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1st to 3rd March, 2018

at Sir J J Institute of Applied Art, Mumbai in collaboration with the IDC School of Design, IIT Bombay along with support from India Design Association (InDeAs) and Aksharaya.

Day 1 (1st March 2018) – Workshops

Venue: Sir J J Institute of Applied Art, Mumbai, India

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 – 5.30	Afternoon Sessions
5.30 – 6.00	Workshop Exhibits + Tea
Track 1	'Creating Open Type Fonts for Indic Scripts ' Rainer Erich Scheichelbauer , Typographer, Austria and Muthu Nedumaran , Typographer, Malaysia
Track 2	'Landscapes and Wordscapes - typographic storytelling ' Prof. G V Sree kumar , Head, IDC IIT Bombay / Designer, Mumbai
Track 3	'Typographic Abstraction' Prof. Kumkum Nadig , Dean, Head, Visual Communication Design, Srishti School of Design, Bangalore
Track 4	'Reviving Calligraphic Styles as Fonts ' Prof Girish Dalvi , Faculty, IDC, IIT Bombay and Maithili Shingre , Type Designer, Ek Type, Mumbai
Track 5	'Word visual Narratives' Prof. Kalpesh Gosavi Faculty, Sophia Polytechnic, Art and Design Department, Mumbai
Track 6	'Artistic Typography' Prof. Mahendra Patel , Adjunct Faculty at several Design Institutions and Prof. Pradya Naik , Faculty, SID, Pune (*Laptop Needed)
Track 7	'Semantics in Type to design Brand Identity' Prof. Nanki Nath , Faculty, NID Ahmedabad
Track 8	'Introduction to Typography Through Letterpress Printing' Prof. Tarun Deep Giridhar , Faculty, NID Ahmedabad and Prof. Shubhanand Gopal Jog , Faculty, Sir J. J. Institute of Applied Art, Mumbai

- Track 9 **'Modi Script- Exploring the Forgotten'**
Achyut Palav, Achyut Palav School of Calligraphy, Navi Mumbai
- Track 10 **'Further Than Latin, Further Than Typography'**
Prof. Abi Aad Antoine and Prof. Rana Abou Rjeily, Faculty Members of Fine Arts and Architecture, Lebanese University, Lebanon
- Track 11 **'Drawing Parallel Styles Across Scripts'**
Noopur Datye, Type Designer and Co-founder, Ek Type, Mumbai
- Track 12 **'Intro to Font Creation with FontLab VI'**
Thomas Phinney, Fontlab, USA
(*Laptop Needed)
- Track 13 **'Lettering Workshop: Harmony in type and illustration'**
Sulekha Rajkumar, Graphic Designer, Type Designer and Lettering Artist, Mumbai
- Track 14 **'Art Deco Mumbai'**
Kimya Gandhi, Type Designer, Mumbai and **Rob Keller**, Type Designer at Mota Italic, Berlin, Germany



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Day 2 (2nd March 2018) – Morning Session

Venue: Convocation Hall, University of Mumbai, Fort Campus, M. G. Road, Fort, Mumbai - 400032, India

8.30 – 9.00	Registration and Tea
9.00 – 9.15	Inauguration ceremony and Launch of Commutative Volume 10 years of Typography Day. By Honorable guests.
9.15 – 9.30	Welcome Address by Prof Ravi Poovaiah, Prof G V Sreekumar and Prof Santosh Kshirsagar, Dean, Sir J J Institute of Applied Arts
9.30 – 10.15	Session Chairman: Prof. G. V. Sreekumar , HOD, IDC, IIT Bombay, India Keynote Address 1 – Prof. R. K. Joshi Memorial Lecture Exploring Type Josy Paul , Chairman and Chief Creative Officer, BBDO, India
10.20 – 10.45	Tea and networking
Session 1 Beauty, form and function in Type-design	Session Chairman: Prof. Mahendra Patel Emeritus Professor, NID
10.45 – 11.05	Exploring A Cursive Design for Beauty Form and Function Muthu Nedumaran , Murasu Systems Sdn Bhd, Malaysia
11.05 – 11.25	Spiral splines in typeface design - A case study of Manjari Malayalam typeface Santhosh Thottingal and Kavya Manohar , Swathanthra Malayalam Computing, India
11.25 – 11.45	Variants & Beauty Monica Maccaux , University of Nevada, Reno, US
11.45 – 12.00	Discussion & QA
Session 2 Beauty, form and function of Handmade Typography	Session Chairman: Prof. Sudhakar Nadkarni Dean, Werlingkar Management Institute, Mumbai
12.05 – 12.25	Handmade typography versus computer fonts - analysis based on the contemporary Polish graphic design and socially engaged posters Jarek Bujny , Institute of Industrial Design, The Koszalin University of Technology, Poland

12.25 – 12.45	Analysis of Malayalam hand-painted lettering styles Unnati Kotecha and Maithili Shingre , Ek Type, Mumbai, India
12.45 – 1.00	Discussion & QA
1.00 – 02.30	Lunch and Networking

Day 2 (2nd March 2018) – Afternoon Session

Venue: Convocation Hall, University of Mumbai, Fort Campus, M. G. Road, Fort, Mumbai - 400032, India

Vision Address 2.30 – 3.10	Session Chairman: Prof. Santosh Kshirsagar , Dean, Sir J. J. Institute of Applied Art, Mumbai Vision Address 1 Greetings from Japan - The typeface bridges distinct cultures. Keitaro Sakamoto , Project Manager, Research Fellow in Graphic Design and Digital Media, Japan
Session 3 Typography & Teaching	Session Chairman: Sudharshan Dheer Graphic Communication Concepts, Mumbai
3.20 – 3.30	The making of Beautiful - A method for designing type for Jordanian students Rejan Ashour and Prof. Mohammad Ali Yaghan , German Jordanian Univeristy, Jordan
3.30-3.40	Sound, typography and interaction - The intersection of seeing and listening Rikke Hansen , University of Southern Denmark, Denmark and Barnabas Wetton , Head of International Innovation Design School Kolding, Denmark
3.40 – 4.00	Introducing students to the concept of beauty in Typography Manasi Shekhar Keni , Rachana Sansad College of Applied Art & Craft, Mumbai, India
4.00 – 4.10	Discussion & QA
4.10 – 4.40	Tea and networking
Session 4 Typography in Practice	Session Chairman: Mr. Mustansir Dalvi , Faculty Sir J J Institute of Architecture, Mumbai
4.40 – 5.00	A Knowing Wrongness Fraser Muggeridge , Director Fraser Muggeridge studio / teacher at Department of Typography, Univesity of Reading, UK
5.00 – 5.20	Democracy in Default John-Patrick Hartnett , London College of Communication – University of the Arts, London, UK
5.20 – 5.30	Discussion & QA
Session 5 Industry Presentations	
5.30 – 5.40	Thomas Phinney , FontLab, USA
5.40 - 5.50	Dave Crossland , Google
5.50 - 6.00	HP Printer
6.00 - 7.10	Typo Quiz



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Day 3 (3rd March 2018) – Morning Session

Venue: Convocation Hall, University of Mumbai, Fort Campus, M. G. Road, Fort, Mumbai - 400032, India

8.30 – 9.15	Tea
9.15 – 10.00	Session Chairman: Mr. Aurobind Patel , Designer and Typographer, India Keynote Address 2 Beauty, Form, Function and experiments within. Jennifer Sterling , AGI member and Founder of Sterling Design, San Francisco
10.15 – 10.45	Tea and networking
Session 6 Multi-disciplinary Typography	Session Chairman: Sujit Patwardan Founder, Mudra, Pune
10.45 – 11.05	Sthiti - A Digital Keyboard to explore Typography in Virtual Reality & Augmented Reality continuum Mohit Goel , Indian Institute of Technology, Hyderabad, India
11.05 – 11.25	Functional Instructions with Braille pictograms using Morphological Analysis for Sightless Children's Picture Books Subtitle: A new proposal to blind children story books Siddhesh Sushil Shirsekar , Viva Institute of Applied Art, India
11.25 – 11.45	Typographic Approaches on Ceramic Surfaces Oya Asan Yuksel and Eren Evin Kılıçkaya Boğ , Dumlupinar University, Turkey
11.45 – 12.00	Discussion & QA
Session 7 Typography & Native scripts	Session Chairman: Prof. Udaya Kumar Faculty Department of Design, IIT Guwahati
12.00 – 12.20	Exchange of Beauty - Writing English in Arabic letters Prof. Mohammad Ali Yaghan , German Jordanian University, Jordan
12.20 – 12.40	Handcrafted beauty in a functional typeface Ishan Khosla , The Typecraft Initiative - Ishan Khosla Design LLP, India
12.40 – 1.00	Effectiveness of the homologous Thai letterforms on visibility under a simulated condition of low visual acuity Rachapoom Punsongserm, Prof. Shoji Sunaga and Prof. Hisayasu Ihara , Graduate School of Design, Kyushu University, Fukuoka, Japan

1.00 – 1.10	Discussion & QA
1.10 – 02.30	Lunch and Networking

Day 3 (3rd March 2018) – Afternoon Session

Venue: Convocation Hall, University of Mumbai, Fort Campus, M. G. Road, Fort, Mumbai - 400032, India

Vision Address 2.30 – 3.10	Session Chairman: Prof. Ravi Poovaiah , Faculty, IDC, IIT Bombay, India Vision Address 2 Word-Pictures, a Writer's view of Typography Gangadharan Menon , Copywriter, Teacher, Journalist, Creative Director, India
Session 8 Typography & Native scripts 3.20 – 3.40	Session Chairman: Dr. Girish Dalvi , Faculty, IDC, IIT Bombay, India Typographer, India Exploring typography of Sinhala numerals Kosala Senevirathne , Mooniak, Sri Lanka
3.40 – 4.00	Typography and Language - The Form and Function of Post-Pallawa Scripts in Tanjung Tanah Manuscript Agung Zainal Muttakin Raden and Muhammad Iqbal Qeis , Universitas Indraprasta PGRI Jakarta, Indonesia
4.00 – 4.10	Discussion & QA
4.10 – 4.40	Tea and networking
Session 9 Typography & Young Minds 4.40 – 4.50	Session Chairman: Dr. Ajanta Sen Founder Design in India and Director, Solar Project, India अक्षरसौंदर्य - एक लयबद्ध रचना Virag Ramesh Arkade , Rachana Sansad College of Applied Art and Craft, Mumbai, India
4.50 – 5.00	Introduction of Indian culture to the generation Aishwarya Sanjay Mestry , L S Raheja School of Art, India
5.00 – 5.10	Lyrical Typography - A study of typography in Lyric Videos Shriya Bhattacharya , Pearl Academy, Noida, India
5.10 – 5.20	The Moh Maya Project Nayana Gupta , Bizongo, India
5.20 – 5.30	The Pessimist Type- beauty in the “letterish-ness” of the complex and the negative Sayali Milind Phadke , Rachana Sansad College of Applied Art and Craft, Mumbai, India
5.30 – 5.40	Discussion & QA

Session 10 Closing session + Awards	Session Chairman: Prof. Ravi Poovaiah , Faculty, IDC, IIT Bombay, India and Prof. Santosh Kshirsagar , Dean- Sir J. J. Institute of Applied Art, Mumbai
5.40 – 6.30	Scholar Extraordinary in Typography and Printing- Bapurao Naik presented by Deepak Ghare , Graphic Designer, India Awards Ceremony + Closing Remarks
6.45 – 7.45	Visit to Nature Embedded – A Design Technology Experience and Presentation by Prof. Arthur Engelbert on Connecting aspects of Everyday Life through Design, Art, Media at National Gallery of Modern Art (NGMA), Mumbai http://www.dsource.in/events/natureembedded/
7.45 – 8.00	High Tea