

Specimen Deck

Fireside Stories

Fireside stories is a specimen deck of cards that narrates four different tales from different parts of India. The deck analyzes the font Caslon in depth.

Given my background in children's illustration and publishing, I wanted the cards to be used for things other than just play.

















Hello Garamond! Garamond!

Bodoni



NAOMI APPLETON

JĀTAKA STORIES IN THERAVĀDA BUDDHISM

Narrating the Bodhisatta Path

FAIRY TALES





Why Caslon?

- The feeling of a folktale or an old storybook.
- Caslon used in history since 1722.
- Distinct characteristics

SPECIMEN

By WILLIAM CASLON, Letter-Founder, in Chifwell-Street, LONDON.

ABCDEFGHIJK (e effrenata jactabit audacia? nihilne te effrenata jactabit audacia? nibilne te ABCDEFGHIKLMN

Catılına, patı-Quousque tandem unere, Garitina, ientia nostra?

wo Lines Great Primer

que tandem Catilina, nostra? nos etiam tandem ailina, pa-¿ quam-

Ououfque tandem abutere, Catilina, patientia nostra? quamdiu nos etiam furor ifte tuus elu-Quoufque tandem abutere, Catilina, patientia nostra? quamdiu nos etiam furor

MENNENNENN GOGOG

DOUBLE PICA ROMAN.

quem ad finem sese effrenata jac- quem ad finem sese effrenata jac-ABCDEFGHJIKLMNOP ABCDEFGHJIKLMNO

Can be a street to the desiration of models. See all last over the first the first treet is not treet to the first treet tr GREAT PRIMER ROMAN.

ABCDEFGHIJKL bis vigilia, nihil timor populi, nihil conABCDEFGHIJKLMNOPQRS

ABCDEFGHIJKLMNOPQR

PICA ROMAN.

CAROMAN. Nos. SMALL PICA ROMAN, Noz.

PQRSTVUWXYZ

ER ROMAN NOI.

Teidem fiftem effe opertuit, certs de
aciam, tum denique interficiam te, cum
am pendina, tum est familis invenir jome clie futatur. Quandin quisquan esté
vives: & vives, its at nunc vivi, multis

"manes de cooper remeule."

Quousque tandem abutere, Cati- Quousque tandem abutere, Catililina, patientia nostra? quamdiu na, patientia nostra? quamdiu chequer Bills to be made softh by wirtue of this an, or so many of them as shall from

Quousque tandem abutère, Catilina, pa-tientia nostra? quamdiu nos ctiam su-tientia nostra? quamdiu nos ctiam su-tientia nostra? quamdiu nos ctiam su-ror iste tuus cludet? quem ad sinem se-ror iste tuus cludet? quem ad sinem senocturnum præfidium palatii, nihil ur- nocturnum præfidium palatii, nihil ur-

ENGLISH ROMAN.

Quoufque tundem abutier, Catilina, patientia 2gmfpe tandem abuter, Catilina, patientia mfnollrat quandius nos citims furor ille tuus ciudes? 1 tral quandius me citam furor ille tuus ciudes?

quem ad finem fele efferanta jeithiti audesis? quem ad finem fele afferanta jeithiti audesis? quem ad finem fele afferanta jeithiti audesis?

patienti et multiranse profesione patienti, milha militat it multiranse profesione patienti, milit unurbis vigilize, nihil timor populi, nihil confenfus bonorum omnium, nihil hic munitifilmus norum omnium, nihil hic munitifilmus habendi fe-ABCDEFGHIKLMNOPQRSTVUW ABCDEFGHITKLMNOPQRSTVU

ovis rebus fludentem, manu fua occidit. La quondam in bac repub, virtus, ut viri Suppliciis civem perniciofum, quam acoërcerent. Habemus enim fenatuf-tilina, vehemens, & grave: non deeft

Pica Italick, No 2. בין החשר: ויכרא אלהים לאור יום להי ליכלה ללה מומלים החומה אל אלהים לאור יום להיו ללא

THE REAL PROPERTY OF THE PROPE

and be it further enacted by the Authority afogefaib, Chat all and every of the faib Er

ATTA MISAK OM IN HIMINAM VEIHNAI NAME OEIN CIMAI OINAINASSIS OEINS

VAIKOAI VIAGA OGINS SVE IN HIMINA Pira Conside

-ил элем эфти блало ффа нудамо нед govo su poqé vangavo su sa igami -13a вого птонф пэхэ насран плажт фаотъй - o- womin uske konuby thou thou

Per Armenia.

Republy Programmy before to Englan, apoy which to symmetry aporter to to had along Dumanchang half program to symmetric to the public program to strong pullance to, append topolish.

محمل مدا المحمد المحمد

ilina, cobennus, Egrate: 2005 degli 1805, cobennus, Egrate: 2005 degli 2005, canterias deglio ordinis 1 2005, con 1805, con 18

32 3/ TEXTS STOT 545

نائي انسا الرب الاهك الله فهوره اجتزي ذنوب الاباء من

רצה מוהכל, No 5. במי המשומה להיים בי המשומה בי

יינומה המאנה (מיינות האריב): היינות האריב (היינות האריב): היינות האריב): מרחמרת על שני חמים : ויאמר אלחים יהי אור ויהראור: זירא אלחים את האור, כיסוב ויברל אלחים בין קאור ובין החשך: ויקרא אלהים לאור יוםולחשך קרא לילה

בראטידים ברא אלדים את השטים ואת הארץ והארץ הינה תהי ברא הזקר עליפני תותם ורות אלדים טירוצרים עליפני הסיבו ישאבי אלדים יות אר היראים וירא אלדים אינדיאאר כיכוב מברל אלדים בין האוד הבין דרשון וירא אלדים שאר שלדים בר

Πρόδως ό συφής το πο συγλόμωση το περί το Ηροκ-λόες (δτορ δι το πλοίςτως επιδεωσίαι) τότης περί τος αφίδες απαφωσίαιο, δερί πος λίδος ότα έγοι αμερουρια-φού μου Ηροκλόες του δεν πουδού το δερί σεριστορια-φού μου Ηροκλόες του δεν πουδού το δερί σεριστης, (ε η είναι της απακερίτερες γεθέμους δρώτους έντε της

adagarage propun delara, fire re ti agife idis reifalla

Stories



An old tale about wit and friendship

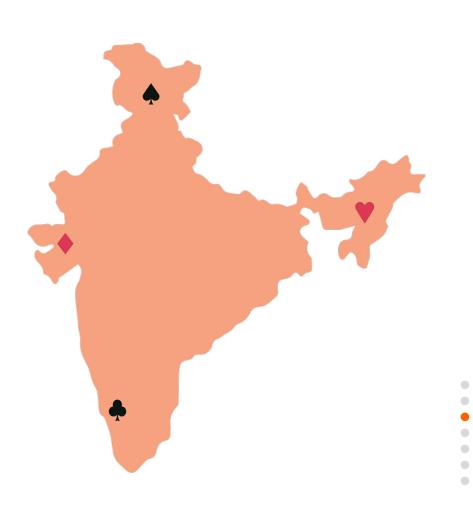
Bhoomi

A story of an epic romance

Nakula the mongoose

Haste makes waste, this story tells you why

Kalia the crow
Crows are the most intelligent birds afterall.



Specimen deck breakdown

- Caslon Introduction
- Caslon Founder
- Caslon History
- Caslon Anatomy
- Caslon weights
- Caslon Glyphs
- Caslon Comparison





— Illustration Style

Visual Style

- Inspired by one of my older illustrations.
- Vibrant Colours
- Lines to depict movement
- Ethnic and Relatable to the story











It was the dawn of a new

era as flowers stared





Long Flat Serifs Upward Barb A MAGICAL Thick Curve Upward Serif

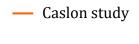
transformation was taking place in the universe.

The sky and the earth

stayed that way forever

and that is how the world





Vikram had developed a fondness for betal now. Betal told him about the magician who had cursed him to...change form and become a demon____14pt become a demon_15pt become a demon- 16pt





Canslon has a uniform stroke weight across alphabets making it neat.



Lava sprang out as the two held tight. The sky and the earth were slowly coming together and becoming...

Canslon has a uniform stroke weight across alphabets making it neat.









Augmented Reality

I developed this project further and made it interactive. I integrated the cards with an AR app feature. So when the card is scanned using the AR app Roar. A short video of the story being told will be played. This is in the prototype phase and works only for the heart deck as of now, but eventually, animated videos would be made for all the stories

