

DESIGN RESEARCH SEMINAR DRS-17

Visual Grammar of street signs in Kanpur



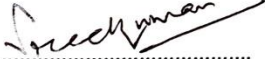
IDC School Of Design IIT Bombay

Project By- Lavendra Kumar Shukla 156390009 Mobility And Vehicle Design

Guided By- Prof. G. V. Sreekumar

APPROVAL SHEET:-

This project titled “Visual Grammar of street signs in Kanpur” by Lavendra Kumar Shukla, is approved in partial fulfilment of the requirements for Master of Design Degree in Mobility & Vehicle Design.

SIGNATURE DRS GUIDE:- 
DATE:-.....30-06-2017.....



ACKNOWLEDGEMENT:-

I would like to sincerely thank my guide, Prof. G.V. Sreekumar for his valuable guidance and creative input throughout the project. I would also like to thank all the artisans and Painters of Kanpur area who have helped me to complete the DRS.



As a design student, to understand the principles of visual communication through street signage is very critical for enhanced design languages. Observation study was better way to know the ideology of untrained artists. To understand their choices about selecting fonts ,typeface and colour I have observed several artists of Kanpur who are practicing since decades and more than that. I found that some of them were very talented to sense the visual grammar. Every Painter had their own design style without knowing any coding of Typography.

I have captured that some hand painted signs are technically and aesthetically designed. Few examples of interesting signage are documented as part of the project, as well as insights from an interview with a practicing, established signboard painter in Kanpur.

Objective-understanding the typeface of hand painted sign boards of a particular place in India

Methodology:-

Collection of images

Analysis and synthesis of captured Signage.

Understanding clues

Categories

Talk with artist

Explanation



*I saw interesting sign board in street of Azad Nagar in Kanpur. Artist has written the signage in **red** paint so that it can be easily visible from long distance. By giving Drop shadow in **white** color his intention was clear so that it could look elevated from the surface.*



I saw signboard of commercial establishment which is nailed onto trees at level crossing in Kanpur city. Tree trunks are being used at many places for free advertising space . Painter has written the word “shahad” in *red* paint with bold letters so that it could be easily visible from long distance.



FT Helsingfurt embossed typeface



Tejaratchi embossed typeface

These two images which are captured from road side shops. To give the three dimensional embossed feeling to the spectators the painter did it like shown in the above images. Although all the painters were not much educated but they know that red color or warm colors are much more visible from the longer distance.



Compressed typeface with uniform letters



Wide and bold typeface with uniform letters

These two images which are captured from government institutions. To highlight the institute name artist has given the contrast color theme to surface and the typeface .he has adopted single font in whole signboard.



These two images which are captured in Indore city. Because it was a campaign conducted by state government to convey the special message to folks. To highlight the message and attract the minds of people artist has given the contrast color theme to surface and the typeface with bold and uniform typeface.



Bilingual text in the logo of CSA agriculture college



Hand painted logo of UNION BANK with text

In the union bank sign board "union bank" has been written in bold letter to highlight the name of bank by painter. The arrow is made of a line of text, with the two ends intact.



The painter has painted some information on the panel of rolling shutter. I don't know how would it be helpful to the people when shutter would be open. At the other hand on the pelmet of shutter, painter has given drop shadow in yellow color to highlight the shop name. The shop keeper also deals with courier service that's why I think it is his secondary job so he mentioned "Shree Maruti courier service" in less height.



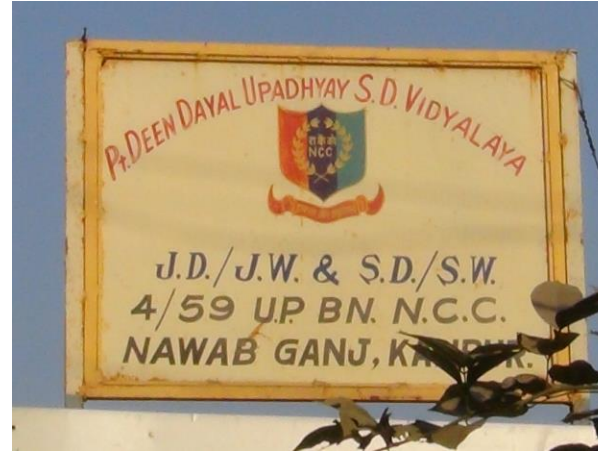
On the rear panel of concrete mixer, painter has written the word “SASTA means low-cost “ in bold letters by dropping shadow in yellow color to highlight the shop name as well as his USP.

The painter has painted his portable signboard in yellow color and highlighted his job “painter” with the drop shadow in white color .



To attract the people painter has drawn the image of Shiva because the Shankar is the other name of Shiva. To highlight the shop name “SHANKAR MISHTHANN BHANDAR” painter has used bold letters in two gradients.

“NAAGRAJ” is the other name of Shiva. For better communication and to attract the people’s mind painter has painted the initial of shop name “NAAGRAJ” with serpent.



SHOPFRONT SIGNAGE





To highlight the shop name, painter has written the word “AUSAF” in italic letters.

“IMMORTAL” is the initial of the name of coaching Institute. To attract the people’s mind painter has written that word in bold letters.

CLOTH BANNERS



Fluorescent color is user for letters on darker background

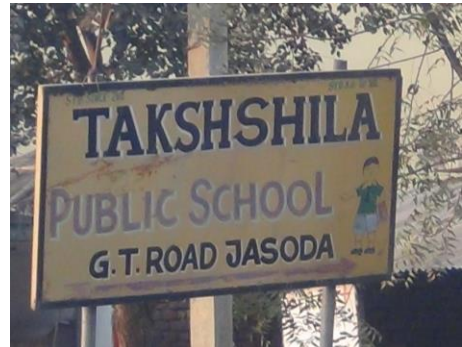
DIRECTIONAL SIGNAGE (concrete surface)



DIRECTIONAL SIGNAGE



The arrow is made up of a line of uniform text with the two ends intact



Solid color filled regular arrow



Written text on solid color filled regular arrow

DIRECTIONAL SIGNAGE (multicolor text)



MULTI COLOR



BRANDS





TEXT AND PRODUCTS



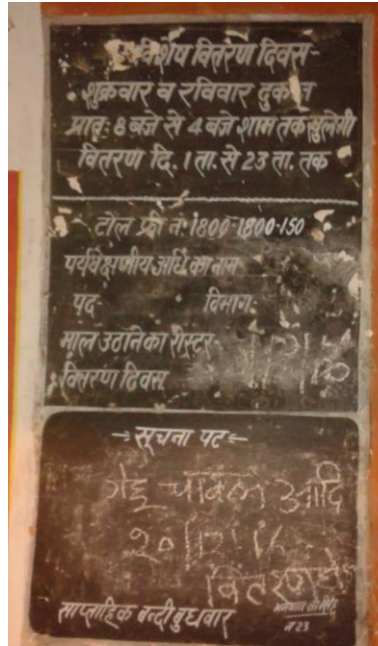
The artist has used the image of battery as an interesting visual element with text.



Use of stylized sirohrekha in the word "Swadisht"

The artist has used the image of pot with written initial "pa" of word "paani" as a representation of the product.

DEVANAGRI TEXT WITHOUT USING GUIDELINES



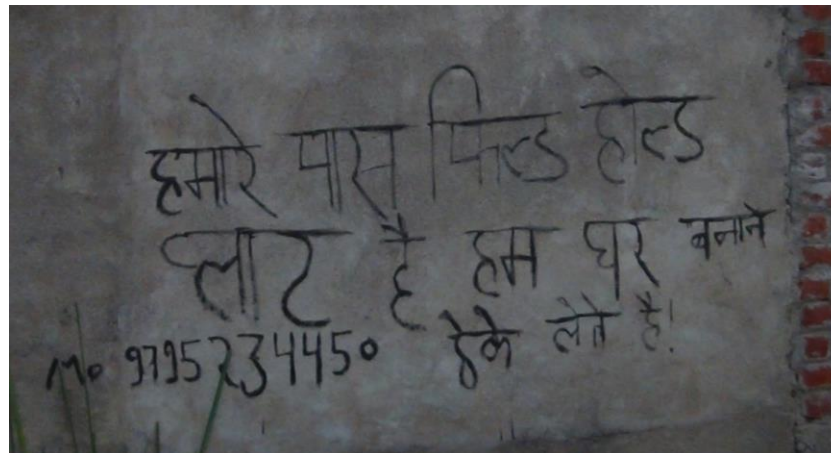
The artist has used the image of eye as a representation of the eye clinic “Netralay”.

CURVED TEXT



Wrapped and bended text

FREEHAND SIGNAGE



WALL SIGNAGE



NOTICE/WARNING/INFORMATION SIGNAGE

यहाँ पर पेशाब करना सख्त मना है।

अपने वाहनों की
रक्षा स्वयं करें

पोस्टर लगाना सख्त मना है

अपने वाहन एवं सामान
की सुरक्षा स्वयं करें

प्रवेश प्रारम्भ
1 अप्रैल से
चिल्ड्रेन्स हाउस
पब्लिक जू हाई स्कूल

वाहन खड़ा करना मना है

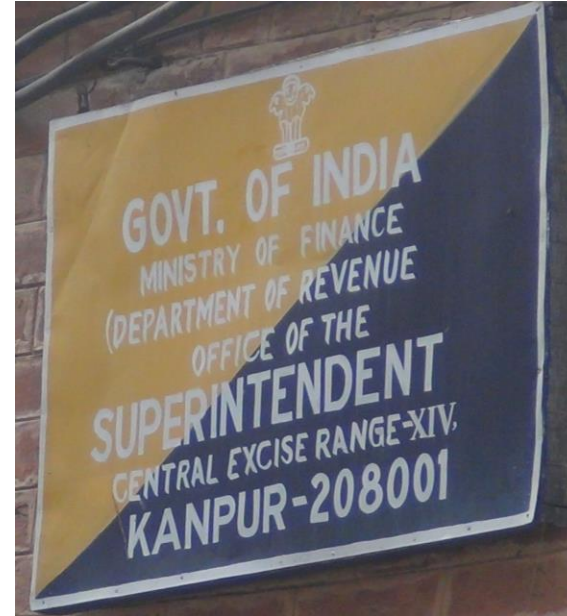
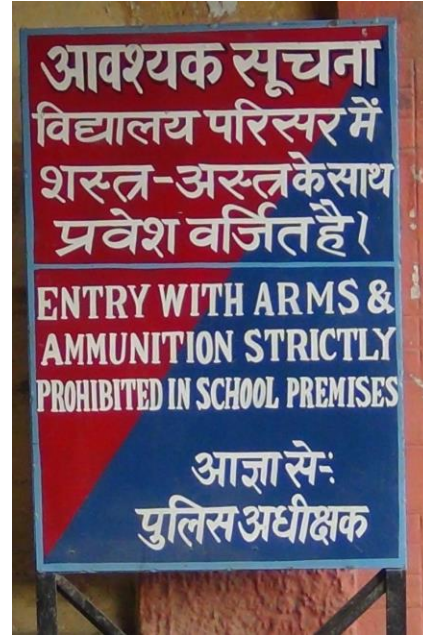
आगन्तुको से अनुरोध है
कि कृपया अपने वाहन बाहर
खड़ा करें

यहाँ पर कूड़ा फेंकना
मना है।
जाना से
महाप्रबंधक

प्राणिउद्यान, प्रत्येक सोमवार को
दर्शकों के लिये बन्द रहता है।

पोस्टर एवं इशतहार लगाना मना है।

Written text in Devanagari script



Bilingual text

text Written in Latin script

NAME PLATE SIGNAGE



Bilingual nameplate





I found this interesting signage painted on the entrance door of KISHAN PAINTER's shop. He has told me the interesting concept about it. He is a retired lecturer so he has chosen white color for the text on the black surface to represent the "BLACK BOARD"

After that he has retired from police service. so he has chosen blue and red surface with written text in white to represent that he is an Ex policeman.



The person whose name is written on the board on surface painted in red and green color so that it could clearly reflect and represent the role and dignity of that person. This color code is a official symbol of "SAMAJVADI PARTY"



I found this interesting signage done by KISHAN PAINTER. He has told me the interesting concept about it. He has chosen white color for the text on the black surface so that it could represent the dignity of Advocate.

VERTICAL SIGNAGE



MULTI TEXT & MULTI LINGUAL SIGNAGE



INTERVIEW WITH PAINTERS



AVON PAINTER

-Aslam Khan

Experience-8 years

लोग हुनर की इज्जत नहीं करते



CHANCHAL ARTS

-Sheetal Prasad Prajapati

Experience-38 years

कम्प्यूटराइजेशन से बहुत दिक्कत हो गयी



FINE ARTS

-Saleem Khan

Experience-28 years

लोग मेहनताना भी देने में कतराते हैं



KISHAN PAINTER

-Kishan Chandra Maurya

Experience-44 years

हम रंग नहीं बेचते, सिर्फ समय की कीमत लेते हैं

KISHAN PAINTER



When I asked painter Kishan that how do you ideate and define the thickness of letters, surface area plays a important part when the hand painters are painting. Hand painters take conscious decisions when they are painting a sign board most of the time. They tweak and twitch letterforms to fit the surface area in a best possible way. Sometimes the lettering is consciously distorted according to the surface area. He also said a valuable thing that "*ham rang nahi bechte hai samay ki keemat lete hai*"

Although our world has been becoming computerized there are some places in rural India out there we can experience hand painted signage. I was shocked while conducting interview that local painters are not considered as a artist and most of them are underpaid.