

Seminar and workshop:

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1st - 3rd March 2012

at IDC, IIT Bombay with support from InDeAs and Aksharaya

Day 1 (1st March 2012) - Workshops

Venue: IDC, IIT Bombay - 091-22-25767801

8.30 - 9.30	Registration
9.30 - 9.45	Welcome and lighting the Diya
10.00 - 5.00	Workshops for Design Students * these workshops require the use of laptop
Track 1 IDC Circle, IDC	'Calligraphy and Publication Design' Achyut Palav, Achyut Palav School of Calligraphy, Navi Mumbai
Track 2 IxD Class, IDC	'Book Making' Aditi Babel, Independent Book Designer, Jaipur
Track 3 VMCC Hall 1	'Bilingual Typography as a Marketing Tool' Prof. Iko Avital, IIT Guwahati
Track 4 VMCC Hall 2	'Edutainment: Letterform Play' Prof. Noni Avital, IIT Guwahati
Track 5 Conference 2, IDC	'Font Design for Indian Languages' Manoj Gopinath, C Dac, Pune, Mumbai
Track 6 Innovation Lab, IDC	'Experiments with letterforms in 3D' Sarang Kulkarni, WhiteCrow Design, Mumbai
Track 7 Jr VC Class, IDC	'Generation of new visual concepts in Type Designing through Calligraphy' Prof. Santosh Kshirsagar, Sir J.J. Institute of Applied Arts
Track 8 Conference 1, IDC	'Publication design and Typography' * Prof. G V Sreekumar, IDC IIT Bombay and Dr. Girish Dalvi, Yahoo India
Track 9 VMCC Hall 3	'Calendar Design' Tarun Deep Girdher and Immanuel Suresh, NID, India
Track 10 VMCC Hall 4	'Make Your First Font - getting started in Digital typography' * Ted Harisson, President, FontLab
Track 11 VMCC Hall 5	'Magazine Design' * Prof. Uday Kumar, IIT Guwahati and Nirmal Biswas, Independent Designer
1.00 - 2.30	Lunch
5.00 - 7.30	Meet on Research in Typography for Research Scholars (5.00 - 6.00) Presentations on 'Typographic Research' by research scholars (6.00 - 7.30) Group Discussions on Future Directions for Research in Typography

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Day 2 (2nd March 2012) - Morning Session

Venue: VMCC Main Conference Hall, IIT Bombay - 091-22-25767801

8.30 - 9.00	Tea and Registration
9.00 - 9.15	Welcome Address by Prof Ravi Poovaiah and Prof G V Sreekumar, IDC IIT Bombay
9.15 - 10.00	Keynote Address 1 - Prof. R. K. Joshi Memorial Lecture Vision & the Visual Ken Botnick, Professor of Art, Director Kranzberg Book Studio, Washington University, USA
10.00 - 10.30	Tea and networking
Session 1 Typography & Type Design	Session Chairman: Prof. Mahendra Patel Emeritus Professor, NID
10.30 - 10.50	Challenges in multilingual type design David Brezina, Rosetta Type Foundry, UK
10.55 - 11.15	Designing a Devanagari text font for newspaper use Yashodeep Gholap, Mumbai
11.20 - 11.40	Typesetting capabilities for Indian scripts in Adobe Creative Suite applications Paul D. Hunt, Adobe, USA
11.40 - 11.55	Discussion & QA
Session 2 Typography & Expression	Session Chairman: Prof. Sudhakar Nadkarni Dean, Werlingkar Management Institute, Mumbai
12.00 - 12.20	Perplexing type families and glyph counts: A case study of a Devanagari+Latin typeface Dr. Girish Dalvi, Researcher, Yahoo India
12.25 - 12.45	Devnagari-Latin ambigrams Pallavi Sudhanshu Apte, India
12.45 - 1.00	Discussion & QA
1.00 - 02.30	Lunch

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Day 2 (2nd March 2012) - Afternoon Session

Venue: VMCC Main Conference Hall, IIT Bombay – 091-22-25767801

Vision Address 2.30 - 3.15	Challenges faced in designing low-cost publications for the bottom of the pyramid, mostly in the local scripts Tarun Deep Girdher , Associate Senior Faculty, Graphic Design, NID, India
Session 3 Typography & Identity 3.15 - 3.35	Session Chairman: Sudharshan Dheer Graphic Communication Concepts, Mumbai Investigating Handwriting practice manuals in current scenario Prof Santosh Kshirsagar , Sir J.J. Institute of Applied Arts, India
3.35 - 3.55	Typocraft: Creating an Indian Typographic Identity Ishan Khosla , Ishan Khosla Design, New Delhi
3.55 - 4.15	Typography as a Graphic Design within Official (Governmental) Valuables - Case Study of the Botswana's new set of Bank-notes Zoran Markovic , University of Botswana, Gaborone, Botswana
4.15 - 4.30	Discussion & QA
4.30 - 5.00	Tea and networking
Session 4 Doctoral Researcher Presentations 5.00 - 5.15	Session Chairman: Prof. Iko Avital Professor Department of Design, IIT Guwahati Ariyaka, the early typeface leads modern industrialization of letterpress printing in Thailand Chitchai Kuandachakupt , Ph. D Researcher, Kyoto Institute of Technology, Japan
5.15 - 5.30	Usage of Nasta'liq in the Modern Publications Farzan Kermaninejad , Ph. D Researcher, Industrial Design Centre, IIT Bombay
5.30 - 5.45	The experience expansion of typography utilizing the five senses Hoonsik Yoo , Ph. D Researcher, Interaction Design Lab., Graduate School of Techno Design, Seoul, Korea
5.45 - 6.00	Making publication grids flexible Prasad Bokil , Ph. D Researcher, Industrial Design Centre, IIT Bombay
6.00 - 6.15	Discussion & QA
Session 5 6.16 - 6.45	Industry Session Tools for the Construction of Indic Fonts Ted Harisson , President, Fontlab, USA - a presentation by Font Lab

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Day 3 (3rd March 2012) - Morning Session

Venue: VMCC Main Conference Hall, IIT Bombay - 091-22-25767801

8.30 - 9.15	Tea
9.15 - 10.00	Keynote Address 2 The Weekly News Magazine; Dressing up a Dog's Dinner Bishwadeep Moitra , Executive Editor, Outlook, N Delhi
10.00 - 10.30	Tea and networking
Session 6 Typography & Book Design	Session Chairman: Prof. Vikas Satwalekar Emeritus Professor and Ex-Director, NID
10.30 - 10.50	Book Design - the showcase field in the visual communication. An international review Uta Schneider , Stiftung Buchkunst, Frankfurt, Germany
10.50 - 11.10	Teaching Maya to the Next Generation: children's publication design in a multilingual context Denielle Emans , Zayed university, Dubai, United Arab Emirates
11.10 - 11.30	Picturing words: expressive typography & story-telling in picture books Rathna Ramanathan , Central Saint Martins College of Art and Design, London, UK
11.30 - 11.45	Discussion & QA
Session 7 Typography & Local Scripts	Session Chairman: Prof. Ranjana Dani MEER's MIT Institute of Design, Pune
11.45 - 12.05	Abilities Of Persian Typefaces & Persian Calligraphy In Stencil Type Design Mahmood MazaheriTari , Tehran, Iran
12.05 - 12.25	Tending to the Inheritance of Tulu Script Vaishnavi Murthy , Bangalore
12.25 - 12.45	The use of eye-tracker technology to evaluate typefaces, greek fonts and publication design for screen Evipides Zantides , Cyprus University of Technology, Cyprus
12.45 - 1.00	Discussion & QA
1.00 - 02.30	Lunch

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Session 8 Design Projects

Session Chairman: Prof. Immanuel Suresh
Faculty, NID

2.30 - 2.45

ONOMATOPOIEA With the comics
Khushbu Shashikant Sangoi, Sir J.J. Institute of Applied Arts,
Mumbai

2.45 - 3.00

My Experiments with Type: Devanagari typeface design at Linotype
Kimya Gandhi, Alumnus, IDC, IIT Bombay

3.00 - 3.15

Notes for studies on typography and publication design in
indigenous (native) languages of Brazil
Kollontai Cossich Diniz, University of Sao Paulo, Sao Paulo, Brazil

3.15 - 3.45

Typeface Design
Anukriti Verma, M Des VC student, IDC, IIT Bombay
Aman Rupesh Xaxa, M Des VC student, IDC, IIT Bombay

3.45 - 4.00

Discussion & QA

4.00 - 4.30

Tea and networking

Session 9 Typography & Culture

Session Chairman: Dr. Ajanta Sen,
Director, Solar Project, India

4.30 - 4.50

Typographic Culture of Hong Kong
Mariko Takagi, Hong Kong Baptist University, Kowloon, Hong Kong

4.50 - 5.10

The Craft of Bookmaking
Aditi Babel, Independent Book Designer, Jaipur

5.10 - 5.25

Discussion & QA

Vision Address

5.30 - 6.15

Making good business sense out of Typography
Sandeep Bomble, Palasha creative House, Mumbai

Session 10

6.15 - 6.30

Closing Session for the seminar
Awards + Concluding remarks

Contact details:

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