On Site | Gopalan Mall

ON-SITE

We were taken to Gopalan Mall (Total group) as first time visitors to a retail space. Observations were made from a user's perspective on the aspect of role of typography (informative, functional, directional, attention seeking, warning etc…) in a typical multi-commodity retail space.

We were asked to write a paper articulating our experience and the insights gained with respect to use of typography in a urban retail space.

For the first time in semester 1, we had the the chance to go for a field visit. This visit was regarding typography. We had to visit a mall and observe the importance of typography in the retail sector. This visit was to Gopalan mall on Mysore road. It was an hour journey from the college to the mall. The college arranged for a vehicle to take us to the desired destination.

As we arrived at the mall, there was a huge sign for car parking which pointed to a specific direction thus guiding us to the parking lot. We got down at the entrance itself and waited for the other group to come. The signboard was a green board with white typo. The high contrast creates readability. All caps were used for more emphasis. The bold font made it very visible and readable and hence was successful in solving its purpose. Now as we enter the mall we have McD on the left and CCD on the right, both there for grabbing people's attention. It shows you can enjoy food along with shopping.

On the ground floor there were these signage's which was white in colour and had black typo. The complete text was in small caps and very much above the eye level. This was not able to grab ones attention hence failed in its purpose of giving information. Directional signboards were black text on white background whereas utility signboards were white text on green background. The exit and washroom board were also not visible. Information was misleading.

Sale was going on, there were boards displaying sale all over the place. These boards were white in colour with red border and black text. These were readymade templates and got printed whenever required. Although it was a standard template, the fonts in some of these templates were different which broke the uniformity.

The 1st floor had groceries, vegetables, electronic items and other such household items. Utility signage's were red and yellow same as the logo of total. Other signboards were colour coded according to the category; for example, the home utensils were dark blue, and vegetables were in green, spices in brown and electronic items in grey. Then we followed the exit sign and came out of the 1st floor.

All in all it was a great experience and learned a lot as to how important role typography plays in giving proper information in retail space. Typography if used properly can provide all the necessary information in one go.