

A STUDY AND IMPLEMENTATION OF SMARTPHONE APPLICATION FOR METAL CUTTING MANUFACTURING PROCESS IN TERMS SIGN BOARD DESIGNING PURPOSE

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Abstract: Shop names are the prima facie image of any shop (owner's business identity). What's in a name? That which we call a rose by any other name would smell as sweet. (Shakespeare, 159496). For instance, a shop name 'Crystal' for a lifestyle product store brings forth the chic and luxury meanings for the products sold in the shop. This paper aims to archive different pragmatic and syntactic trends in the display of shop names in city Street.

In Display Typography, Colour and Type are the most distinct features. However, in our case, this conventional meaning of display in type takes four more syntactic devices into account: Framing, Textural simulation, Contrast and Harmony. A total of 40 shop names have been analysed on the basis of following parameters:

- a. Year of origin,
- b. Typeface use,
- c. Colour use,
- d. Syntactic devices,
- e. Pragmatic devices and
- f. Mood of Type

We propose this conceptual framework to explain Display Typography on shop signs of the historically and culturally significant street bazaar of South Mumbai, India. It's a cumulative knowledge bank of trends of Display Type for student designers undertaking display sign design projects in local contexts (street markets in cities specifically).

Keywords: Display Typography, Shop Signs, Semiotic Analysis, Conceptual Framework

1. Introduction

The Neon sign board is one of the most popular and attractive media of advertisement widely used by industrial and commercial firms to popularize their products among the general public. The neon sign board that is installed on tall buildings attracts the attention of people even from distant places and hence it is ideally suited for advertisement in busy places like big town and cities. Display Typography is the visual pulse of information display on outdoor signs. Display type is a visual tool used to entice the readers/viewers, disseminate information and also projects the mood of the composition with typefaces, their placement, effects, colours and material treatments given to the type and background elements supporting the Type's display. It has been widely explored and investigated by designers and design researchers respectively.

We have explained each function briefly as follows generally, when designers design using display type; it serves as a strict design element. The primary purpose is to 'catch the eye' with the aid of colour use and unique textural effects given to letterforms. When such a display typeface is used for 'Headings' in case of outdoor signs, posters and advertisements; they said viewer to link to the accompanying text without any distractions. Display Type has to function effectively. Therefore, the visual attraction has to sustain in the viewer's mind as a memorable and distinct identity. Hence, the role of visual distinction stands at par with eye catching attraction weaved in letterforms. This helps in create powerful brand image and superiority in the competitive market. A good display typeface used in a consistent manner milks sustained attention and easy recall for the reader/viewer/customer.

Online signage industry is one of the growing industries in India. This particular business model is more popular amongst the people in service profession followed by business class and people retired. The paper strategically analysed the Indian online signage Industry. The results of the study depict that the model is more popular amongst the working women followed by men. The study further reveals that the major reason for purchasing groceries online is saving of time and effort, on average customers for this model are satisfied with the quality of the products received by them, also the sellers are providing customers with option of replacement. The study also depicts the expectation of a customer while buying signage online and in physical market is totally different. The problem that lies in this model is of delay in scheduled delivery, non-availability of products due to some unavoidable conditions

2. Literature review

With the expansion of trade and industry the competition in every field is growing day by day. After liberalization of economic policy, variety of foreign goods are available everywhere at cheap rates creating tough competition for industrial and consumer goods in the Local market and advertisement has become very essential for the success of any business activity. As such it is found to have scope for starting new small scale units for the manufacture of neon sign boards to meet the growing demand. The basis for calculation of production capacity has been taken on single shift basis on 75% efficiency. The maximum capacity utilization on single shift basis for 300 days a year. During first year and second year of operations the capacity utilization is 60% and 80% respectively. The unit is expected to achieve full capacity utilization from the third year onwards. The salaries and wages, cost of raw materials, utilities, rents, etc. are based on the prevailing rates in and around Chennai. These cost factors are likely to vary with time and location. Interest on term loan and working capital loan has been taken at the rate of 18 % on an average. This rate may vary depending upon the policy of the financial institutions/agencies from time to time. The cost of machinery and equipment's refer to a particular make/model and prices are approximate. The break-even point percentage indicated is of full capacity utilization. The project preparation cost etc. whenever required could be considered under preoperative expenses. The essential production machinery and test equipment required for the project have been indicated. The unit may also utilize common test facilities available at Electronics Test and Development centres (ETDCs) and Electronic Regional Test Laboratories (ERTLs) and Regional Testing Centres (RTCs). The major activities in the implementation of the project have been listed and the time for implementation of the project is estimated at 12 months:

S. No	Activity	Period (In Months)
1	Preparation of project report	1
2	Registration and other formalities	1
3	Sanction of loan by financial institutions	3
4	Plant and Machinery:	
	a) Placement of orders	1
	b) Procurement	2
	c) Power connection/ Electrification	2
	d) Installation/Erection of machinery/Test Equipment	2
5	Procurement of raw materials	2
6	Recruitment of Technical Personnel etc	2
7	Trial production	11
8	Commercial production	12

Many of the above activities shall be initiated concurrently.

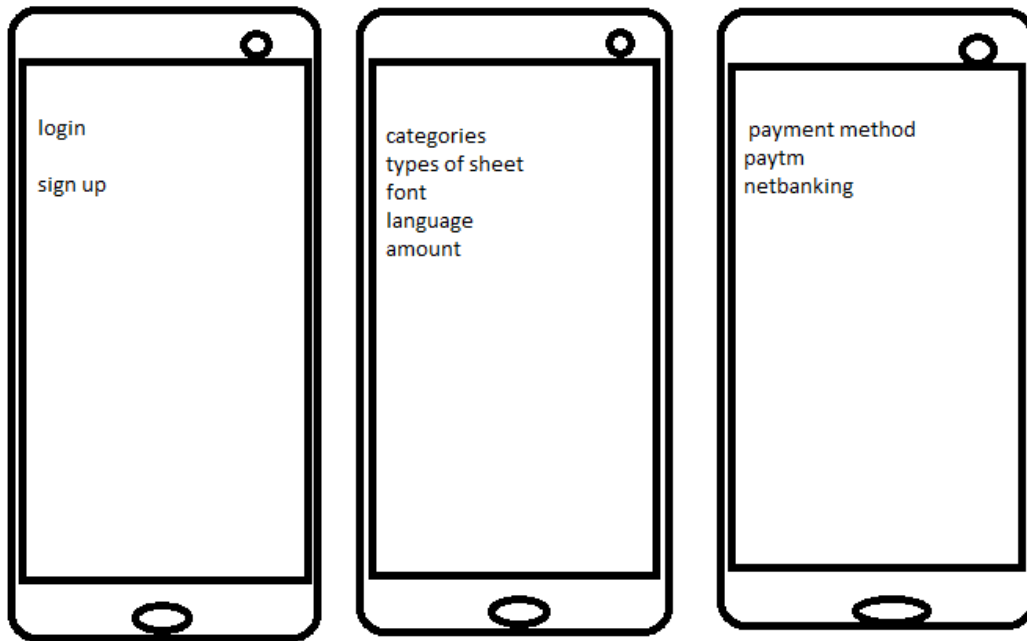
Procurement of raw materials commences from the 8th month onwards. When imported plant and machinery are required, the implementation period of project may vary from 12 months to 15 months. The Neon tubular lamp that is used in the Neon Sign Board is a cold cathode type discharge lamp in which discharge takes place between two electrodes placed at the ends of the tube. In long tubular lamps used for advertisement Purposes, several thousand volts are applied between electrodes for which supply is given through a high voltage transformer having high leakage reactance. The Neon lamp of different colours are used for advertisement purposes and the desired colour is produced either by filling lamp with suitable as or by using glass tubes coated with suitable fluorescent material as per the requirements. Now a day's latter method is generally adopted for producing Neon lamp of different colours.

The Government accords utmost importance to control environmental pollution. The small-scale entrepreneurs should have an environmental friendly attitude and adopt pollution control measures by process modification and technology substitution. India having acceded to the Montreal Protocol in September 1992, the production and use of Ozone Depleting Substances (ODS) like Chlorofluoro Carbon (CFCs), Carbon Tetrachloride, Halons and methyl Chloroform etc. need to be phased out immediately with alternative chemicals/solvents. A notification for detailed Rules to regulate ODS phase out under the Environment Protection Act, 1986 have been put in place with effect from 19th July 2000

3. Framework

Sign Manufacturing is just one facet of the engineering manufacturing industry. Sign manufacturing enjoy improving the production process from start to finish. They have the ability to keep the whole production process in mind as they focus on a particular portion of the process. Successful students in Sign manufacturing degree programs are inspired by the notion of starting with a natural resource, such as a block of wood, and ending with a usable, valuable product, such as a desk, produced efficiently and economically. Manufacturing are closely connected with engineering and industrial design efforts. Examples of major companies that employ manufacturing engineers in the United States include General Motors Corporation

4. Android Architecture



5. ADVANTAGES

1. Experience the first sign app
2. Easy to use
3. Browse on your Time
4. Avoid the Line and Shop in the comfort of your Home
5. Avoid Making Multiple Trips
6. Enjoy the convenience of Online Shopping with sign factory

SCOPE

In mobile solution we are making online shopping app for signage manufacture just make your signage items list and it will be delivered to doorstep. The scope of this project is to provide a mobile solution that will be efficient for user as well as for vendor and we can add more features in future to grow the business widely over different Areas. It is very useful for vendor and the customer

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