

On site

The trip to the Gopalan mall which is located in Mysore road. This was exciting trip for the fact I was going to a mall for the first time to the and that to analyze the information and the role of typography in an retail scenario. It was a 45 minutes of a drive from the collage where we were trying to look around the exciting fonts trying to catch our attention throughout the road few logos were catching attention frequently like namma metro and other retail store on the way. As we neared the gopalan mall which belongs to the Total group the rode was quite busy and crowded where the huge red building was catching the attention. The name of the mall was written in both local language and English as well.

Even though the entry wasn't that exciting the MC Donals on the left and Café Coffee day on the right was catching the attention of the customers. As soon as we enter the ground floor the green form board with the white typo was directing towards the car parking. The few signboards in the ground floor were with black typo on white board using small fonts. Then when we relooked into it we actually understood that utility boards were on green boards and the instruction boards were white in color. There was an particular pattern of the interior followed on all the white sign boards.

The discount sale was typed on readymade templates of A4 size sheet. The fonts were varying in few sheets and the signage boards were placed above the eyelevel was difficult o notice. The overall floor categorization map was not placed anywhere.

he first floor had accessories, groceries, vegetable and electronic devices. The ceiling was left incomplete. The singes were in yellow as same as Total group. Other sign boards were color coded according to the category, like home and utensils were in dark blue in color, vegetables were in green, spices were in brown and the electronic devices were in gray. Even though the categorization was color coded the arraignment was quite confusing. Thus the field study ended by diverting us to various other implementations of typography