

Day 1: 2nd March 2019 at VMCC & IDC, IIT Bombay (Typoday Workshops)



08:00 - 09:30 Tea & Registration

09:30 - 09:45 Lighting of Diya

9.45 - 10.00 Welcome and Introduction to the Facilitators

10.00 – 1.00 Morning Sessions

1.00 - 2.30 Lunch at VMCC (3rd Floor - do wear your badges)

2.30- 5.30 Afternoon Sessions

5.30 - 6.00 Workshop Exhibits + Tea

Workshops' details available in this link:

<http://www.typoday.in/workshop.html>

Day 2: 3rd March 2019 at VMCC Main Auditorium (Ground + 1st Floor)



08:30 - 09:00 Tea & Registration

09:00 - 09:15 Welcome Address: Prof. Ravi Poovaiah, Prof. G V Sreekumar & Prof. Kannan Moudgalya

Keynote Address 1: Prof. R. K. Joshi Memorial Lecture

09:15 - 10:00 Session Chairman: Prof. G V Sreekumar, IDC, IIT Bombay, India
Speaker: Aurobind Patel, Typographer, Mumbai

10.00 – 10.15 Discussion & QA

10:15 - 10:45 Tea & Networking

Session 1 - Typography and Experimentation

Session Chairman: Prof. Vikas Satwalekar
Emeritus Professor and Ex-Director, NID

10.45 -11.05 Mishti Devanagari
Sayli Gokhale, Leaf Design, India

11.05-11.25 Lack of visual excellence in design quality of bi-script typefaces including Arabic and Latin scripts
Sahar Khajeh, University of Hertfordshire, UK

11.25 – 11.45 Type Explorations
Chirag Gander, Founder, The Minimalist, Mumbai

11.45 - 12.00 Discussion & QA

Session 2 - Typography and Local Scripts

Session Chairman: Prof. Sudhakar Nadkarni
Dean, Werlingkar Management Institute, Mumbai

12.00 - 12.20 Dis/re-appearance of vernacular Chinese letterform of Beiwei Kaishu in Hong Kong
Brian Sze Hang KWOK, School of Design, The Hong Kong Polytechnic University, Hong Kong

12.20 - 12.40 Visual Variety of Typographic Compositions in Letterpress Sinhala Display Typefaces
Dr.Sumanthri Samarawickrama, Malindi Jayathunga, Lakmali Perera, and Sajini Lankadari
Department of Integrated Design, University of Moratuwa, Sri Lanka

12.40- 12.55 Discussion & QA

01:00 - 02:30 Lunch and Networking

Keynote Address 2:

2.30 – 3.15 Session Chairman: Prof. Ravi Poovaiah, IDC, IIT Bombay, India
Speaker: Eiichi Kono, Typographer, Senior research fellow at University of Brighton, UK

3.15 – 3.30 Discussion & QA

Session 3 - Calligraphy and Letterforms

Session Chairman: Tarun Giridhar
Senior Faculty, Graphic Design, Head, NID Print Labs., NID, Ahmedabad

3.30 – 3.45 Puppetmorphic: Incorporating Local Culture to Achieve Distinct Structure in Figurative Calligraphy
Agung Zainal Muttakin Raden and Muhammad Iqbal Qeis, Universitas Indraprasta, Indonesia

3.45 – 4.00 Exploring historical letterforms to design unique Assamese typeface for digital devices: Experimenting possibilities
Abhijit Padun and Prof. Amarendra Kumar Das, Dept. of Multimedia Communication and Design, Central Institute of Technology, Kokrajhar, Assam, India

4.00 – 4.15 Discussion & QA

4.15 – 4.45 Tea and Networking

Session 4 – Student Presentations

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

4.45 – 5.00 Experiments in Bengali Film Titles: 1930s till Ray
Santanu Dutta, Homi Bhabha Centre for Science Education, India

5.00 – 5.15 Identify personality of Sinhala font on road informative signboards: Test based on readers preferences
Lalani Shyanika Eramudugolla, Dr. Sumanthri Samarawickrama and Prof. Gihan Dias University of Moratuwa, Sri Lanka

5.15 – 5.30 Experiential Learning Spaces to Enhance Typographic Communication
Ruchita Arvind Mandhre, University of Illinois at Urbana Champaign, USA

5.30 – 5.45 Typography design in Newspaper - comparative study of typography in Hindi Newspaper vs. English Newspaper
Navneet Kamal and Sujeet Kumar Indian Institute of Information Technology, Design and Manufacturing, Jabalpur, India

5.45 – 6.00 If Words Could Kill
Jayesh Narendra Patil, United Institute of Design, India

6.00 – 6.15 Discussion & QA

6.15 – 6.30 Typo Quiz Group Formation

6.30 – 7.30 Typo Quiz
Conducted by Prof. Udaya Kumar, Head, Department of Design, IIT Guwahati

Day 3: 4th March 2019 at VMCC Main Auditorium (Ground + 1st Floor)



08:30 - 09:10 Tea & Networking

Keynote Address 3:

09:15 - 10:00 Session Chairman: Muthu Nedumaran, Typographer, Malaysia

Speaker Prof. Antoine Abi Aad, Typographer, Faculty at the Lebanese University (Lebanon)

10.00 – 10.15 Discussion & QA

10:15 - 10:45 Tea & Networking

Session 5 - Typography and Experimentation

Session Chairman: Prof. Kumkum Nadig

Faculty Member, Head, Visual Communication Design, Srishti School of Design, Bangalore

10.45 -11.05 Appetence: Crafted and Casted Typography

Prafullkumar N Gogel, Department of Applied Arts, Faculty of Fine Arts, The M.S. University of Baroda, India

11.05-11.25 Innovative applications of Experimental Typography (Case Studies)

Rikke Hansen and Barnabas Wetton, University of Southern Denmark, Design School Hoejer, Denmark

11.25 - 11.45 Political Awareness and Typography: How an analysis of the intersection of racially linked typography in propaganda and historical analysis can help predict rising political conflict

Priyanka Patil and Julia Owens, FCB Health, New York City, USA

11.45 – 12.00 Discussion & QA

Session 6 - Typography and Experimentation

Session Chairman: Prof. Udaya Kumar

Head, Department of Design, IIT Guwahati

12.00 - 12.20 Learning through gaming? Comparative innovative educational games of children (An on-going research project)

Siddhesh Sushil Shirsekar, VIVA Institute of Applied Art, India

12.20 - 12.40 The dichotomic tension of experimental typography

Gavin Ambrose and Beth Salter University of Brighton, UK

12.40- 12.55 Discussion & QA

01:00 - 02:30 Lunch and Networking

Keynote Address 4:

2.30 – 3.15 Session Chairman: Dr. Ajanta Sen, Director, Solar Project, Mumbai
Speaker: April Greiman, Typographer, Professor of USC Roski Graduate School of Art and Design, USA

3.15 – 3.30 Discussion & QA

3.30 – 4.15 Awards session
Lifetime Achievement Award to
Sudarshan Dheer
Grandmaster Designer, India

4.15 – 4.45 Tea & Networking

Closing Keynote Address 5:

4.45 – 5.30 Session Chairman: Aurobind Patel, Typographer, Mumbai
Speaker: Mohammed Khan, Founding Member Rediffusion (1973), Contract (1978) and Enterprise (1983)

5.30 – 5.45 Discussion & QA

5.45 – 6.00 **Concluding Remarks and Vote of Thanks**