

INFORMATION AND DIRECTION GRAPHICS IN LARGE ARCHITECTURAL
COMPLEXES : DOCUMENTATION AND STUDY OF PRESENT SITUATION IN
BOMBAY

VISUAL COMMUNICATION SPECIAL PROJECT

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APPROVAL SHEET

The Visual Communication Special Project entitled
'INFORMATION AND DIRECTION GRAPHICS IN LARGE ARCHITECTURAL
COMPLEXES : DOCUMENTATION AND STUDY OF PRESENT SITUATION IN
BOMBAY' by Poornima A.Khadakkar is approved in partial
fulfilment of the requirements for the Master of Design
Degree in Visual Communication

GUIDE :

Pooja B. -

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project.

INTRODUCTION

If a person will go to any large architectural complex in Bombay, he feel lost and directionless. He could not locate his destination with ease. Why ? What helped a person to locate his destination or person or place for which he was looking for ? How was the information conveyed to a person in such a huge building ? The sign boards and information boards which gives information and direction is the source which guides a person to reach to his destination.

OBJECTIVE

The objective of this project is to study the effectiveness of the information and direction graphic systems existing in large buildings. The primary function of these systems is to convey the correct information with ease to the general public. The study aims at identifying problems of existing information and direction systems where the primary function of these systems have not been fulfilled.

The study also aims at creating an awareness among people (architects and planners) of the badly designed existing graphic systems.

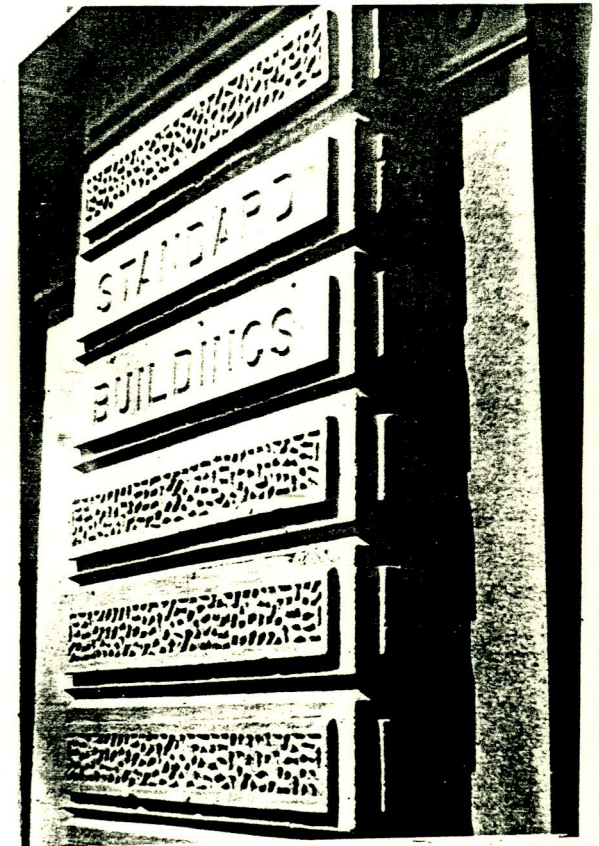
To study the present situation in Bombay, two areas were taken. Old Bombay (Fort) to study old architecture and Nariman Point to study new architecture.

NAME OF ARCHITECTURAL
COMPLEX

This is the first element that any person would look for, and hence it should be designed and located with care. The problems related to this aspect in existing buildings are as follows :

LOCATION

Existing names of architectural complexes are not correctly located. Pillars, columns or compound walls are used just to accommodate the name in a careless manner. There is no fixed or definite place and hence its position varies with each building. It is not integrated in the architectural scheme and hence their location is unplanned,



EXTRA PROPS

Sometimes, the name of the building is located on source extra props which do not form part of the building. An extra pillar erected, after the construction of the building, for the name of the building/complex.

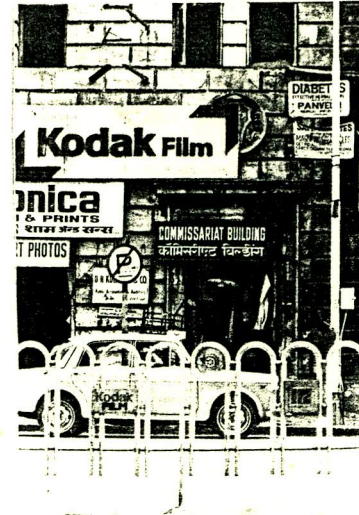


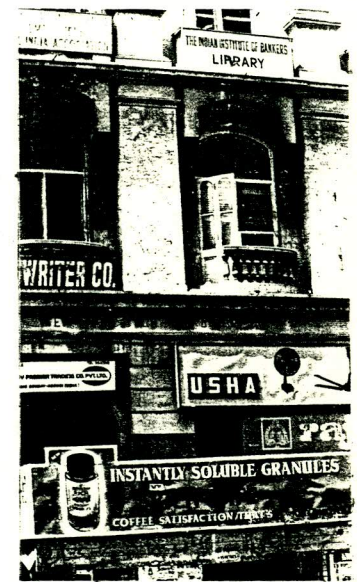
AESTHETICS

The style of the letter forms used for the name of the building is not integrated with the architectural style of the complex.

PROMINENCE

The name of the building is not sufficiently prominent. Overcrowding of other name boards of small offices within the complex completely hide and overpower the name of the building.



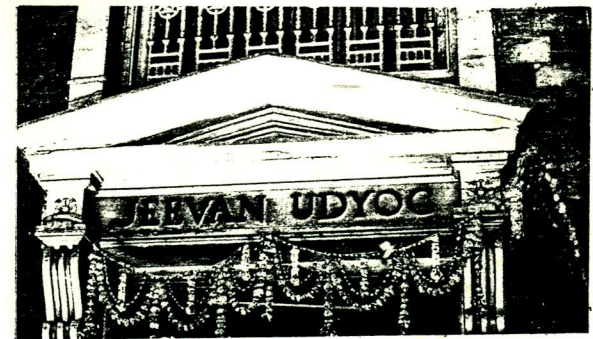


- . Building name is not prominent. It is dominated by other boards.

MAINTAINANCE

Lack of maintaince by the
authorities renders the name
of the complex ineffective.
Hence the general public do
not notice it.





. Building name is an integrated part of a building

ENTRANCE

After crossing the gate/compound of the complex, the entrance to the building should be prominent and easily recognisable. Some complexes have more than one entrance or there may be many wings, with many entrances. To help, one locate the right entrance he is looking for, an overall schematic plan which gives information about the various entrances and wings of the building should be ideally located in the complex. This aspect is completely absent in the existing complexes and hence locating the right entrance is very difficult.

INFORMATION ABOUT OCCUPANTS

On entering the complex, there is a board which gives the details of all the occupants of the complex along with details of the locations and ownerships. The major problems pertaining to their location and function are highlighted as follows

a) LOCATION

A definite space is not provided in the main foyers of the complex for these boards. Occupants hence place their own boards haphazardly in a disorganised manner and hence there is no order in which a person can locate an occupant he is looking for





- Because definite space is not provided and as a result pillars and walls are used for putting boards

b) SIZES

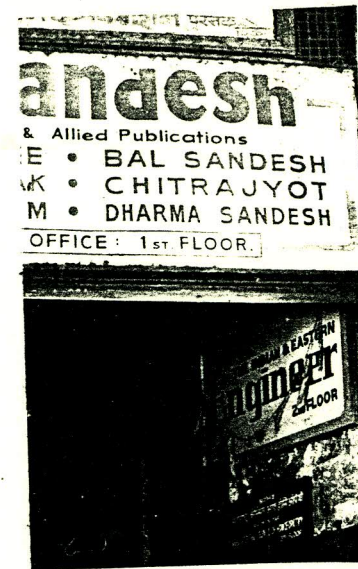
Sizes are also not fixed and space for these boards get filled up on 'First come, First serve' basis. So there are boards of all sizes and format and hence not pleasing to the eye.

c) READABILITY

Some boards are badly designed and also located in bad light and hence its readability reduces.

d) ABSENCE

In some complexes, these boards are absent and hence occupants put up their own boards in locations of their choice spoiling the decor and architectural style of the foyer.



e) SEQUENCE

Sequential location according to the floors or wings or area occupied is not followed and hence locating a particular board becomes difficult.

f) CLASSIFICATION

Classification according to the occupation of occupants or the floors/wings occupied is also absent as these boards are not planned. New tenants put-up extra boards do catch the attention of the public.

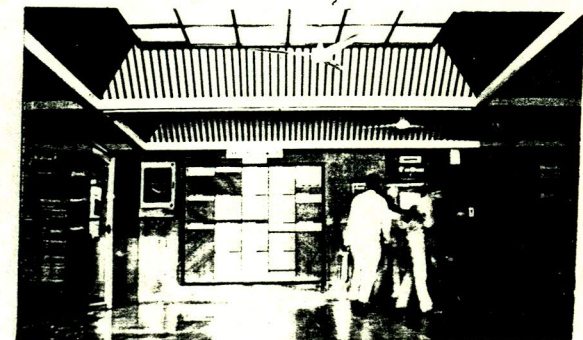
g) INTERIORS

These boards are not planned as part of the decor of the foyer and hence they don't compliment the tastefully done up foyers and lobbys.

It becomes an eyesore, in an otherwise classic interior.

SIXTH FLOOR	NINETH FLOOR
61 HINDUSTAN FASHION LTD.	91 WEST COAST
62 CHANDRAKANT PAREKH PVT. LTD.	92 SIMPLEX ME
63 KAILASH BABULAL.	94 TOR STEEL F
64 STAR STEEL PVT. LTD.	95 MAGANLAKH
65 ANEESH TRADERS PVT. LTD.	96 HYDRABAD
66 PREM ROLLER FLOUR MILLS PVT. LTD.	97 LAKMANBHAI
67 PHULCHAND EXPORTS PVT. LTD.	98 LOYSON COM
68 TRADECO (INDIA)	99 ALEX D. CO.
69 PROGRESSIVE INTERNATIONAL.	
SEVENTH FLOOR	TENTH FLOOR
71 BUYOG COMMERCIAL CORPN.	101 G.P. BALASK
72 GIRDYA ENTERPRISES.	102 Mrs. DEEPA
73 ALLAHABAD BANK - SERVICE BRANCH	103 ASOK MAD

- 62 CHANDRAKANT PAREKH PVT. LTD.
- 63 KAILASH BABULAL.
- 64 STAR STEEL PVT. LTD.
- 65 ANEESH TRADERS PVT. LTD.
- 66 PREM ROLLER FLOUR MILLS PVT. LT
- 67 PHULCHAND EXPORTS PVT. LTD.
- 68 TRADECO (INDIA).



h) HEIGHT

Boards are not located at the right height, considering ergonomic standards. Hence they are either too high and small or too low and large and lack of legibility, clarity and readability.

i) COLOURS AND FORMAT

Different formats and too many colours produce visual noise and strain the eye of the person using these boards.

j) ADDITIONS

Last but not least there are extra props and additional boards which confuse a person looking for valid information.



UNIFORMITY

Absence of uniform space allocation for each occupant,

absence of uniform formats, complimentary colour schemes and letter forms create unplanned and crude information boards.

MAINTAINANCE

Lack of maintainance by the authorities

SHIVAJI ROLLER FLOUR MILLS PRIVATE LIMITED

PARVATIBAI SAPIA

5TH FLOOR

D. P. SHARMA

DINKAR TRADING CO.

RANGLAL DAGA FAMILY TRUST-RANGLAL DAGA & CO. UNIVERSAL CLOTHING

54-C ORKAYS GROUP OF INDUSTRIES SHREE SAI RATNA R. U. PVT. LTD

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QUALITY INVESTMENT TO
TEEL EB LTD

VENKATESHWARA HATCHERIES
PVT. LTD.

RAFI AZMI

ECONOMIC TRAPPORT ORGANISATION
PREMIUM POLYESTER PVT. LTD.

16TH FLOOR

REEDS INVESTMENT & FINANCE
PVT LTD

BOMBAY CUSTOM HSE REG
FED FR FORWARDERS ASSN

NA AS TOUR ST SERVICE
TRAVEL IJE P/T D

RESINS AND PASTICS P/T. LT

6 FLOOR

KHAGE H ENTERPRISE

INFORMATION BOARDS

ON OCCUPANTS :

This is a kind of dictionary of any complex and is highly important. It's design is complicated and location must be planned at the architectural scheme stage.

FOR EACH FLOOR :

Every floor must have its own information on the occupants of the particular floor for an effective, well connected and completed information graphic system.

SUGGESTIONS AND RECOMMENDATIONS

Building name to be designed and integrated with the architecture of the complex.

Schematic plan of over all complex to be incorporated.

An integrated and complete information graphic system to complement the decor architecture of the complex should be designed at the planning stage.

Direction graphics which is absent should be incorporated for smooth circulation of public within the complex

A graphic Designer should be involved with the architectural team in designing the information and-directional graphic system for any large complex for good and effective communication of vital information.

Design should be done keeping in mind the future requirements and projected expansion and growth of the complex.

