

## **EXPLORING NEW MEDIUMS IN TYPOGRAPHY AND ITS APPLICATIONS**

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### **Abstract:**

The main idea of this paper is to explore new possibilities in typography and realize the scope of its applications. Technology is revolutionising the face of the world at a rate faster than ever before. Everything is being designed innovatively yet very consciously. New technologies and new interfaces are coming up rapidly, increasing the need for designers to upgrade their creativity, imagination and visualization skills. As budding designers, exploring these possibilities and realizing their applications has become important in the process of learning. I have tried amalgamating typography with various new technologies, for example; light photography, material photography, kinetic typography, and various others. As mother nature is the best source of inspiration, the words for these experiments have been inspired by the various faces of monsoon in India and its interaction with the common man. Experimentation and comparison in the process have brought out many conclusions and realisations (scopes and limitations) regarding new ways to express words. With advancement in technology, medium/ interface of design display is also changing rapidly. My experiments lead me to a suggestion for improvement in the teaching from the infographics for children's books. An improved idea for teaching the alphabetic rhyme to children in nursery is proposed through this paper.

**KEYWORDS:** Explore possibilities, technology, application, infographics

### **PAPER**

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### INTRODUCTION

Alphabets and typography have existed in our civilisation since the cave man age. With every civilisation, place, advancement even in today's digital era, its presentation and purpose has changed many times. Typography changes with changing people to stay them connected.

Technological advancements are revolutionising human lifestyle, feelings, responses, meaning, nature and the whole world. These changes are growing exponentially in the past few decades. Reality now-a-days is exceeding the dreams that we used to talk about in the 1900s. With such advancements, Human interaction, expression and responses are also getting new faces. To describe better, human interaction is now happening at many new interfaces like screens, smartwatches, screen-less interfaces, etc. Expressions are communicated through emojis and abbreviations like ROAL, LOL, ASAP, etc. Type of responses are also changing in terms of body language, spoken language, etc.

Such advancements, demands progression in visuals and designs also for the changing human minds. Many new media open new scopes and possibilities of innovations and combinations. Typography is a very integral part of designs and visuals. Humans respond unconsciously to typography so many times and at so many levels in their daily routines.

Typography is a very powerful tool for a designer. It is thus important that for students to explore and understand it. As a part of my learning process in graphic designing, I have looked into typography and tried it in various mediums. I have analysed my experiments to understand its future scopes and limitations. This paper by me is about a few mediums in which typography can be expressed and how they can be brought to practical applications in India. This project is a part of my learning process of typography during my degree course. I have worked on rains and its affects in India as a theme for my

experiments. Indian rains and water have always inspired and encouraged me towards forms and patters.

## EXPERIMENTS IN VARIOUS MEDIUMS AND THEIR ANALYSIS :

### ILLUSTRATIVE TYPOGRAPHY

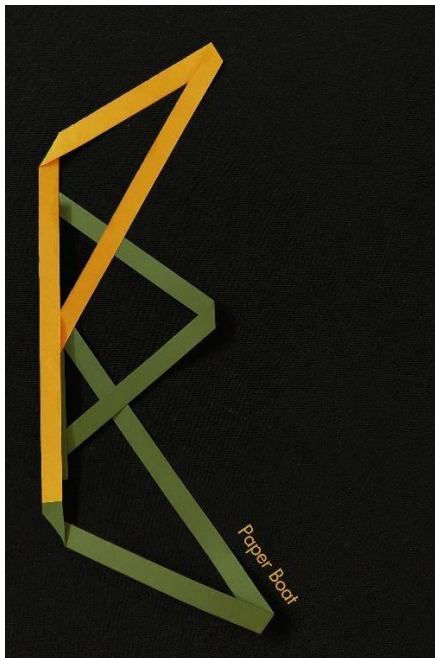


The illustrated 'A' reminds kids of their past memories of sneezing after playing in the rains. It also parallely reminds them to be careful this time. The illustrated form also creates a memory of its own in the kid's mind.

Illustrative typography is a powerful representation of human creativity and ability. It is one of the things that computers cannot yet do on their own. Illustrations have had a connection with human memories since forever. Drawing is the one of the oldest ways in which humans express and remember.

Illustrative typography stands out in this otherwise world of standardised icons and symbol.

### PAPER TYPOGRAPHY



P stands for paper boats. They are found in every puddle in each city.

While experimenting with the folds of paper to create this, I experienced the same curiosity as a kid does while learning to make these boats. It was about realising which fold will be right. Paper

typography has more to do with forms or shapes that paper creates and the colours that add to the feel.

Paper typography gives the power of tangibility and interaction. It deals with tangible textures and fonts.

### MATERIAL BASED TYPOGRAPHY



This 'B' is a memory of scribbling random texts or drawings on a glass plane by spreading water droplets with finger tips. This experiment dealt with handling a new tangible medium instead of 2D designs. I learned how different mediums need different handling to retain form identity and yet provide the feel.

Photographic typography can be fun by using various tricks and combinations in photography like, double exposure photos, shorter shutter speed photos etc. These photos fit well on print as well as digital media and involve the feel of the word very precisely. Such mediums empower us to look at everything from the perspective of fonts, letters and forms.

### LIGHT PHOTOGRAPHY TYPOGRAPHY



The 'F', along-with rains, comes Fog and smog. Pollution is an urgent problem that needs actions as much and as early as possible in India. The most common memory of fog is struggling to see the car lights coming the opposite way. Relating to this I used light typography to create an impactful visual which delivers the seriousness of the problem in a creative way to the kids. Light typography was a fun experiment with a lot of trial and error.

Technology and typography are combining to create new works of art also. Today, many artists use fonts and typography as a medium of self-expression. Typography has entered the fields of painting, sculpture, performative art and various other practices. Some see the power of words, some see the beauty of curves and forms while some use it to depict their feelings.

#### **IDEA PROPOSITION: 1 (with case study)**

Light photographic typography has many practical applications in today's world. It can be presented through water curtains or holographic projections in public places. One idea that I came up with is its application to control Indian drivers from breaking the red signal warnings. An impactful light photographic typography projected by holographic projection right in front of the drivers would be more impactful than the tiny red spots that Indians barely notice.

Sydney implements a part of this idea for their tunnels but according to their needs and availabilities.



We can use holographic projections like these on roads. The typography will stand in virtual reality in front of the drivers on the road. It would encourage them more to stop and wait.

#### **IDEA PROPOSITION: 2(with case study)**

All the above experiments, led me to an idea for our nursery learning kids. The alphabetic rhyme chart and the number system can be presented in a much better way than they are now in general Indian schools. The visuals can be better thought of, photographed as well as illustrated. The words can also be reselected for the new age kids. Interactive techniques like pop-ups, folding, twists and turns can be introduced in the book to make it more interactive and engaging for the otherwise bored and disinterested kids.

It is necessary to expose children to good aesthetics and designs from childhood. Better visuals and good creativity will help to broaden their creative mind from the starting. Good art and aesthetic knowledge are important for kids in their beginning ages of education. Such kits will help the teachers in their tasks to getting kids to understand the forms. Creativity will stir kid's minds from the childhood.

#### **Case Study:**

Agency: McCann World group India, Mumbai can across a project of developing an interactive learning kit for dyslexic students from the Maharashtra Dyslexia Association.

They have come up with a very nice interactive solution.

**It can be used as a reference to understand the type of idea that I have described above.**



THE **DANCING** LETTERS

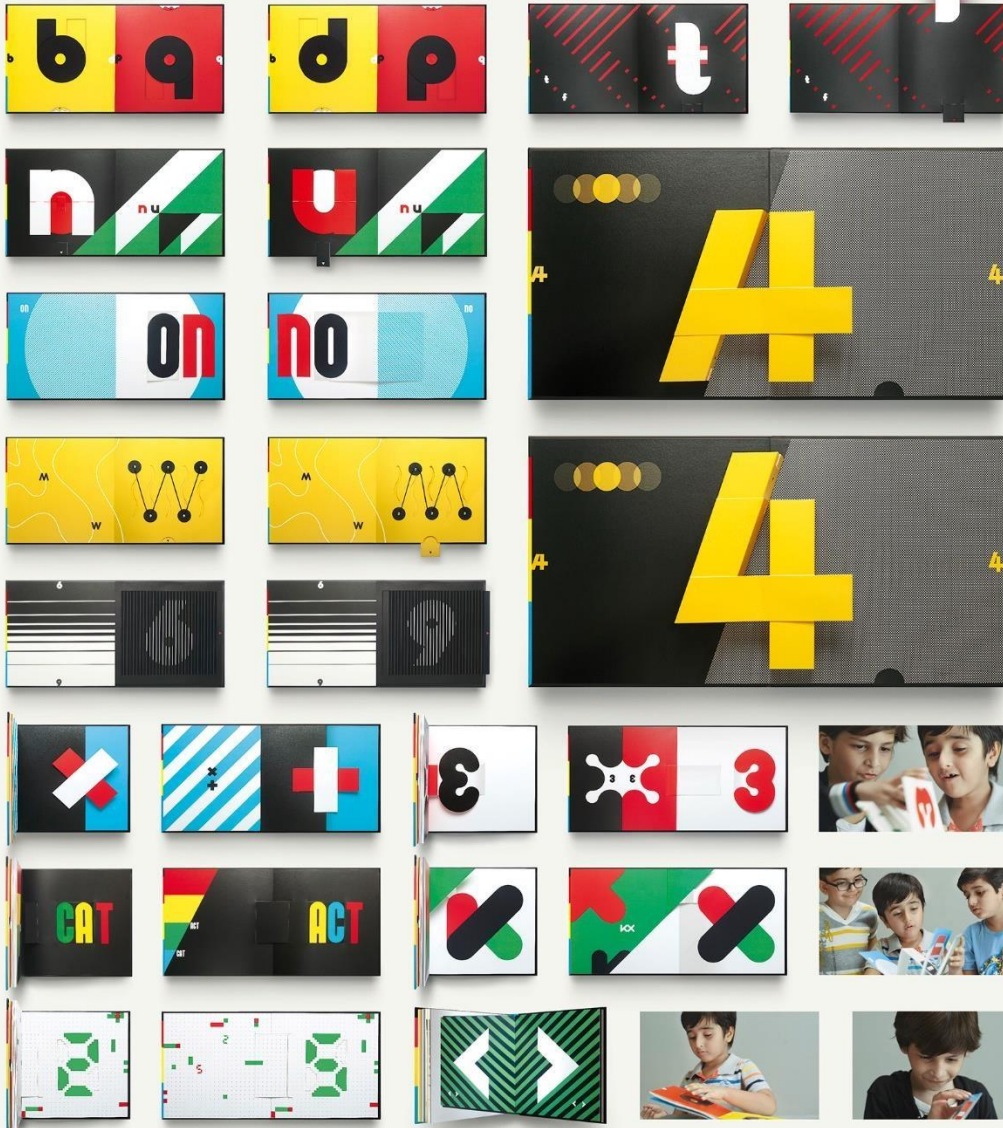
MAHARASHTRA  
DYSLEXIA  
ASSOCIATION

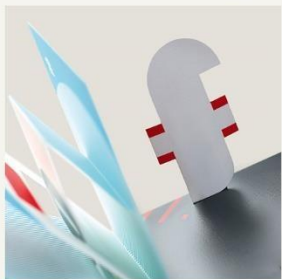
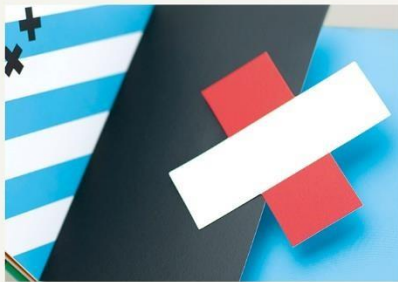
**BACKGROUND:** Dyslexia is described as a learning disability. In the mind of a dyslexic kid, alphabets and numbers reverse, flip and jumble up. Making it harder to read.

**IDEA:** Maharashtra Dyslexia Association handed out 'The Dancing Letters' book to dyslexic kids, their parents and teachers. Created to reinvent the way of teaching a dyslexic kid, the book uses fun and interactive typography to showcase the predicament as well as the solution.

**RESULTS:** The book was introduced in 2 centers in Maharashtra, where it has helped many dyslexic kids read better, educated parents and teachers about the common mistakes made by a dyslexic mind. Now the book is being taken to 52 more centers across India.

THE BOOK THAT HELPS DYSLEXIC KIDS READ BOOKS





## **CONCLUSION**

India is a motherland to many types of language, way of communication, diversities etc. It is a land of all colours, all shapes, all materials and a lot more. Creativity in India is as rich as its culture and traditions. We have strong cultural and traditional roots and thus we can rise strong in the field of art and writing. We can use our creativity for so many new applications and mediums of the modern civilisation. Exploring this creative instinct within us and realizing its potential from time to time is thus very important for a designer.

## CITATION

### IMAGE 1:

[https://www.google.co.in/search?q=water+stop+sign+:+visual+barrier&source=lnms&tbn=isch&sa=X&ved=0ahUKEwj5enMyaTgAhXTTX0KHUEpAmcQ\\_AUIDigB&biw=1536&bih=747#imgrc=bUJ9TVtXznCEKM](https://www.google.co.in/search?q=water+stop+sign+:+visual+barrier&source=lnms&tbn=isch&sa=X&ved=0ahUKEwj5enMyaTgAhXTTX0KHUEpAmcQ_AUIDigB&biw=1536&bih=747#imgrc=bUJ9TVtXznCEKM):

IMAGE 2&3 and Information from: <https://www.behance.net/gallery/41884717/THE-DANCINGLETTERS>