TYPOGRAPHY
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Typography in Publication Design

Onomatopoeia
With comic books

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Abstract: After observing various styles of lettering activity used for the onomatopoeia in comic books the task to create such lettering for onomatopoeia in Guajarati language comic books is being concentrated as subject matter of this paper with more concentration on the onomatopoeic characteristic being expressed in the lettering activity for Guajarati comic books was done, English language comic books were matter of reference, with these references of lettering styles of bright colors and bold letter forms . Lettering activity for onomatopoeic words in Guajarati comic books and type design activity was done. Onomatopoeic words were also added as per the demand of situation in these Gujarati comic books strip.

Figure.1 Firing of the gun: ઇીશ્કાઊ / ઠા ઠા (dhiskaau), Running horses: તબડક તબડક (tabdak tabdak)

Key words: onomatopoeia, comic books, lettering, Gujarati, phonemes

Introduction
We come across various onomatopoeic words while reading English comic books; these words exaggerate the situation more clearly. These words in a way try to convey the same situation and sounds that the writer has thought about to convey it to the reader.

Figure.2 and Figure.3

Onomat means 'name' and poios means 'making' hence the word means 'making names'. But the dictionary meaning for the word onomatopoeia states 'The formation of the words whose sound is imitative of sound of noise or action designated'. The use of such words is for poetic or rhetorical effect (according to Collins dictionary). According to Webster's dictionary, the naming of a thing on action by a vocal imitation of the sound associated with it. Webster's for children explains as the use of words whose sounds suggest the action / scene (as for poetic effect). Whereas Guajarati dictionary explains onomatopoeia as (કલકલાટ; કલકલિયો).

(આવાજ ના અનુકરણ થી બનતો શબ્દ) i.e word formed for imitation of noise

Hence in context to comics books onomatopoeia is a device par excellence to convey non-verbal sounds in comics. Onomatopoeia is a base stage of language and speech: (phonetics). The speech system called phonetics can be divided into three principle elements:

1. Articulatory phonetics: the way we create sound.

2. Acoustic phonetics: Physical properties of sound.

3. Auditory phonetics: Our perception of sound.

Speech can be broken down into its constituent building blocks termed phonemes; These are smallest unit of sounds that make up smallest language every spoken language consist of phonemes, although number and nature varies between languages.

Phonemes have no meaning in themselves, but are combined in endless patterns to represent objects and ideas. The four letters W/O/R/D has no meaning in themselves but when pronounced together in English represents a unit of speech

Animator Nick Park's created set of inter-changeable mouths recreating the lip shapes of human speech for wallace one of his animated character
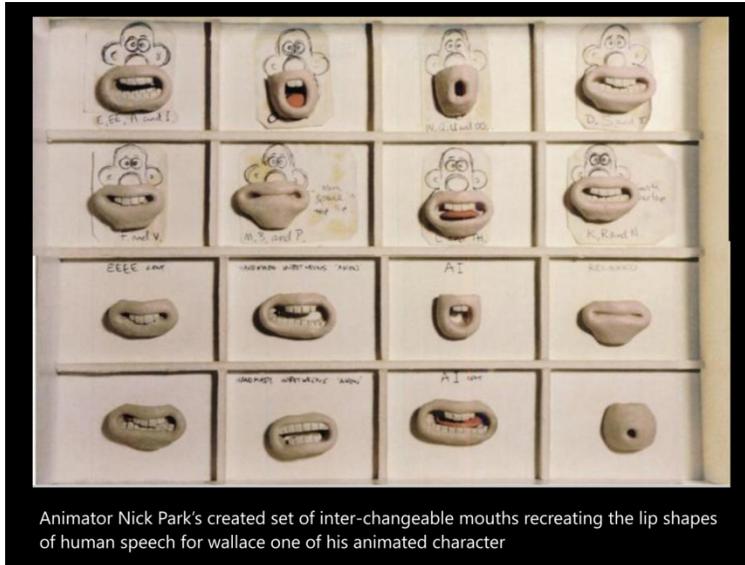
Figure.4 (Reference from book: Type and Typography).

These phonemes differ from language to language and region to region

Sneeze: in Bengali - hach-chu, In <u>Hindi</u>, achhee!

Dog barking: In <u>Bengali</u>: gheu gheu (ঘেউ ঘেউ), bheu bheu (ভেউ ভেউ), bhou bhou (ভউ ভউ)

      In Tamil: vovw-vovw (லொளं லொளं), loll-loll, vazh vazh

      In Telugu: bau bau (నిర్మణము నిర్మణము)

      In Gujarati: bhau bhau ભૌ ભૌ

Even a particular language do not have same phonemes. E.g. in state of Gujarat where Guajarati is spoken, same word is pronounced with slight difference in accent and hence even written with that difference દરવાજો e.i darawajo (gate) is also pronounced as dharawajo e.i ધરવાજો.

Onomatopoeic words can be traced from the folk songs and the lullabies of the particular region and its language. E.g. (ચરર ચરર મારૂં ચકડોળ ચાલે ચક ચું   ચી ચી ચાલે…

Charar Charar Maru Chakdol Chale Chak Chum Chi Chi Chale)

Lettering of onomatopoeia in English comics is given the same importance as the illustration of these comics (By 1940's the career of freelance letter was born and letters such as Gasper, Saladino, Sam Rosen, Ben Oda had fulltime careers as letter's for D.C. Comics and Marvel comics.(Also designed book titles of comics)

Alike these English comics none of Indian language comic books including Guajarati comic books have special comic boxes meant for onomatopoeic words and designed as sensitively as the one in English comic books are.

Figure.5

Figure.6

Figure.7

Figure.8

If at all an onomatopoeias are used they are just printed in bold letters.
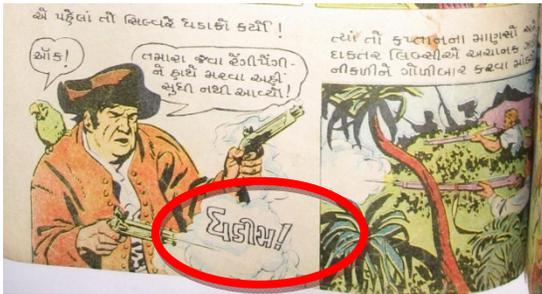

Figure.9

Figure.10

Figure.11

These onomatopoeic words could be even said as preliminary words of communication. As pronunciation of these words do not need lot of tongue twisting.

Lettering is a stage in between of calligraphy and typography. Lettering is classified in three parts:

1. Freehand lettering: hand lettering

2. Mechanical lettering: Using calculation and some mechanism

3. Modern lettering : with computer aided software

    Hand lettering is found in large variety from writer's scrolls to comic books. In India hand-painted lettering is used on hoardings, banners and trucks. Before the days of the mall and the supermarket, the *kirana* shops scattered all over Indian towns used hand-painted signs to proclaim their ownership. Bollywood posters and ads on the walls used lettering
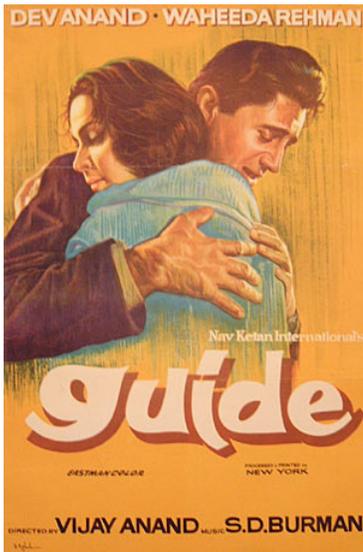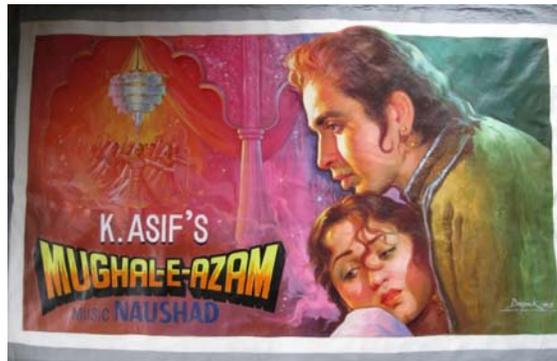
Figure.12

Figure.13

Figure.14

Figure.15

There are many story books in Guajarati but very few comic books are published (champak and Amar Chitra Katha volumes). These comics are for children from age group of 3 and above. Other than comics even some newspapers publish some comic

strips but they are the translated format of some English cartoon strips like Mutt and jeff, Blondie and Dagwood, Mandrake the magician.

Figure.16

Method

While designing the font first of all the letter '**ક**' sketched as an individual form later with the help of same form other letters were traced to the similar looking other letters , since the font designing was not with the help of graphs and grids but had to belong to the same family.
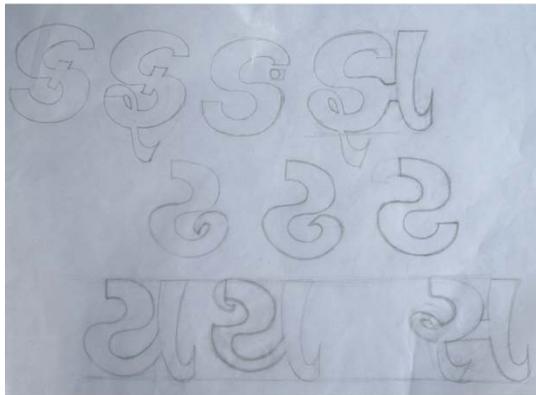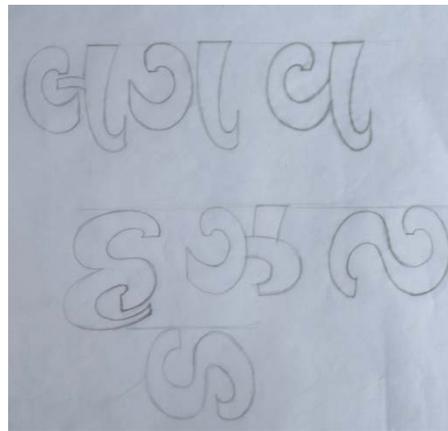

Figure.17

Figure.18

Figure.19

Figure.20

Figure.21

Figure.22

Later the Gujarati comic books were studied and observed and the possibilities of inserting onomatopoeias were found. Some onomatopoeic words were traced out with the help of some language experts. These words were then sketched and inserted in the comic strips according to the situation. Various such explorations were done.

Some onomatopoeic words that are used in our daily spoken language and surroundings were observed these were then designed, sketched and explored in different ways 'ધડામ

Figure.23   Figure.24

Hence later the sketches were digitalized and again explorations were done by giving the letter various effects like 3D effects, Shadow effect, Bold outlines, thin outlines Shaky outlines, Words in 3D were explored from liner perspective, $3/4^{th}$ perspective view from top, bottom, and sideways, inserting the words in callouts and silhouettes These explorations were useful when had to apply in the comic strips.

Figure.25   Figure.26

Figure.27

Later also the colored part was explored with flat tone colors, with vignette of two colors, flat colors in outline, vignette in outline, flat tones and vignette in both body and outlines, only few of this outcome were finalized.

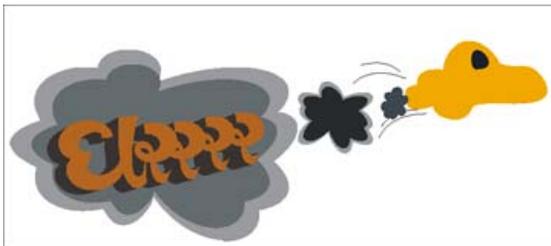Some lettering using graphical elements were also explored.

 Figure.28

Figure.29

With same context some explorations were also done for the comic books in new media

Result

Gujarati font was outcome of the entire conceptualization. Some onomatopoeic words were also designed for the comic book studying the situation and its requirement in comic book.

Figure.30

Figure.31

Conclusion

It can be well concluded from above that how the phonemes from our surrounding context can be good examples of the onomatopoeic words which can be used in comic books and also how the lettering of these onomatopoeic words enhance the beauty of comic books(Guajarati) effectively.

The aim of the paper is then to discuss how the onomatopoeias of our daily context can be explored and achieved visually through lettering to enhance the comic books.