

# typo day 2020

## Day 1: 28<sup>th</sup> February 2020

Venue: Faculty of Art and Design building, Applied Science Private University.

08:00 - 09:15	<a href="#">Registration &amp; Breakfast</a>
09:15 - 09:45	Opening of the Jordanian Universities typo exhibition by ASU president
09:45 - 10:00	Welcome and Introduction to the Facilitators
10.00 - 12:00	Session1 (Note: students who wish to leave for Friday prayers are invited to so)
12:00 - 12:30	<a href="#">Tea / Coffee Break</a>
12:30 - 14:30	Session2
14:30 - 16:00	<a href="#">Lunch</a>
16:00 - 18:00	Session3
18:00 - 18:30	Workshop Exhibits

## Workshop Strands:

1	Typo Graphica – visualization of typography	Prof. Ravi Poovaiah Dr. Ajanta Sen	Hall 8214
2	Arabic Stencil Lettering	Prof. Rana Abou Rjeily	Hall 8213
3	Text Invader	Dr. Onur Yazıcıgil	Hall 8112
4	Typokufia, from Kufia to Typography	Nada Abdallah	Hall 8114
5	How to use personal insights to create bilingual compelling advertising campaigns?	Joumana Ibrahim	Hall 8113
6	Altered Pages	Prof. Kumkum Nadig	Hall 8011
7	Characters with Character	Sahar Khajeh	Hall 8111
8	Arabic Calligraphy- Roka Script	Dr. Ali Hamoury	Hall 8110
9	Calligraphic Approach to Letter-form Exploration	Dr. Santosh Kshirsagar	Hall 8210
10	Urban Aesthetic	Dr. Caitlin Paige	Hall 3100
11	Critical Thinking - Capacity Building - Knowledge Amplification	Alok Nandi, Sultan Shalakht and Eija Salmi	

# Day 2: 29<sup>th</sup> February 2020 – Morning Session

Venue: Conferences Palace, Applied Science Private University

08:00 - 09:00	<a href="#">Registration, Tea &amp; Breakfast</a>
09:00 - 11:00	Calligraphic dialogue: Indian and Arabic
11:00 - 11:20	Opening conference exhibitions by Princess Basma Bint Talal
11:20 - 12:00	Royal Anthem of Jordan Holy Qur'an Welcome Address: Prof. Ravi Poovaiah Welcome Address: Dr. Essam Abu Awad and Dr. Antoine Abi Aad Given speech by vice-president of Applied Science University Given speech by her majesty princess Basma Bint Talal (princess leave the conference)
	<b>Keynote Address 1: Conferences Palace</b> <b>Prof. R. K. Joshi Memorial Lecture</b> Session Chairman: Prof. Rana Abou Rjeily, Lebanese University <b>Speaker: Thomas Milo, Typographer and linguist, Netherlands</b>
12:00 - 12:45	
12:45 - 13:00	Discussion & QA
13:00 - 14:30	<a href="#">Lunch and Networking</a>
	<b>Session 1 - Typographic Dialogues: Local-Global in education</b> Session Chairman: Prof. Kumkum Nadig Head, Visual Communication Design, Srishti School of Design, Bangalore
14:30 - 14:45	<b>Designing Authenticity Cross-Cultural Awareness Through Typography:</b> Understanding Heritage and Cultural Identity of China Archana Shekara, Illinois State University, USA
14:45 - 15:00	<b>Local-Global Translation in Cultural Identity</b> Onur Yazıcıgil, Sabancı University, Istanbul, Turkey
15:00 - 15:15	Discussion & QA
	<b>Session 2 - Typographic Dialogues: Local-Global in Identity Programs</b> Session Chairman: Prof. Sudhakar Nadkarni Professor Emeritus - Business Design, Welingkar Institute of Management Development & Research, Mumbai
15:15 - 15:30	<b>Designing for Local, communicating for Global: Bilingual Typography and the Symbol of the new logo for the Cyprus University of Technology</b> Ecripides Zantides, University of Cyprus
15:30 - 15:45	<b>Kufic Script: From Calligraphy to Typography</b> Nada Abdallah, College of Fine Arts and Design, University of Sharjah
15:45 - 16:00	Discussion & QA
16:00 - 16:30	<a href="#">Tea / Cofee break</a>

## Day 2: 29<sup>th</sup> February 2020 – Afternoon Session

Venue: Conferences Palace, Applied Science Private University

- 16:30 – 17:15      **Keynote Address 2: Conferences Palace**  
Session Chairman: Dr. Mahmoud AbuShawali,  
Head of Design and Visual Communication Dept., Applied Science  
University  
**Speaker: Professor Nasar Mansor, Jordan**
- 17:15 – 17:30      Discussion & QA
- Session 3 - Typographic Dialogues: Local-Global in the process of Practice**  
Session Chairman: Prof. Ravi Poovaiah  
Faculty, IDC, IIT Bombay, India
- 17:30 – 17:45      **Type Unite. A typographic dialogue: local-global**  
Agnieszka Ziemiszewska, Polish-Japanese Academy of Information  
Technology, Poland  
Mónica Acosta Torres, Msc, Universidad Técnica Del Norte, Ibarra,  
Ecuador
- 17:45 – 18:00      **When James and Leo want to tell us a story: The linguistic and typographic choices made by advertising agencies in Lebanon, and what they tell us about culture and design.**  
Joumana Ibrahim, Lebanese American University, Lebanon
- 18:00 – 18:15      Discussion & QA
- 18:15 – 18:30      Typo Quiz Group Formation  
**Typo Quiz**  
18:30 – 19:15      Conducted by Prof. Udaya Kumar, Head, Department of Design, IIT  
Guwahati

# Day 3: 1<sup>st</sup> March 2020 – Morning Session

Venue: Conference Palace, Applied Science Private University

- 08:30 - 09:30 [Tea & Breakfast](#)
- 09:30 - 10:15 **Keynote Address 3:**  
Session Chairman: Dr. Essam Abu Awad, Applied Science Private University, Jordan  
**Speaker: Dr. Santosh Kshirsagar, typographer and calligrapher, India**
- 10:15 - 10:30 Discussion & QA
- Session 4 - Student Presentations, Local-Global in Learning**  
Session Chairman: Dr. Ajanta Sen  
Director, Jellow Project, Mumbai.
- 10:30 – 10:45 **Engraving On Metal**  
Vaijayanti Ajinkya, Sir J. J. Institute Of Applied Art, India
- 10:45 – 11:00 **Indic Script Primer**  
Pallavi Shedge, University of the Arts, London, UK
- 11:00 – 11:15 **Tough Spots, Webcomic Of Subtle Typographic Dialogue.**  
Sayali Milind Phadke, Camberwell College of Arts, University of the Arts, London
- 11:15 – 11:30 **Experiments and Explorations in Typographic Dialogues: Local-Global**  
Prachi Dalal, The Maharaja Sayajirao University, India
- 11:30 – 11:45 Discussion & QA
- Session 5 - Typographic Dialogues: Local-Global in Local Languages**  
Session Chairman: Dr. Udaya Kumar  
Head, Department of Design, IIT Guwanhati
- 11:45 - 12:00 **Local-Global Translation in Cultural Identity**  
Tareq Odeh, University of Florida
- 12:00 - 12:15 **Collaborative Typographic Installations Leveraging Trust as a Creative Catalyst**  
Lisa Winstanley, Nanyang Technological University
- 12:15 - 12:30 **TYPE सङ्घ - The Conceptual Typographic Dialogues**  
Prafullakumar N Gohel, The Maharaja Sayajirao University of Baroda, Vadod, India
- 12:30 – 12:45 **Custom typeface as a written voice of the university**  
Alja Herlah, University of Ljubljana, Academy of Fine Arts and Design, Slovenia
- 12:45 - 13:00 Discussion & QA
- 13:00 - 14:30 [Lunch and Networking](#)

## Day 3: 1<sup>st</sup> March 2020 – Afternoon Session

Venue: Conference Palace, Applied Science Private University

### **Session 6 - Typographic Dialogues: Local-Global in Native Scripts**

Session Chairman: Prof. Manish Arora

Assistant Professor, Banaras Hindu University, India

14:30 - 14:45

#### **Finding the roots of Malayalam Calligraphy**

Narayana Bhattathiri and Ramu N. Bhattathiri, India

14:45 – 15:00

#### **The Land Called Malayalam**

Theresa Joseph George, Thought Factory Design + Viakerala, India

15:00 - 15:15

#### **Categorization of Bilingual Typography**

Sahar Khajeh, University of Hertfordshire, UK

15:15 – 15:30

Discussion & QA

#### **Keynote Address 4:**

Session Chairman: Dr. Antoine Abi Aad, Lebanese University

15:30 – 16:15

Speaker: Professor Samir Sayegh, calligrapher, Lebanon

16:15 – 16:30

Discussion & QA

16:30 – 17:00

Awards session

#### **Lifetime Achievement Award to**

#### **Samir Sayegh**

Grandmaster Calligrapher, Lebanon

#### **Lifetime Achievement Award to Nassar Manour**

Grandmaster Calligrapher, Jordan

17:00 – 17:30

Concluding Remarks and Vote of Thanks

About Typoday 2021 and 'Handing over' ceremony