

It was an afternoon, not like the usual sunny one, the weather was making it look like it's the morning time. Along with Tarun , we went out for class. Today our class was not confined to walls of the college but it stretched beyond them. So the world around us was the book for us to explore and understand the typefaces.

We all sat inside the car. I took the window seat, as it's the view to the outside world. While we were on our way to the mall, it was drizzling and there was some traffic on the road. On the road I was observing the car that was passing by. The car number plate read 'KA M 0425'. It was the first typeface that I noticed on the road. Then again the same typeface was on the number plate of the truck also. Its San serif Bold written on the typical yellow coloured number plate. All of a sudden the it's started raining heavily and the rain drops covered the car window and all I could see through that was the typeface moving around me.

After sometime the car stopped and I was able to read 'Way to Car Parking', so I figured out that it was a parking area. The board had a green typeface written on the white background, which is a cool colour. The typeface on the board was not disturbing the atmosphere, but was merging with the background and was aptly serving its purpose of guiding people.

We all got down and we guys started looking for a Chai tapri, so that we can relax a bit and go out for smoke. Since we were standing outside the mall, we are not able to find any such small shops nearby. We started searching for it. We were basically searching out for some disoriented typeface, lacking alignments, like a typical road side shops have. Then I saw dark blue colour at some distance, it read Surya Tea Shop. It was not a formal typeface but it was a pure typeface.

Relaxing for some time, we started moving towards the mall. 'Total Mall' was written on the building. The typeface was very welcoming to all the guys, it was very prominent and standing out. The text was visible from a distance, it was San Serif , red colour font. The letter 'O' was stylized and was given a distinctive yellow and white colour.

Stepping inside the mall, all of a sudden my vision was clouded by huge vertical format signage board. It had some backlight that was visible because of the material of the sign board. On the board there was a lady figure and the typeface was such that it was very well evident that it was the board for a cloth store.

I saw a sign board, "Way to Parking" written in green colour on a white background. Similar colour combination was also being used for directing towards the Toilet section. Going further towards the toilet, the men's toilet had grey coloured sign board and the ladies toilet had a pink coloured sign board. . We observed the other sign boards in the mall. I passed through various cosmetics, accessories, branded showrooms. All had different type areas, different coloured typefaces. The utility sign boards are usually green that intend to provide information to the observer, and the other boards are dependent on the context where they are being used.

Most common visual on all the shops were the "Buy 2 , Get 3 Free" boards. The emphasis was on the "Free" word. Later on we also observed, in one of the furniture shop the second hand furniture was for sale. The price tag had a big cross on Rs22000 and below it was written Rs 18000 in bold font. So the colour and the boldness of the font can be used to change the emphasis.

We then went to the 2nd floor, Food and the electronics section. The categories' were segmented on the basis of the colours. Further on the 3rd floor, there were Pantaloons and Loot shops. In the Pantaloon store window had huge figures, wearing "Not to Sale". The typeface was not at all proper and was very chaotic. so from there we got an understanding that not all the typeface are proper, some are intentionally kept improper so as to attract the attention of the people passing by.

After that we ate some snacks and started back towards college. It was a wonderful day observing the role played by the typefaces and the colours around us.