

Typography in space

we students went to Gopalan Mall to study typography in space, the things we covered were:

Name Fascia , Directional signage's, Brand signage's, category signage's, Discount signage's, tent cards ,color, Graphics, light, Promotion.

As we entered in the mall we didn't able see parking sign but it was placed at left hand side we saw facade, the typeface used in Gopalan Mall logo was big size Bold San serif that create emphasis when we entered inside parking signage green with black background placed in front of the door just above the aisle, when we move forward from our extreme left there was Mc Donald , from our right there was CCD. Layout of the mall in such a way, it looks like departmental store, there were mostly shop in shop stores of different brands with different typefaces each typeface reflecting the personality of particular , only restaurant were solitary. Cash counter was not visible easily while you going forward from our left hand side we saw counter, just above the cash counter big logo of total group was there, it looks were more playful, bubble gum like typeface. They used graphic work white dots on black background this was consistent in entire store wall, we can see the similarity in the graphic even in shopping bags.

But in all shop in shop there were different style graphics, but it was not consistent. Apart from the signage's we can see promotional tent cards , shelf talkers, normal page and strategy to play with style and size of the fonts, color combinations, darker background with light font, after roamed around the ground floor we went to first floor , there were no signage for going down and when we entered in first floor, we saw that its entire layout, ceiling, flooring and interior elements were different from ground floor. Signage's were placed in single aisle it categorized into home furnishing , food item, vegetable, electronic etc.

As experience it was not very great but nice because it was under construction at time and there were no crowd, so didn't able observe the user experience but I got to know about which typeface is eye catching, also the right way of communication the purpose.