

Seminar and workshop:



28th Feb, 1st, 2nd March 2014,

at Symbiosis Institute of Design, Pune in collaboration with Industrial Design Centre, IIT Bombay along with support from InDeAs and Aksharaya

**Day 1 (28th February 2014) – Workshops**

Venue: Symbiosis Institute of Design, Pune

7.30 – 9.30	Tea + Registration
9.30 – 9.45	Welcome address and briefing by Prof. Vinay Mundada, Director, SID, Pune and Prof. Manohar Desai, SID, Pune
10.00 – 1.00 2.30 – 5.30	<b>Workshops for Design Students</b> (* these workshops require the use of laptop)
1.00 – 2.30	Lunch
Track 1	<b>Constructing Letterforms</b> <b>Prof. Manohar Desai</b> , Symbiosis Institute of Design, Pune, India
Track 2	<b>Typifying lettering *</b> <b>Paul Hunt</b> , Adobe Systems, USA
Track 3	<b>Design a Font in One Day *</b> <b>Ted Harisson</b> , President, FontLab, USA
Track 4	<b>Prayog</b> <b>Prof. Santosh Kshirsagar</b> , Sir J.J. Institute of Applied Arts, Mumbai, India
Track 5	<b>Tools and Techniques</b> <b>Achyut Palav</b> , Achyut Palav School of Calligraphy, Navi Mumbai
Track 6	<b>Designing Type in a Multi-script Country</b> <b>Sarang Kulkarni</b> , <b>Noopur Datye</b> , Ek Type and <b>Prof. Girish Dalvi</b> , Industrial design Centre, IIT Bombay, India
Track 7	<b>Typographic Expression in India</b> <b>Prof. Mahendra Patel</b> , Faculty member, Symbiosis Institute of Design, Pune, India and <b>Prof. Ranjana Dani</b> , HOD, Communication Design, MITID, Pune, India
Track 8	<b>Designing Logotype in Regional Script</b> <b>Prof. Udaya Kumar Dharmalingam</b> , Department of Design IIT Guwahati, India
Track 9	<b>Basic Design Teaching</b> <b>Prof. Mandar Rane</b> , Industrial Design Centre, IIT Bombay, india And <b>Omkar Shende</b> , Font designer, India
Track 10	<b>3D Fonts</b> <b>Prof. Pratibha Wagh</b> , Ex-faculty, L.S.Raheja School of Arts, Mumbai, India and <b>Prof. Samip Sawant</b> , Mumbai Kala Maha Vidyalay, Mumbai, India
Track 11	<b>Letterpress Light Workshop</b> <b>Prof. Jeff Pulaski</b> , Wichita State University, Kansas, USA and <b>Prof. Joey Hannaford</b> , University of West Georgia, Georgia, USA
5.30 – 6.00	Vote of Thanks + Tea
6.00 – 7.30	<b>Cultural Show</b>

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**Day 2 (1st March 2014) - Morning Session**

Venue: Auditorium, SID, Pune +91 20 2663 4547/48

7.30 – 9.00	Tea and Registration
9.00 – 9.45	Inauguration (with lighting of lamps)  Welcome Address by <b>Prof. Manohar Desai</b> , SID Pune and <b>Prof. Ravi Poovaiah/Prof. G V Sreekumar</b> , IDC, IIT Bombay  About SID by <b>Prof. Vinay Mundeda</b> , Director, Symbiosis Institute of Design, Pune
9.45 – 10.30	Keynote Address 1 – <b>Prof. R. K. Joshi Memorial Lecture Tribal Languages and Oral Traditions (working title)</b> <b>Prof. Ganesh N. Devy</b> , Founder and Director of the Tribal Academy at Tejgadh, Gujarat, India
10.30 – 11.00	Tea and networking
<b>Session 1</b> <b>Experiments and Explorations</b> 11.00 – 11.20	Session Chairman: <b>Sudharshan Dheer</b> , Graphic Communication Concepts, Mumbai, India  <b>Sensory experiences in Typography</b> <b>Prof. Meaghan Dee</b> , Virginia Tech, USA and <b>Prof. Cassie Hester</b> , University of West Georgia, USA
11.20 – 11.40	<b>From within it, from outside it and from above it</b> <b>Deshna Mehta</b> , Co-founder, Anugraha, Mumbai, India
11.40 – 11.55	Discussion & QA
<b>Session 2</b> <b>Cross-cultural Typography</b> 12.00 – 12.20	Session Chairman: <b>Sujit Patwardhan</b> Mudra Graphics, Pune, India  <b>Hawking Gawking in Singapore</b> <b>Prof. Kok Cheow Yeoh</b> , Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore
12.20 – 12.40	<b>SHAKSHUKA: From Graffiti Vandalism to Aestheticism by Organic Typo Design</b> <b>Prof. Iko Avital</b> and Researchers <b>Alon Weiss</b> and <b>Yaronimus</b> , MedLab, Shamoon College of Engineering, Israel
12.40 – 12.55	Discussion & QA
1.00 – 02.30	Poster Sessions + Lunch

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**Day 2 (1st March 2014) – Afternoon Session**

Venue: Auditorium, SID, Pune +91 20 2663 4547/48

**Vision Address**

2.30 – 3.15

**My experiences in teaching ‘Culture in Typography’**

**Prof. Vinay Saynekar**, type designer, calligrapher and a design educator, Mumbai

**Session 3  
Typography &  
Typeface Design**

3.15 – 3.35

Session Chairman: **Prof. Ranjana Dani**, Professor, MIT Institute of Design, Pune, India

**Development of a typeface from the handwritten Sinhala plakkatens of Sri Lanka**

**Prof. Sumanthri Samarawickrama**, University of Moratuwa, Sri Lanka

3.35 – 3.55

**Reviving Modi Script**

**Prof. Rajendra Bhimraoji Thakre**, MIT Institute of Design, Pune, India,

3.55 – 4.15

**Matilda: A Typeface for Children with Low Vision**

**Prof. Ann Bessemans**, Media Arts Design Faculty, Hasselt, Belgium

4.15 – 4.30

Discussion & QA

4.30 – 5.00

Tea and networking

**Session 4  
Typography &  
Identity**

5.00 – 5.20

Session Chairman: **Prof. D. Udaya kumar**, Department of Design, IIT Guwahati, India

**Display Type Expressions: The Cultural underpinnings of the Scripts from two Royal Cities of India**

**G. Shashidhar Reddy**, Independent Designer, India and **Nanki Nath**, Research Scholar, IIT Bombay, India

5.20 – 5.40

**Bitmap Type three Centuries before Digital Technology!!**

**Typography on Persian Carpets**

**Mahmood Mazaheri Tari**, Formino Design, Iran

5.40 – 5.55

Discussion & QA

**Session 5  
Industry Projects**

6.00 – 6.30

Session Chairman: **Prof. Girish Dalvi**, Industrial Design Centre, IIT Bombay, India

**The Many Modes of Malayalam Script**

**Paul Hunt**, Adobe Type Team, USA

**Session 6**

6.30 – 7.30

**Meet on Research in Typography for Research Scholars**

Presentations on ‘Typographic Research’ by research scholars

And Group Discussions on Future Directions for Research in Typography

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**Day 3 (2<sup>nd</sup> March 2014) – Morning Session**

Venue: Auditorium, SID, Pune +91 20 2663 4547/48

8.30 – 9.00	Tea
9.00 – 9.45	Keynote Address 2 <b>Fundamentals of typography - Student projects in Typography and Culture</b> <b>Prof. James Craig</b> , Designer, Author and Teacher, USA
<b>Session 7</b> <b>Typography &amp; Details</b> 9.45 – 10.05	Session Chairman: <b>Prof. Mahendra Patel</b> Faculty member, Symbiosis Institute of Design, Pune, India  <b>The Ruq'ah style and its role in Arabic typography</b> <b>Gunnar Vilhjalmsson</b> , Senior Type Designer, Monotype, UK
10.05 – 10.25	<b>Typography: a 'punctuated' interpretation</b> <b>Jayagovindan Menon</b> , Head, Communiation Design, D J Academy of Design, Coimbatore, India
10.25 – 10.45	<b>Śūnyatā Toolbox: From Spaceless Typography to Product Design</b> <b>Prof. Iko Avital</b> , and Researchers <b>Zuk Turbovitch</b> and <b>Charu Monga</b> , SCE, Shamoon College of Engineering, Israel, School of Design Arts, DU-Delhi University, India
10.45 – 11.00	Discussion & QA
11.00 – 11.30	Tea and networking
<b>Session 8</b> <b>Typography &amp; Local Context</b> 11.30 – 11.50	Session Chairman: <b>Prof. Santosh Kshirsagar</b> , Sir J.J. Institute of Applied Arts, Mumbai, India  <b>Concerns in Typography and Culture – A case-study based on PTG (Primitive Tribal Groups) Kota from the Nilgiris</b> <b>Prof. Suniti S. Vadalkar</b> , Foundation for Liberal And management Education (FLAME), Pune, India
11.50 – 12.10	<b>Gunjala Gondi Script - A new tracing</b> <b>S. Sridhara Murthy</b> , Typographer and Guest Faculty, National Institute of Fashion Technology, Hyderabad, India
12.10 – 12.30	<b>Towards a holistic Indic Font design software: Observations from the study of the Devanāgarī font design proces</b> <b>Yashodeep Gholap</b> , Font Designer, <b>Ted Harrison</b> , President and <b>Adam Twardoch</b> , Product and Marketing Manager, Fontlab, Usa and India
12.30 – 12.50	<b>Type Camp India: Pluralism in Design Education</b> <b>Dr. Shelley Gruendler</b> , Founding Director of Type Camp International, Canada
12.50 – 1.05	Discussion & QA
1.05 – 02.30	Poster Sessions + Lunch

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**Vision Address**  
2.30 – 3.15

**Merging the Alphabet and Chinese characters**  
**Birk Marcus Hansen**, Type designer, Denmark

**Session 9**  
**Typography &**  
**Design Projects**  
3.15 – 3.30

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

**Title design in Hindi & Bengali film posters**  
**Mohammad Shahid** and **Prof. D. Udaya Kumar**, Indian Institute of Technology Guwahati, India

3.30 – 3.45

**Lankan Arts In A Font**  
**Chethya Munasinghe**, AOD International Design Campus, Sri Lanka

3.45 – 4.00

**Technique for optimization of font color in subtitling of modern media**  
**Dhvanil Patel** and **Ojas Deshpande**, Indian Institute of Technology Guwahati, India

4.00 – 4.15

**‘Babuchak’ – Gujarati Display Font**  
**Jalpa Shah**, Rachana Sansad College of Applied Arts, Bombay, India,

4.15 – 4.30

**Other-Letter; A hybrid of Sinhala and Tamil Scripts**  
**Pathum Egodawatta**, Sri Lanka

4.30 – 4.45

**Discussion & QA**

4.45 – 5.15

Tea and networking

**Vision Address**  
5.15 – 6.00

**Experiences in Typography (working title)**  
**Aurobind Patel**, Designer and Typographer, India

6.00 – 6.30

Closing Session for the seminar  
**Awards + Concluding remarks**

**Contact details:**

**Typography Day 2014**  
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