

TYPODAY 2015

7th to 9th March, 2015

at Industrial Design Centre, IIT Bombay with support from InDeAs and Aksharaya

<http://www.typoday.in>

Day 1 (7th March 2015) – Workshops

Venue: IDC, IIT Bombay and VMCC, IIT Bombay

8.30 – 9.30	Registration and Tea
9.30 – 9.45	Welcome and lighting the Diya
10.00 – 5.00	Workshops for Design Students
Track 1 VC Classroom, IDC	'Typographic Selfies' Prof. Kumkum Nadig , Faculty, Head, Visual Communication Design, Srishti School of Design, Bangalore
Track 2 IxD Class, IDC	'Vocal and Calligraphy' Prof. Santosh Kshirsagar Faculty, Sir J J School of Applied Arts, Mumbai of Design
Track 3 VMCC Hall 1	'Imaginative Logotypes' Prof. G V Sree kumar and Nirmal Biswas , Faculty Member, IDC IIT Bombay / Designer, Mumbai
Track 4 IDC Auditorium Foyer	'Letters, Intricasy and Fineness' Achyut Palav , Achyut Palav School of Calligraphy, Navi Mumbai
Track 5 VMCC Hall 2	'Beginning Font Creation with FontLab' Thomas Phinney , Fontlab, USA <i>(*Laptop Needed)</i>
Track 6 IDC Conference Room 1	'Type and Symbol Creative Explorations' Prof. Ravi Poovaiah and Prof Girish Dalvi , Faculty, IDC, IIT Bombay <i>(*Laptop is helpful but not essential)</i>
Track 7 IDC Circle	'Tangible Typography' Ruchi Shah , Design Associate, IDC, IIT Bombay
Track 8 VMCC Hall 3	'Type Sensitivity – Forms, Counter forms and Patterns' Prof. D. Udaya , Faculty, DoD, IIT Guwahati
Track 9 VMCC Hall 4	'Crafting Type' Dave Crossland , Font Research Consultant for Google, USA <i>(*Laptop Needed)</i>
Track 10 VMCC Hall 5	'Designing a Devanagari Font in Glyphs 2' Georg Seifert , Designer, Berlin and Rob Keller , Designer, Mumbai <i>(*Laptop Needed)</i>
1.00 – 2.30	Lunch
5.30 – 6.00	High Tea
6.00 - 6.30	Typo Quiz Venue: VMCC Auditorium

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Day 2 (8th March 2015) – Morning Session

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

8.30 – 9.00	Registration and Tea
9.00 – 9.15	Welcome Address by Prof Ravi Poovaiah, Prof G V Sreekumar and Prof Chakravarthy, IDC IIT Bombay
9.15 – 10.00	Session Chairman: Prof. G. V. Sreekumar , IDC, IIT Bombay, India Keynote Address 1 – Prof. R. K. Joshi Memorial Lecture A Certain Bias Itu Chaudhuri , Itu Chaudhuri Design, New Delhi, India
10.15 – 10.45	Tea and networking
Session 1 Letterform & Calligraphy	Session Chairman: Prof. Mahendra Patel Emeritus Professor, NID
10.45 – 11.05	Anatomy of the Sinhala Letter Sumanthri Samarawickrama , University of Moratuwa, Sri Lanka
11.05 – 11.25	Calligraphic Analysis of the Jain Manuscript Style Pradnya Naik and Prof. Girish Dalvi , Industrial Design Center, IIT Bombay, India
11.25 – 11.45	A Calligraphic Approach to Odia Script Manish Kumar Minz , Whitecrow, India
11.45 – 12.00	Discussion & QA
Session 2 Typography & Expression	Session Chairman: Prof. Sudhakar Nadkarni Dean, Werlingkar Management Institute, Mumbai
12.05 – 12.25	Visualising Thoughts and Emotions by Japanese Typography Mariko Takagi , Academy of Visual Arts, HKBU, Hong Kong
12.25 – 12.45	Typography: Craft and Chaos Jayagovindan Menon , D J Academy of Design, India
12.45 – 1.00	Discussion & QA
1.00 – 02.30	Lunch and Networking

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Day 2 (8th March 2015) – Afternoon Session

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

Vision Address

2.30 – 3.10

Session Chairman: **Prof. Santosh Kshirsagar**, Sir J J Institute of Applied Arts, India

Vision Address 1

Sensitivity and Fineness in Typography

Prof. Tarun Deep Girdher, Sr. Faculty, NID, Ahmedabad

Session 3

Typography & Sensitivity

Session Chairman: **Sudharshan Dheer**

Graphic Communication Concepts, Mumbai

3.20 – 3.30

Perceptual Shift Ambigrams using Devanagari and Latin

Chirag Gander, IIT Bombay, India

3.30-3.40

Ideology and Ethos in Signage Typography for Devanagari

Catherine Leigh Schmidt, Rhode Island School of Design, USA

3.40 – 4.00

Sensitivity and Fineness in typography on Cycle Rickshaws in Cultural Capital of India - Varanasi

Manish Arora, Brijendra Singh, and Ajay Kumar, Banaras Hindu University, India

4.00 – 4.10

Discussion & QA

4.10 – 4.40

Tea and networking

Session 4

Typography & Multilinguality

Session Chairman: **Prof. Ranjana Dani**

MEER's MIT Institute of Design, Pune

4.40 – 5.00

Multilingual Typography- Signs, and Language Politics of Israeli Urban Culture

Shayna T. Blum, Xavier University of Louisiana, USA

5.00 – 5.20

Multilingual Design and Branding

Sulekha Rajkumar, Brand Union | Ray+Keshavan, India

5.20 – 5.30

Discussion & QA

Session 5

Typeface 2014-15

Session Chairman: **Thomas Phinney**,

FontLab, USA

5.30 – 5.40

Monotype Fonts

Sohaj Singh Brar, Monotype, India

5.40 - 5.50

Ek Type

Sarang Kulkarni, White Crow, India

5.50 - 6.00

Ek Mukta

Girish Dalvi, Industrial Design Centre, IIT Bombay, India

6.00 – 6.30

High Tea

6.30 - 8.00

Typo Critique session



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Day 3 (9th March 2015) – Morning Session

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8.30 – 9.15	Tea
9.15 – 10.00	Session Chairman: Prof. Ravi Poovaiah , IDC, IIT Bombay, India
	Keynote Address 2 Sensitivity and Fineness in typography John D. Berry , Honorary President of ATypl, USA
10.15 – 10.45	Tea and networking
Session 6 Typography & Tradition Design	Session Chairman: Prof. Vikas Satwalekar Emeritus Professor and Ex-Director, NID
10.45 – 11.05	How the Traditional Chinese Concept of Time and Space can be Applied through Digital Moving Images Hung Keung , School of Design, Hong Kong Polytechnic University, Hong Kong
11.05 – 11.25	Simulating the Appearance of Painted and Digital Display Type on Shop Signs in India Nanki Nath , Department of Design, IIT Guwahati, India and Ravi Poovaiah , IDC, IIT Bombay, India
11.25 – 11.45	Designing Display Type Central ASMAT Tribe Pattern Characteristic Dodi Nursaiman , Indonesian Computer University, Indonesia
11.45 – 12.00	Discussion & QA
Session 7 Typography & Form	Session Chairman: Prof. Udaya Kumar Department of Design, IIT Guwahati
12.00 – 12.20	FONT : FORM : FUNCTION : The Unstated Identity of the Built Word Nandita , R V College of Architecture, India
12.20 – 12.40	Sensitive Role of Modifiers (Matras) in Devnagari Fonts Rajeev Prakash , Delhi Press, India
12.40 – 1.00	Discussion & QA
1.00 – 02.30	Lunch and Networking

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Vision Address

2.30 – 3.10

Session Chairman: **Prof. Sreekumar**, IDC, IIT Bombay, India

Vision Address 2

Experiences and Possibilities in Typography

Anup Gupta, Group Creative Director at HT Media Ltd, India,

Session 8

Typography & Pragmatics

Session Chairman: **Aurobind Patel**,

Typographer, India

3.20 – 3.40

Which Sinhala Fonts Do Users Love To Read On Screen?

Pathum Egodawatta, Mooniak, Sri Lanka

3.40 – 4.00

Effect of Typeface Characteristics on Students' Performance - A case study for design aptitude tests

Kaveri Sharma, MIT ID, India

4.00 – 4.10

Discussion & QA

4.10 – 4.40

Tea and networking

Session 9

Typography & Young Minds

Session Chairman: **Dr. Ajanta Sen**

Director, Solar Project, India

4.40 – 4.55

The Making of Typo Safari

Gergo Tamas Farkas, Hungarian University of Fine Arts, Hungary

4.55 – 5.10

Wancho Laeje: Birth of a New Script

Anurag Gautam, National Institute of Design, India

5.10 – 5.25

My Two Cents' Worth on Contemporary Indian Coins - A comparative study

Shameen Khatri, Rachana Sansad College of Applied Arts and Craft, India

5.25 – 5.40

A Study of Roman & Devanagari Fonts for a Dot Matrix Printer on the Indian Railway Tickets

Kavya Tolia, Rachana Sansad College of Applied Art and Craft, India

5.40 – 5.55

Bundelkhand Environmental Signage Typography

Santosh Kumar, Hira Lal Prajapati and Brijendra Singh,

Department of Applied Arts, Faculty of Visual Arts, BHU, Varanasi, India

5.55 – 6.10

Discussion & QA

Session 10

Closing session + Awards

Session Chairman:

Prof. Ravi Poovaiah and Prof. Sreekumar

6.10 – 6.40

Typography of M.G. Moinuddin

Sajid Moinuddin, Graphic Designer, India

Awards Ceremony + Closing Remarks