

25th to 27th February, 2016

at Srishti Institute of Art, Design and Technology, Bangalore with support from InDeAs and Aksharaya
<http://www.typoday.in>

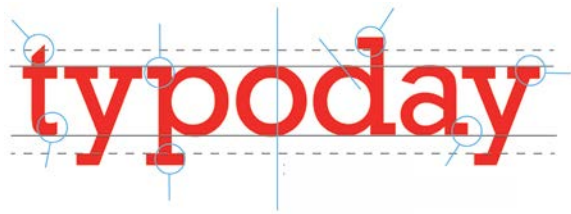
Day 1 (25th February 2016) – Typography Design Workshops

Venue: Srishti Institute of Art, Design and Technology, Yelahanka New Town, Bengaluru 560 106

8.30 – 9.30	Registration and Tea
9.30 – 9.45	Welcome and Introduction to the Facilitators
10.00 – 1.00	Morning Sessions
1.00- 2.30	Lunch
2.30 to 5.30	Afternoon Sessions
5.30 to 6.00	Workshop Exhibits + Tea

Track 1	'Creating Matching A Letter Design Style Across Indian Scripts' * Prof. Mahendra Patel , Faculty Member, Symbiosis Institute of Design, Pune
Track 2	'Typo-graphy bole to' * Prof. Santosh Kshirsagar , Faculty, Sir J J School of Applied Arts, Mumbai
Track 3	'Story Telling and narrative through Typography' * Prof. G V Sreekumar , Faculty Member, IDC IIT Bombay
Track 4	'Introduction to Indic Type Design' * Prof. Girish Dalvi , Faculty Member, IDC IIT Bombay and Noopur Datye , Whitecrow Design, Mumbai
Track 5	'Intro to (Western) Type Design' * Thomas Phinney , Fontlab, USA
Track 6	'Type and Symbol Creative Explorations' Prof. Ravi Poovaiah , Faculty, IDC, IIT Bombay
Track 7	'From Wires To Computers' * Prof. Antione Abi Aad , Académie Libanaise des Beaux Arts, Lebanon
Track 8	'Exploring Positive and Negative Spaces' * Prof. D. Udaya , Faculty, DoD, IIT Guwahati
Track 9	'Experiential Typography' * Ishan Khosla , Ishan Khosla Design, New Delhi
Track 10	'Designing multilingual brand identities' Sarang Kulkarni and Sulekha Rajkumar , WhiteCrow Designs/Graphic designer, Mumbai
Track 11	'Lettering - Exploration - Experimental' Achyut Palav , Calligrapher, Mumbai

* Laptop is a must for these workshops



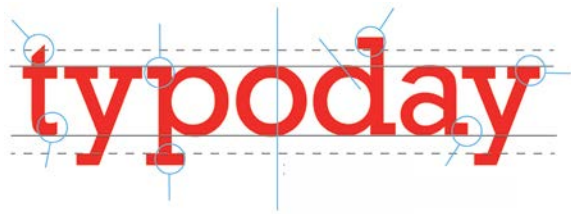
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Day 2 (26th February 2016) – Morning Session

Venue: J. N. Tata Auditorium, National Science Symposium Complex, Malleshwaram, Bengaluru, Karnataka 560012

9.00 – 9.30	Registration and Tea
9.45 – 10.00	Welcome Address: Dr. Geetha Narayan, Srishti Institute of Art, Design and Technology, Bangalore and Prof. Ravi Poovaiah, IDC, IIT Bombay
10.00 – 10.45	Session Chairman: Prof. G. V. Sreekumar , IDC, IIT Bombay, India Keynote Address 1 – Prof. R. K. Joshi Memorial Lecture 'Shaping Type for Education' Muthu Nedumaran , Founder, Murasu System Sdn Bhd, Malaysia
10.45 – 11.00	Tea and networking
Session 1 Typography & Experimentation	Session Chairman: Prof. Mahendra Patel Emeritus Professor, NID
11.15– 11.30	Beginnings – Early Dynamic Digital Experiments in Type Design Tarja Nieminen , Aalto University, Finland Lucas Nijs , Sint Lucas College of Arts, Antwerp, Belgium
11.30 – 11.45	Orthodoxy & Heterodoxy in Typography: Making & Breaking The Rules Nupur Banerjee , Srishti Institute of Art Design & Technology, Bangalore, India
11.45 – 12.00	Making is thinking – learning and experimenting in typography Rikke Hansen , Designhoejskolen Hoejer, Denmark
12.00 – 12.15	Discussion & QA
Session 2 Typography & Experimentation	Session Chairman: Prof. Udaya Kumar Department of Design, IIT Guwahati
12.15 – 12.30	Experiments and Explorations in Education of Typography Gavin Ambrose , University of Brighton, UK
12.30 – 12.45	Designing Monograms in Multi- Lingual scripts Ranjan De , Sushant School of Design, India
12.45 – 12.55	Discussion & QA
1.00 – 02.15	Lunch and Networking



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Day 2 (26th February 2016) – Afternoon Session

Venue: J. N. Tata Auditorium, National Science Symposium Complex, Malleshwaram, Bengaluru, Karnataka 560012

Vision Address
2.15 – 3.00

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

Vision Address 1
'Experimental Typography'
- from handwriting with love
Prof. Antoine Abi Aad, Faculty member, ALBA, Beirut, Lebanon

Session 3
Typography & Meaning

Session Chairman: **Prof. Ranjana Dani**
MEER's MIT Institute of Design, Pune

3.05 – 3.20

The emotional typography
Jarek Bujny, Academy of Fine Art in Gdańsk, Poland

3.20 – 3.35

Indians don't like White Space... and other ruminations from Margins of Comm
Sarita Sundar, Srishti Institute of Art, Design and Technology, Bangalore,

3.35 – 3.50

Letters, characters and pictorial interpretations: Exploring the semiotic layer of typography
Mariko Takagi, Academy of Visual Arts, Hong Kong Baptist University, Hong Kong

3.50 – 4.00

Discussion & QA

4.00 – 4.30

Tea and networking

Session 4
Letterform & Calligraphy

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

4.30 – 4.45

Macro Letters
Kalpesh Gosavi, Sophia Polytechnic, Art and Design dept, Mumbai, India

4.45 – 5.00

Arabic calligraphy and patterns – contemporary calligraphic arabesque
Randa Abdel Baki, Lebanese American University, Lebanon

5.00 – 5.10

Discussion & QA

Session 5
Typeface 2015-16

Session Chairman: **Prof. Ravi Poovaiah**, IDC, IIT Bombay

5.10 – 5.20

Font Lab
Thomas Phinney, FontLab, USA

5.20 – 5.30

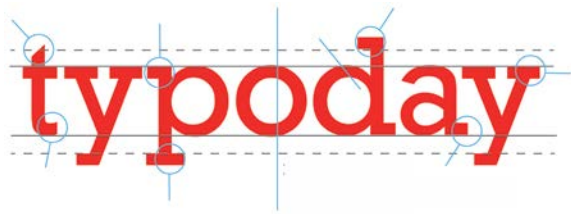
Ek Type
Sarang Kulkarni and Noopur Datye, WhiteCrow, Mumbai, India

5.30 – 6.00

High Tea

5.30 - 7.00

Typo Quiz
conducted by **Prof. Udaya Kumar**, Department of Design, IIT Guwahati



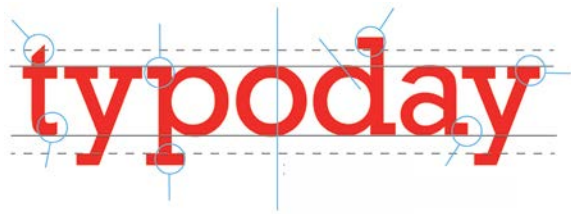
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Day 3 (27th February 2016) – Morning Session

Venue: J. N. Tata Auditorium, National Science Symposium Complex, Malleshwaram, Bengaluru, Karnataka 560012

8.30 – 9.00	Tea
9.30 – 10.15	Session Chairman: Prof. Kumkum Nadig , Srishti Institute of Art, Design and Technology, Bangalore
	Keynote Address 2 'Graphic Discourse: Typography and Imagery' Prof. Katherine McCoy , Graphic designer and educator, USA
10.30 – 11.00	Tea and networking
Session 6 Typography & Learning	Session Chairman: Aurobind Patel , Typographer, India
11.00 – 11.15	Where do I find ideas to design letter forms? Prajakta Parvatikar , Rachana Sansad College of Applied Art and Craft, Mumbai, India
11.15 – 11.30	Why sketch? The role of sketching in typography and design from cognitive and educational perspectives Tina-Marie Whitman , School of Arts and Comm., Malmö University, Sweden
11.30 – 11.45	Challenges of teaching typography to the students of today's era, who are overexposed to information Manasi Keni , Rachana Sansad College of Applied Art & Craft, Mumbai, India
11.45 – 12.00	Discussion & QA
Session 7 Typography & Design	Session Chairman: Prof. Girish Dalvi , IDC, IIT Bombay
12.00 – 12.15	Without the past, there can be no future Shuchita Grover , EkType, India
12.15 – 12.30	Bringing Ol Chiki to the digital world Pooja Saxena , Bengaluru, India Subhashish Panigrahi , Programme Officer, Access To Knowledge, Centre for Internet and Society, Bengaluru, India
12.30 – 12.45	Re-appropriating the concept of 'play-appreciation', and Dao's cyclical sense of time and space through Chinese typography in digital media format Hung Keung , School of Design, Hong Kong Polytechnic University, Hong Kong
12.45 – 1.00	Discussion & QA
1.00 – 02.15	Lunch and Networking



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Day 3 (27th February 2016) – Afternoon Session

Venue: J. N. Tata Auditorium, National Science Symposium Complex, Malleshwaram, Bengaluru, Karnataka 560012

Vision Address
2.15 – 3.00

Session Chairman: **Prof. Kumkum Nadig**, Srishti Institute of Art, Design and Technology, Bangalore

Vision Address 2

'Symbols to concepts: children and the written word'

Dr. Sonali Nag, The Promise Foundation (India) and University of Oxford (UK)

Session 8
Typography & Legibility

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

3.00 – 3.15

Examining the legibility of Chinese typefaces used in medicine label design for the elderly people

Brian Kwok, The Hong Kong Polytechnic University, Hong Kong

3.15 – 3.30

Giving Tamil its Space- How inter and intra character spacing has a significant effect on script grammar

Aadarsh Rajan, EkType and National Institute of Design, India

3.30 – 3.45

Print, Screen and Hybrid Self Publishing

Joost Bottema, Merz Akademie, Stuttgart, Germany

3.45 - 4.00

Discussion and Q A

4.00 – 4.30

Tea and networking

Session 9
Typography & Young Minds

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

4.30 – 4.45

Touch, Feel and Read it - Innovations in Tactile Type for Visually impaired
Priyanka Patil, Savannah College of Art and Design, USA

4.45 – 5.00

Hello World, A Tool To Compare & Explore Multiple Writing-Scripts - A Work In Progress

Amrita Gada, Sophia Polytechnic, Mumbai, India

5.00 – 5.15

Letters and strokes of Perso-Arabic script used for Urdu language

Devika Rajendra Bhansali, Sir. J.J. Institute of Applied Art, Mumbai, India

5.15 – 5.30

Indian Sign Language Font

Nakul Singal, M.S.U, Faculty of Fine Arts, India

5.30 – 5.45

Learning Aid in Braille and Typography

Siddhesh Sushil Shirsekar, Sir J.J Institute of Applied Art, Mumbai, India

5.45 – 6.00

Idital - Digitization and revival of indigenous tribal script, Sora Sompeng
Sony Salma Priyadarshini, Industrial Design Centre(IDC), IIT Bombay, India

6.00 – 6.20

Discussion & QA

Session 10

Session Chairman:

Awards + Closing Talks

Prof. Kumkum Nadig, Dr. Ajanta Sen, Prof. Ravi Poovaiah and Prof. Sreekumar

6.00 – 6.20

Awards Ceremony for Poster and Logo winners
Life Achievement Award to Prof. Mahendra Patel

6.20 – 6.50

Teaching of Typography over the last 40 years
Prof. Mahendra Patel, Teacher and Designer, India

6.50 – 7.00

Closing Remarks, Prof. Kumkum Nadig