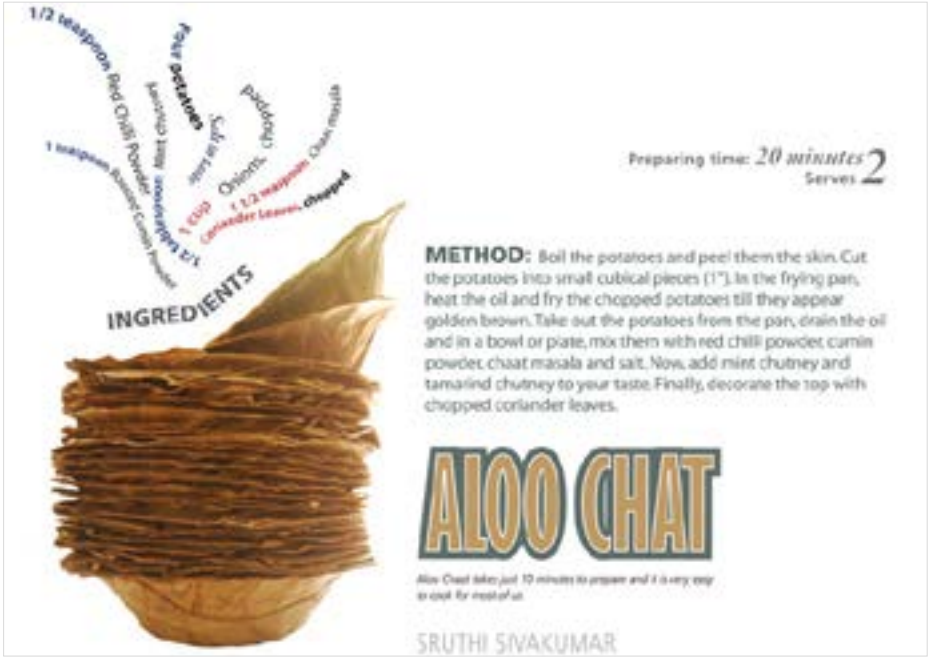
Design for Retail Experience

by
Prof. Tarundeep Girdher
NID Campus, Bengaluru

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

1. Introduction
2. Introductory Exercise
3. Type Portrait
4. Product Logo Type
5. On-Site
6. Hierarchy
7. Detailing
8. Word and Image
9. Series and Continuity
10. Contact Details



Design Course

Basic Typography for Retail Sector

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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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