Day 1: 2\textsuperscript{nd} March 2019 at VMCC & IDC, IIT Bombay (Typoday Workshops)

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<td>09:45 - 10.00</td>
<td>Welcome and Introduction to the Facilitators</td>
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<td>Lunch at VMCC (3rd Floor - do wear your badges)</td>
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Workshops’ details available in this link:

http://www.typoday.in/workshop.html
Day 2: 3rd March 2019 at VMCC Main Auditorium (Ground + 1st Floor)

08:30 - 09:00  Tea & Registration

09:00 - 09:15  Welcome Address: Prof. Ravi Poovaiah, Prof. G V Sreekumar & Prof. Kannan Moudgalya

Keynote Address 1: Prof. R. K. Joshi Memorial Lecture
09:15 - 10:00  Session Chairman: Prof. G V Sreekumar, IDC, IIT Bombay, India
Speaker: Aurobind Patel, Typographer, Mumbai

10.00 – 10.15  Discussion & QA
10:15 - 10:45  Tea & Networking

Session 1 - Typography and Experimentation
Session Chairman: Prof. Vikas Satwalekar
Emeritus Professor and Ex-Director, NID

10.45 -11.05  Mishti Devanagari
Sayli Gokhale, Leaf Design, India

11.05-11.25  Lack of visual excellence in design quality of bi-script typefaces including Arabic and Latin scripts
Sahar Khajeh, University of Hertfordshire, UK

11.25 – 11.45  Type Explorations
Chirag Gander, Founder, The Minimalist, Mumbai

11.45 - 12.00  Discussion & QA

Session 2 - Typography and Local Scripts
Session Chairman: Prof. Sudhakar Nadkarni
Dean, Werlingkar Management Institute, Mumbai

12.00 - 12.20  Dis/re-appearance of vernacular Chinese letterform of Beiwei Kaishu in Hong Kong
Brian Sze Hang KWOK, School of Design, The Hong Kong Polytechnic University, Hong Kong

12.20 - 12.40  Visual Variety of Typographic Compositions in Letterpress Sinhala Display Typefaces
Dr. Sumanthri Samarawickrama, Malindi Jayathunga, Lakmali Perera, and Sajini Lankadari
Department of Integrated Design, University of Moratuwa, Sri Lanka

12.40 - 12.55  Discussion & QA

01:00 - 02:30  Lunch and Networking
**Keynote Address 2:**

2.30 – 3.15  
Session Chairman: Prof. Ravi Poovaiah, IDC, IIT Bombay, India  
Speaker: Eiichi Kono, Typographer, Senior research fellow at University of Brighton, UK  
3.15 – 3.30  
Discussion & QA  

**Session 3 - Calligraphy and Letterforms**

Session Chairman: Tarun Giridhar  
Senior Faculty, Graphic Design, Head, NID Print Labs., NID, Ahmedabad  
3.30 – 3.45  
Puppetmorphic: Incorporating Local Culture to Achieve Distinct Structure in Figurative Calligraphy  
Agung Zainal Muttakin Raden and Muhammad Iqbal Qeis, Universitas Indraprasta, Indonesia  
3.45 – 4.00  
Exploring historical letterforms to design unique Assamese typeface for digital devices: Experimenting possibilities  
Abhijit Padun and Prof. Amarendra Kumar Das, Dept. of Multimedia Communication and Design, Central Institute of Technology, Kokrajhar, Assam, India  
4.00 – 4.15  
Discussion & QA  
4.15 – 4.45  
Tea and Networking  

**Session 4 – Student Presentations**

Session Chairman: Dr. Ajanta Sen, Director, Solar Project, Mumbai  
4.45 – 5.00  
Experiments in Bengali Film Titles: 1930s till Ray  
Santanu Dutta, Homi Bhabha Centre for Science Education, India  
5.00 – 5.15  
Identify personality of Sinhala font on road informative signboards: Test based on readers preferences  
Lalani Shyanika Eramudugolla, Dr. Sumanthri Samarawickrama and Prof. Gihan Dias University of Moratuwa, Sri Lanka  
5.15 – 5.30  
Experiential Learning Spaces to Enhance Typographic Communication  
Ruchita Arvind Mandhre, University of Illinois at Urbana Champaign, USA  
5.30 – 5.45  
Typography design in Newspaper - comparative study of typography in Hindi Newspaper vs. English Newspaper  
Navneet Kamal and Sujeet Kumar Indian Institute of Information Technology, Design and Manufacturing, Jabalpur, India  
5.45 – 6.00  
If Words Could Kill  
Jayesh Narendra Patil, United Institute of Design, India  
6.00 – 6.15  
Discussion & QA  
6.15 – 6.30  
Typo Quiz Group Formation  
6.30 – 7.30  
Typo Quiz  
Conducted by Prof. Udaya Kumar, Head, Department of Design, IIT Guwahati
Day 3: 4th March 2019 at VMCC Main Auditorium (Ground + 1st Floor)

08:30 - 09:10  Tea & Networking

Keynote Address 3:
09:15 - 10:00  Session Chairman: Muthu Nedumaran, Typographer, Malaysia  
Speaker Prof. Antoine Abi Aad, Typographer, Faculty at the Lebanese University (Lebanon)
10.00 – 10.15  Discussion & QA
10:15 - 10:45  Tea & Networking

Session 5 - Typography and Experimentation
Session Chairman: Prof. Kumkum Nadig  
Faculty Member, Head, Visual Communication Design, Srishti School of Design, Bangalore

10.45 -11.05  Appetence: Crafted and Casted Typography  
Prafullkumar N Gogel, Department of Applied Arts, Faculty of Fine Arts, The M.S. University of Baroda, India
11.05-11.25  Innovative applications of Experimental Typography (Case Studies)  
Rikke Hansen and Barnabas Wetton, University of Southern Denmark, Design School Hoejer, Denmark
11.25 - 11.45  Political Awareness and Typography: How an analysis of the intersection of racially linked typography in propaganda and historical analysis can help predict rising political conflict  
Priyanka Patil and Julia Owens, FCB Health, New York City, USA
11.45 – 12.00  Discussion & QA

Session 6 - Typography and Experimentation
Session Chairman: Prof. Udaya Kumar  
Head, Department of Design, IIT Guwahati

12.00 - 12.20  Learning through gaming? Comparative innovative educational games of children (An on-going research project)  
Siddhesh Sushil Shirsekar, VIVA Institute of Applied Art, India
12.20 - 12.40  The dichotomous tension of experimental typography  
Gavin Ambrose and Beth Salter University of Brighton, UK
12.40- 12.55  Discussion & QA

01:00 - 02:30  Lunch and Networking
2.30 – 3.15  
**Keynote Address 4:**  
Session Chairman: Dr. Ajanta Sen, Director, Solar Project, Mumbai  
Speaker: April Greiman, Typographer, Professor of USC Roski Graduate School of Art and Design, USA

3.15 – 3.30  
Discussion & QA

3.30 – 4.15  
Awards session  
Lifetime Achievement Award to  
**Sudarshan Dheer**  
**Grandmaster** Designer, India

4.15 – 4.45  
Tea & Networking

**Closing Keynote Address 5:**  
4.45 – 5.30  
Session Chairman: Aurobind Patel, Typographer, Mumbai  
Speaker: Mohammed Khan, Founding Member Rediffusion (1973), Contract (1978) and Enterprise (1983)

5.30 – 5.45  
Discussion & QA

5.45 – 6.00  
**Concluding Remarks and Vote of Thanks**