



— Specimen Deck

Fireside Stories

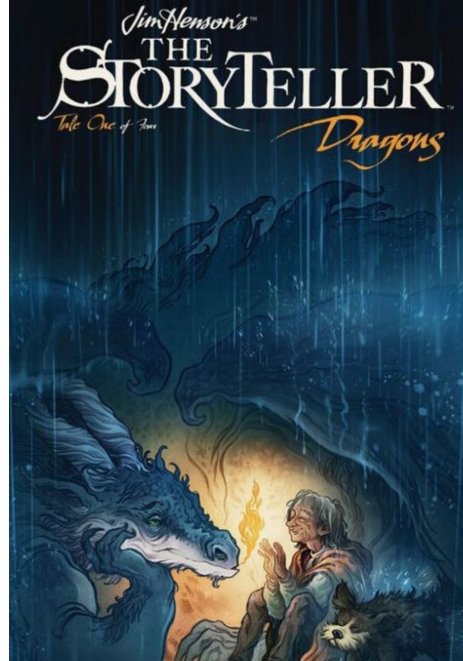
Fireside stories is a specimen deck of cards that narrates four different tales from different parts of India. The deck analyzes the font Caslon in depth.

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





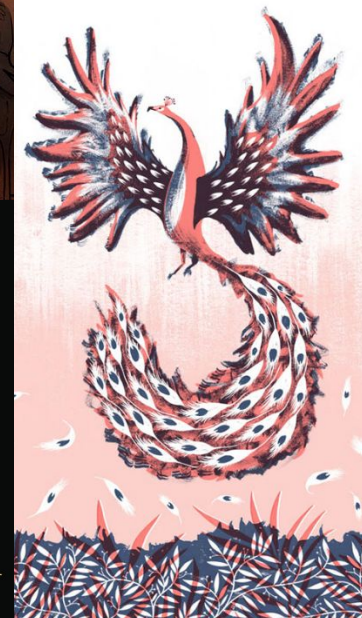
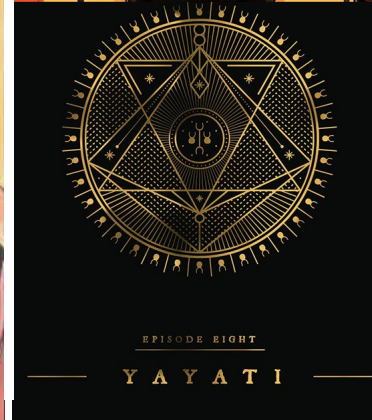
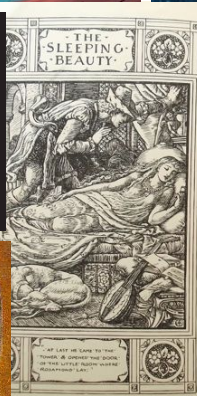
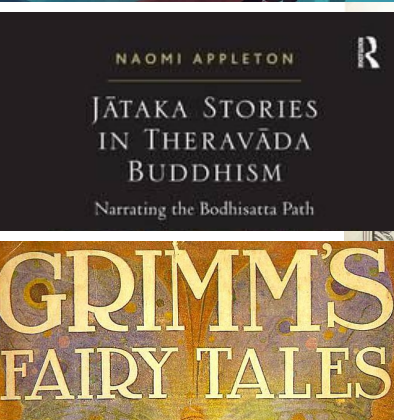
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Caslon

Hello Garamond!
Garamond!

Bodoni



- Distinct characteristics

[illegible]

Stories



Vikram and Betal

An old tale about wit and friendship



Bhoomi

A story of an epic romance



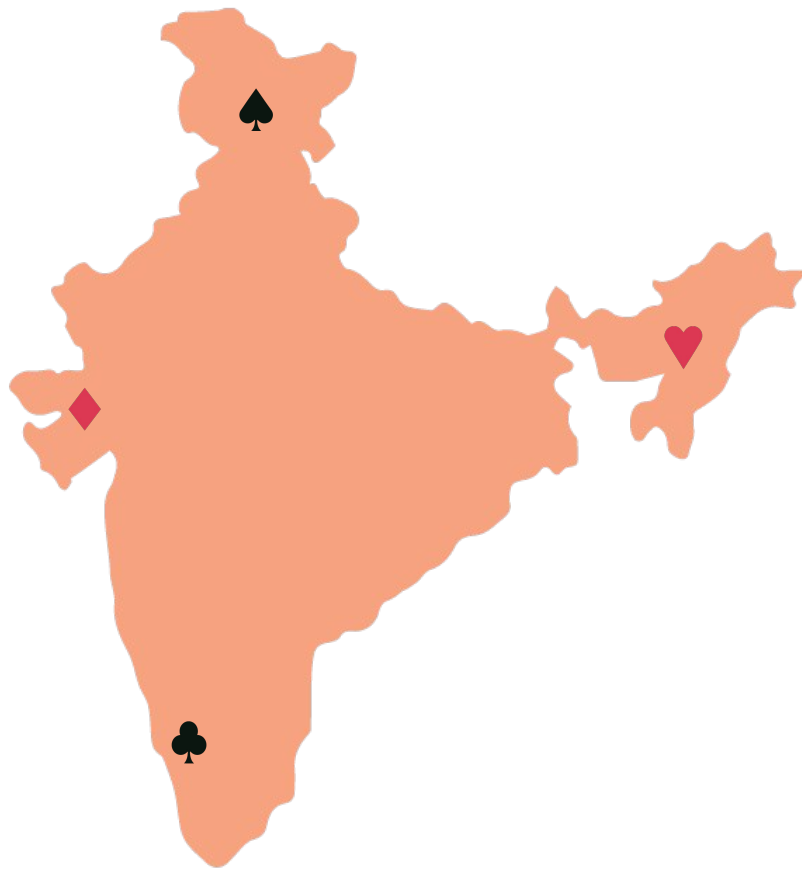
Nakula the mongoose

Haste makes waste, this story tells you why



Kalia the crow

Crows are the most intelligent birds after all.



Specimen deck breakdown

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



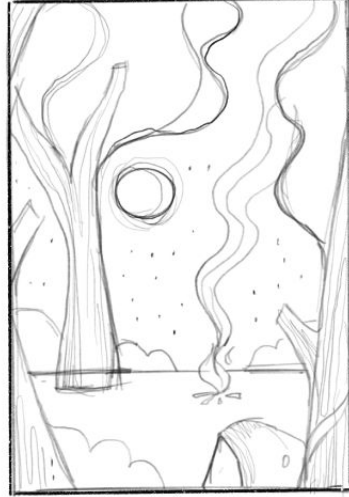


— Illustration Style

Visual Style

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







— Caslon study

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. — 12pt become a demon. — 13pt become a demon. — 14pt become a demon. — 15pt become a demon. — 16pt

— Caslon study — Story

Caslon has standard Ligature On
lies

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



