



## Experimental Typography

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### Typography design in Newspaper

Comparative study of typography in Hindi Newspaper vs. English Newspaper.

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**Abstract:** Newspaper is a way of managing information which is very complex that circulate in present time. Typographical representation is increasingly used. Typography helps and adds meaning to information presented in newspaper, through an efficient communication design. The typographical culture itself, driven by technological evolution had been redefining form of communication. So that contemporary way of communication represents major impact on society. The research presents the comparative analysis of two respective publication of newspaper. Focusing on formal aspects of newspaper and space they dedicated to various typographical informational elements. Newspaper named “The Hindu” and one Hindi newspaper “Dainik Jagran” selected for this purpose. The study focuses on that how newspaper shows similarity in the use of typographic solution. That supports a visual trend in communication design. The research will also reveal that why English newspaper is more meticulous with typographic consistency and how Hindi newspapers are emerging as better comprehensive than ever earlier. The study intended to contribute to improving knowledge of the newspaper and communication design through typographic solution.

**Key words:** *Journalism, vision Cone , Typography, Information design, Testing, Experiment.*

#### 1. Introduction

Large amount of information of every type has access by society every day. Including sociopolitical in different formats with evincive typography weather Times new roman in

The Hindu news paper or Krutidev in Dainik Jagran News paper. The Newspaper can be without the visual but it can't be without the typography. Because the typographic information provide a greater capacity to observe details, idea and social tendencies to analyze the situation behind the story. Reader determines the content they consume; new medium & strategies have come into view, new business models and way of capturing reader attention and facilitation the understanding of information content.

The aim of this study is to analyze the typographic trends in “The Hindu” and “Dainik Jagran” Indian newspaper publication. We attempt to evaluate experimental typography design in newspaper by analyzing the use of different ways of typography representation. It is the study that has the main objective is to investigate the parameters that support the printed newspaper, Study of different type of typographic element which the publication uses. In short the main challenge is to initiate an attempt to map the elements and resources in the use of experimental typography printed in news paper.

The typographic communication of printed and digital media together brings several typographic elements that are outcome of the typographic culture that predominated in society by synthesizing the journalistic information. The typographic information offers the reader evident element of its authenticity and also presents a great power of persuasion through its visibility, readability and legibility altogether. The following objectives were defined: use of typographic language to determine to what extent. Typography is used in English newspaper identify the specificities of newspaper as well as the influence they put forth in the information understanding.



Fig. 1.1 The Hindu 2018



Fig. 1.2 Dainik Jagran 2018

## 2. Method

We have used Quantitative analysis in this paper that is further explained in this section.

**a. Characterization of the sample:** After selecting of publications to be included in this study. The period of analysis was defined between January and March 2019. A period of time in which 50 additions of each of the aforementioned news paper were published. Making a total of 50-60 publications. Assuming the category not change on daily basis.

**b. Criteria:** The analysis took into account several quantitative aspect of each of typographic element present in the publications in order to obtain an objective and systematic description. Thus each publication was divided into each of its constituent typographic elements which are typeface, hierarchy, contrast, consistency, alignment, white space, and color, allowing measuring the relationship between them and to be able to establish a comparative basis in each news paper.

- Test of function of different part of visual system (how human eye work while reading)
- Vision cone study of senior citizens, young and children while reading newspaper.
- Influence of typographic experiment in newspaper.
- Testing of visual acuity while reading newspaper without moving head.
- Human psychology is from left to right and top to bottom.
- Typographic experiments for information representation.

## 3. Result

Total 2500 pages were analyzed, with a great variability in the number of pages per addition of each publication. In all typographic formats essential visual ergonomic element has been studied that is the Visibility, legibility and readability in all typographic elements: typeface, hierarchy, contrast, consistency, alignment, and color and the number of words per line per column used by each page were taken in to consideration.

### 3.1 Typeface

In The Hindu newspaper maximum typeface used are 3 included serif and sans- serif. Times New Roman is highly used typeface for information representation. Krutidev and Nirmala UI are used by Dainik Jagran.

### 3.2 Test of function of different part of visual system

How human eye work while reading. Eye movement while information recognition at first we studied no. of words per line and hierarchy of information to identify the category of information.

#### No. of letters per line

News paper	Avg. of columns Per page	Avg. of letters per line	Avg. Number of sections per page
The Hindu	15	8	9
Dainik Jagran	17	8	12

Table 3: analysis of words per line in both newspaper

With the evolution of technology, publications have used different strategies to capture attention and facilitate the understanding of information content by its readers. Thus, graphic elements were gradually introduced in the production of news content.

Distributed spatially in the pages, with the aim of making the content more contextualized, these elements capture the attention and improve the reader's understanding of the news. That is why it is essential to study the use of these graphic resources.

In this study, it was verified that the avg. no. of words per line in English, and avg. no. of words per line in Hindi newspaper is 8. There is a balance between *English* and *Hindi* in this indicator.

### 3.3 Study of vision cone: Impact of pixel digital vs. print

In this study we studied Impact of pixels - Dead pixel and white pixels. : There is impact on Pupil on digital medium (laptop, Kindle) reading - eye get tired easily on digital medium, 25% less efficiency in screen reading. But it is reverse print media. We have an attention span of 0.8 seconds. This disables the reading culture among youth but more in old sets.



Fig. 2: The better south 2015

Probabilistic random sample stratified by newspaper. Each of the defined typologies by each of typographic element and then the total printed area and the relative weight occupied in the whole of the publication were evaluated. Thus it was possible to obtain real evaluation of the space occupied by each type of publication.

**Conflicting element:** Ads are the biggest element in newspaper. The percentage of conflicting element is higher in English newspaper by (10 %).

**Supporting element:** Chart and graphs help to retain the information.

In the newspaper sample analyzed there is variability in number of conflicting element per page of each publication. Overall this number of conflicting element per page of each publication. Overall this number ranges from 4-6 elements as its basis although it varies its number in some section with avg. number of 5.9 conflicting element per page on the other hand Hindi publication.

There was relationship between the numbers of conflicting element per page and number of supportive element per page. The English news paper has the highest number of supportive element per page. It is found that shorter and shorter news accounts for more than half in each publication.

In English newspaper, the content that is offered to the reader is very concise and very ordered, which can be presented by the editorial and graph, chart to which the reader is habituated, in the same sections occupying the same places every day, in order to make easy the navigation through the news.

The newspaper *Dainik Jagran* has compact structure throughout the publication.

The various that elements are distributed on a page contribute to the integrity to its user, balance and identity of a publication. Most of the pages present an experiment in typography structure that facilitates the insertion of content across the pages and ensures the continuity of the overall design of the publication; the layouts are designed to assure the variety in the number of solutions, allowing breaking the monotony.

### **3.4 Influence of experimental typography**

In the specific case of the use of experimental typography in the press, it is for a long time only a support or a complement of the textual content. Nowadays, with the tendency towards the visual, the photography with their strong ability to attract attention, coupled with the power of the attraction of color and the size they occupy on the page, have come to gain a prominent place in publications. In this study, this case was verified. Through the research we have found that experiment in Hindi newspaper is more than the English newspaper. Whereas English newspaper is more meticulous in grid, layout & consistency.

### **3.5 Human psychology is from left to right and top to bottom**

People interested in reading from left to right but if letters are more in one line than people loses their concentration while reading but in this case both newspaper uses average number of letter 8 per column that tested to be good in general.

### 3.6 Typographic experiments for information representation

याथावर आलाक रजण क  
साथ आज चलते हैं हम्पी  
के रोचक सफर पर...

**क**ल्पना कीजिए कि आप एक ऐसे संग्रहालय में सुबह-सुबह प्रवेश करें, जो चारों ओर से न सिर्फ खुला हो, बल्कि वह सोलहवीं शताब्दी का एक प्रसिद्ध शहर भी हो! ज्यों-ज्यों दिन खुले तो पतली और काली चमकदार सड़क के दोनों ओर लगे छोटे-छोटे साइनबोर्ड आपको उन नामों की नगरी में ले जाएं, जो भारतीय इतिहास के स्तंभ माने जाते हैं! जहां बढ़ता हुआ हर अगला कदम आपको यहां की सभ्यता-परंपरा से खुद-ब-खुद वाकिफ करा दे। यह कल्पना हकीकत में तब्दील हो सकती है, यदि आप हम्पी घूमने आएं।



बचे भवनों, मंदिरों, सरायों और बाजारों से इस धरोहर को संजोए है वर्तमान : हम्पी के मंदिरों में आगगाय तमो त्मोग श्च भी त्त्त-धर्त्तन

Fig. 3.1: Dainik Jagran, experiment in color and shape of font and experiment in fist letter of word



Fig. 3.2: Dainik Jagran, experiment in original shape of font



Fig. 3.3: Dainik Jagran, experiment in visual consistency

The image shows a collage of newspaper pages from Dainik Jagran. The pages contain various news articles, photos, and headlines. The layout is organized into columns and rows, with text and images interspersed. The text is in Hindi, and the overall design is typical of a daily newspaper. The collage includes sections like 'लोकसेवा का उदघोष', 'आजाद की रूपा से फुट्टी', '69 हजार शिक्षक भर्ती', and 'रेलवे में होंगी सवा दो लाख भर्तियां'. There are also photos of people and logos of the newspaper.

Fig. 3.4: Dainik Jagran, experiment in visual consistency





Fig. 3.4: The Hindu, More towards consistency



Fig. 3.5: The Hindu, Experiment with numeral size



Fig. 3.6: The Hindu, Experiment with alphabet size

After study of both newspaper we concluded that *The Hindu* news paper if more organize by its layout to provide consistency to readers but in case of *Dainik Jagran* we found that publication is more forward toward experiment with type size, color, typesetting and experiment with typeface shape.

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