

Design Course

Typography and Expression

To express the meaning of a text

by

Prof. G. V. Sreekumar

IDC, IIT Bombay

Source:

<https://www.dsource.in/course/typography-and-expression>



1. Introduction

2. Expressive Typography

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Introduction

Prof. G.V Sreekumar teaches Typoghraphy at IDC School of Design.

He says the following about teaching Typoghraphy:

My students at IDC come from various backgrounds, Fine Arts, Graphic Design, Architecture, Engineering, Fashion Design, Interior Design and so on.

Many of them hear the term “Typography” for the first time and for many of them, the “font world” starts and ends withgrrrrrrrrr.....Arial!

As a teacher, I try my best to introduce them to the new world of letterforms, a world I believe is beautiful and colourful and so fascinating that one lifetime is by no means enough even to study the surface. Slowly they begin to understand the beauty of the world beyond Arial and then they begin to enjoy it.

I make attempts to introduce them to well-designed fonts (many of them my favourites!) like Univers, Helvetica, Meta, Franklin Gothic, Griffith Gothic, Rotis, Eurostyle, Trajan, Stone Sans and Serif, Berkeley, Berling, Palatino, Optima and so on...

They work with many beautiful fonts in their life in IDC that when they pass out from here and practice design, they don't get stuck with only Arial and Verdana.

The course teaches them the importance of going deep into the content, understanding the meaning in the real sense, getting into the context, creating and understanding the whole picture and then going through the design process.

Students learn the importance of type and their impact on the overall design solution.

The assignments are designed to take the students from one simple task, slowly moving on to more and more complex issues.

I start with one letterform, then move on to a word, a sentence, a paragraph, a page, a poster, a book and so on...

I get around 3 modules of 4 days each in one semester.

Most of the work gets done at the end of each module so that the students are not burdened with too much homework (and too many pending assignments!).

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Computers are not allowed in many assignments where I feel it is important for a student to use his hands and get a feel of relationships between type and space. In the beginning, many students feel very frustrated not to work on a computer, but slowly they realise the joy of handling type.

In the beginning, the students are taken to our letterpress studio to get accustomed to the letterpress environment and basic fundamentals of typesetting.

This helps a lot in basic understanding of letter space, word space, alignments etc.

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Typography and Expression

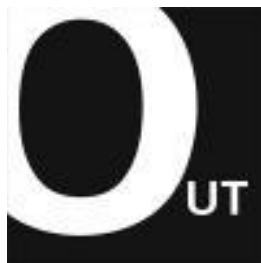
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Expressive Typography



Expressive



Installation

Source:

<https://www.dsource.in/course/typography-and-expression/expressive-typography>



Transformation

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Expressive



Expressive Emotions



Expressive Professions

Source:

<https://www.dsource.in/course/typography-and-expression/expressive-typography/expressive>



Expressive Action



Expressive Object & Animals

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Expressive Emotions

Project - Expressive typography (Emotions)

Task - To discover how the meaning of a word can be enhanced by the right choice of fonts, font size, orientation, letter spacing, weight variation and composition in a visual field.**Assignment** - Interpret the meanings of the given words (emotions) and compose them using appropriate fonts in order to express them. Two variations are to be explored for each word. No constraints on font and font size.

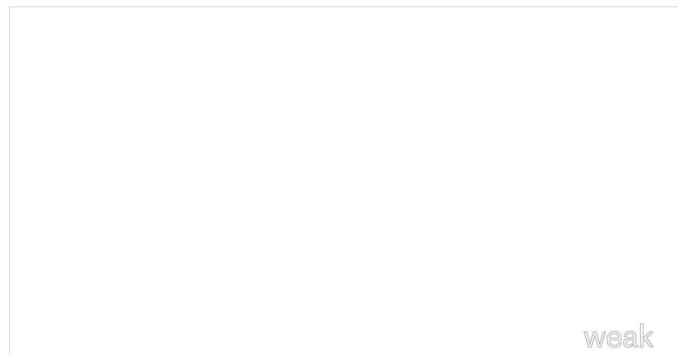
Format - A4



Amrita Kanther, M.Des student at Industrial Design Centre (IDC), IIT Bombay.



Amruta Pokarana, M.Des student at Industrial Design Centre (IDC), IIT Bombay.



Chetan Shastri, M.Des student at Industrial Design Centre (IDC), IIT Bombay.



Hemruchi Shah, M.Des student at Industrial Design Centre (IDC), IIT Bombay.

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Madhulika Pandit, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Manisha Gupta, M.Des student at Industrial Design Centre (IDC), IIT Bombay



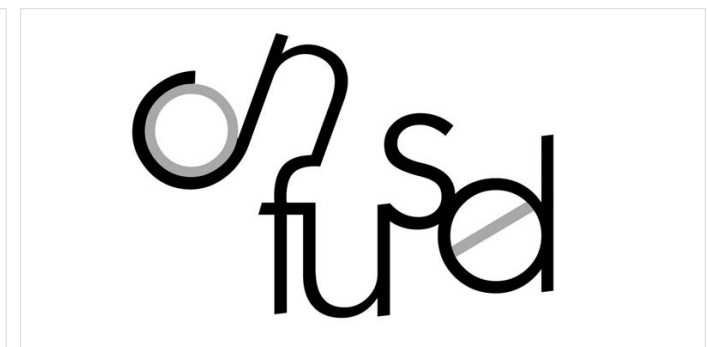
Megha Agarawal, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Milind Kaduskar, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Nitish Kumar, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Paridhi Gupta, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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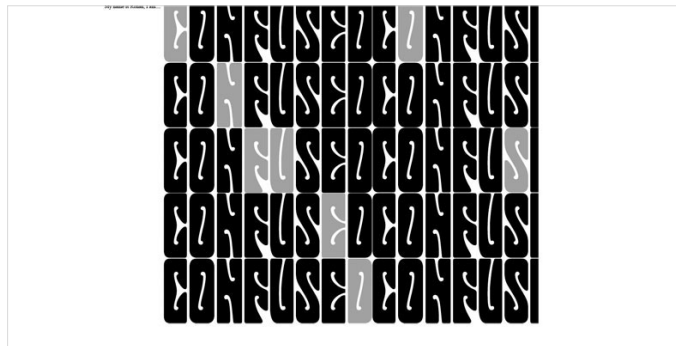
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Preet Srimani, M.Des student at Industrial Design Centre (IDC), IIT Bombay



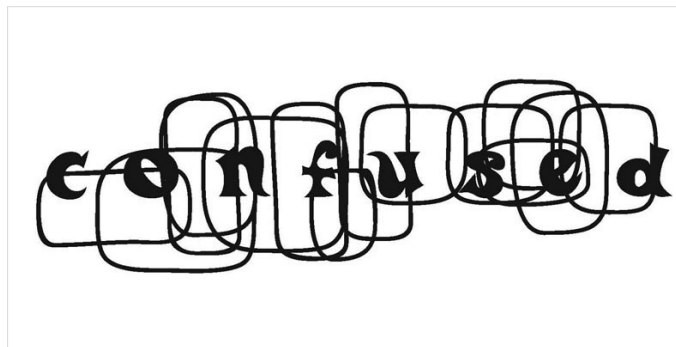
Rasika Madav, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Rohan Uplap, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Sameer Kumar Jena, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Sharbani Ghosh, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Shashidhar Reddy, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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Shreyasi Roy, M.Des student at Industrial Design Centre (IDC), IIT Bombay



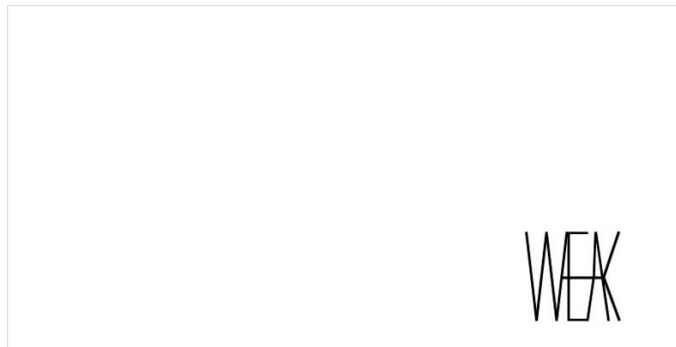
Soumya Tiwari, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Tarana Gupta, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Taruja Parande, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Ucharika Singh Pali, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Ujjwal Likhar, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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Expressive Professions

Project - Expressive typography (Professions)

Task- To discover how the meaning of a word can be enhanced by the right choice of fonts, font size, orientation, letter spacing, weight variation and composition in a visual field.

Assignment - Interpret the meanings of the given words (professions) and compose them using appropriate fonts in order to express them. Two variations are to be explored for each word. No constraints of font and font size.

Format - A4

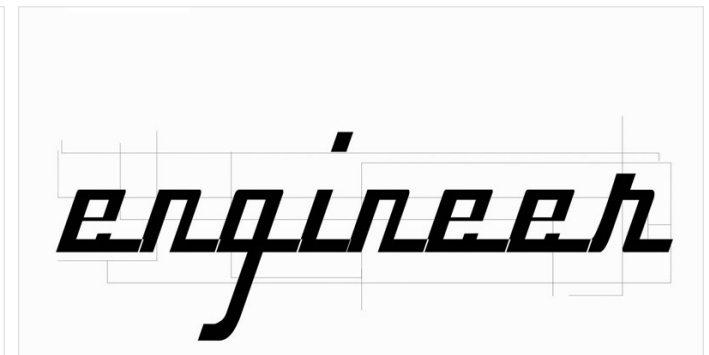
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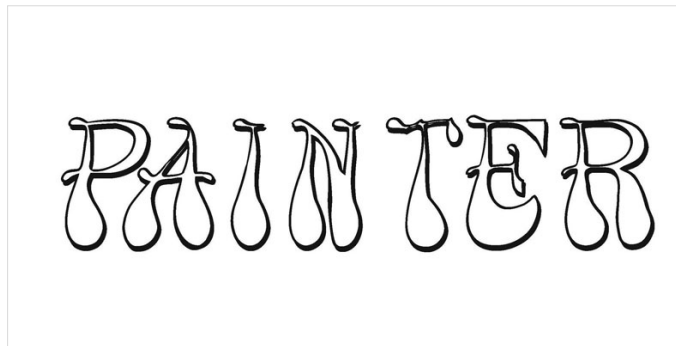
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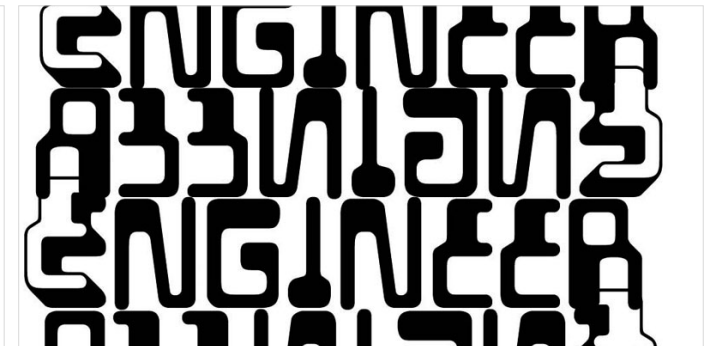
Shreyasi Roy, M.Des student at Industrial Design Centre (IDC), IIT Bombay



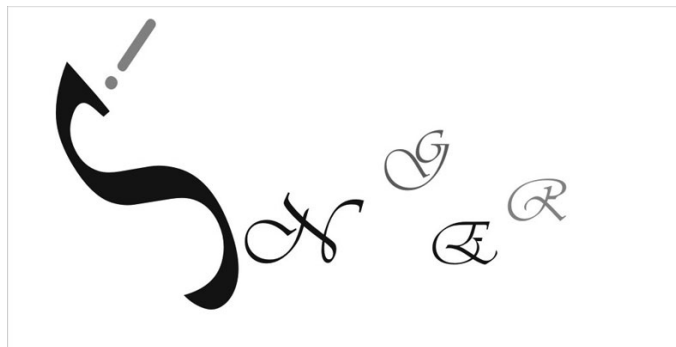
Shashidhar Reddy, M.Des student at Industrial Design Centre (IDC), IIT Bombay



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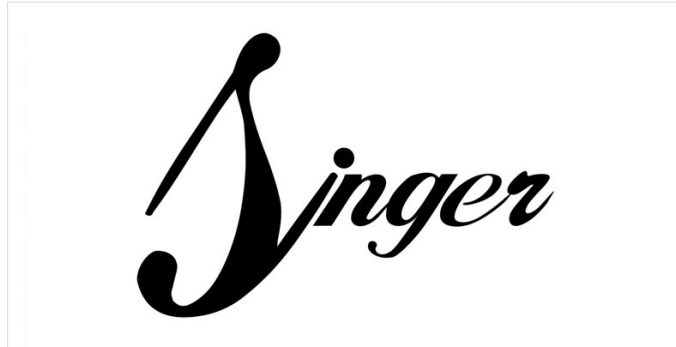
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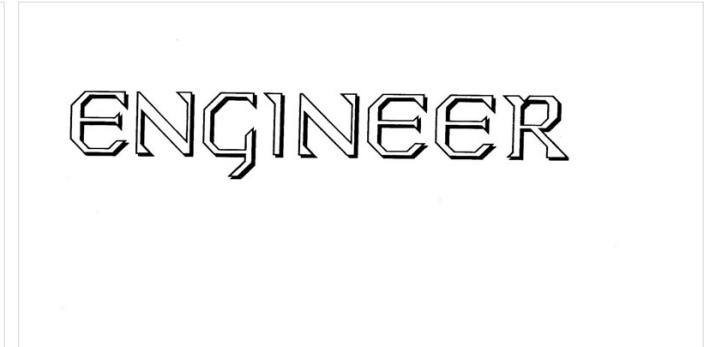
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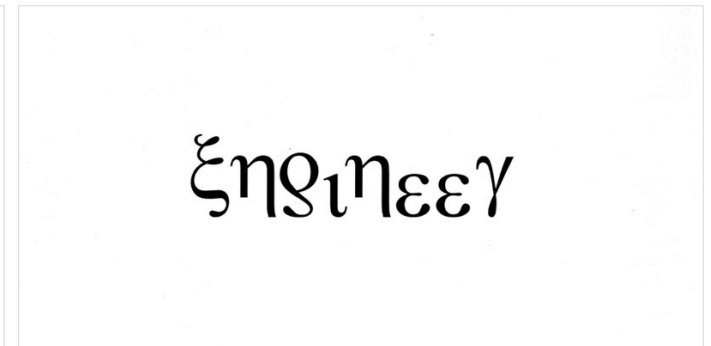
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Nitish Kumar, M.Des student at Industrial Design Centre (IDC), IIT Bombay



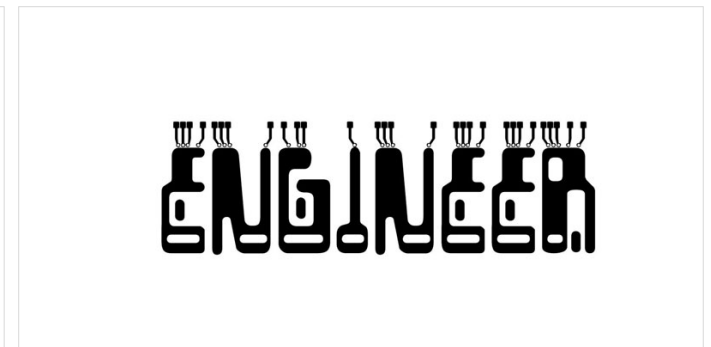
M.Des student at Industrial Design Centre (IDC), IIT Bombay



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Manisha Gupta, M.Des student at Industrial Design Centre (IDC), IIT Bombay



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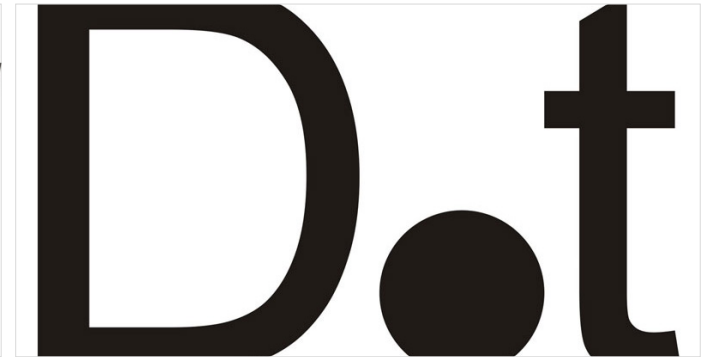
Expressive Action

Task: The class was made to explore the possibilities of expressive typography. They were made to try changes in orientation, size, position, style, weight, width, angle, etc.

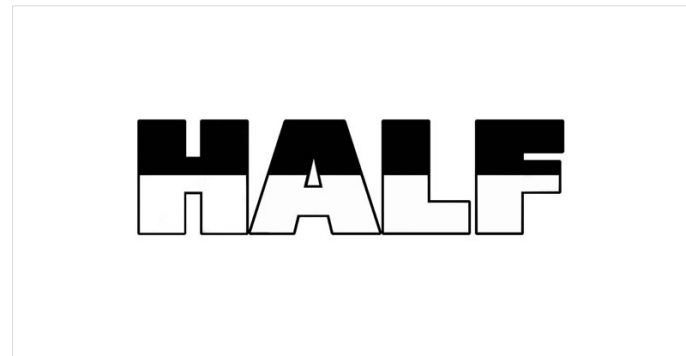
Only Univers font was to be used. The class could use any weight and width of the font. The constraint was not to use any colours but the grey values could be freely explored.



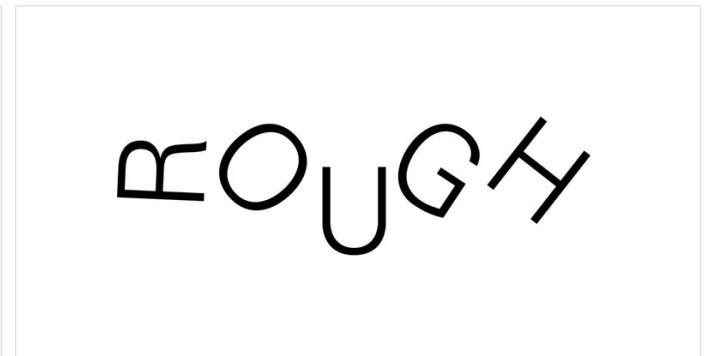
Soniya Jain, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Soniya Jain, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Rangoli Garg, M.Des student at Industrial Design Centre (IDC), IIT Bombay



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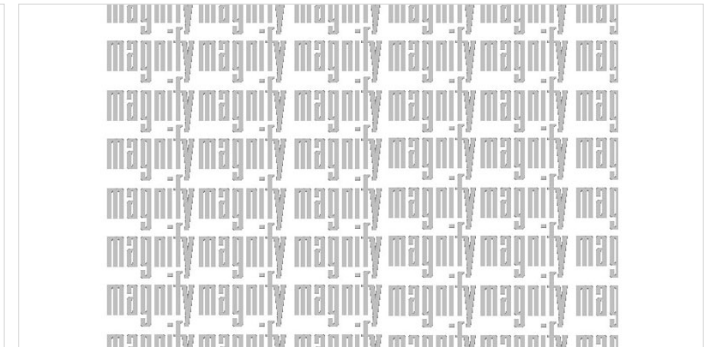
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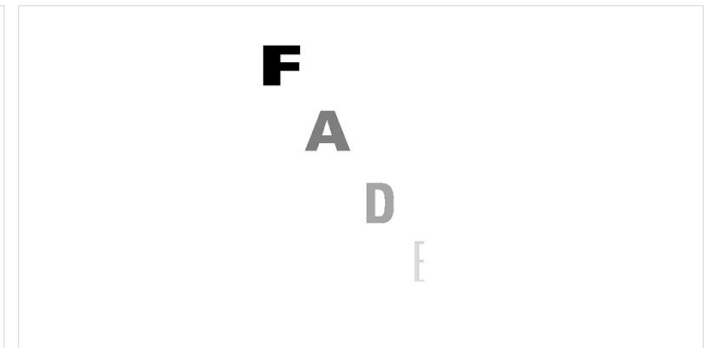
Rangoli Garg, M.Des student at Industrial Design Centre (IDC), IIT Bombay



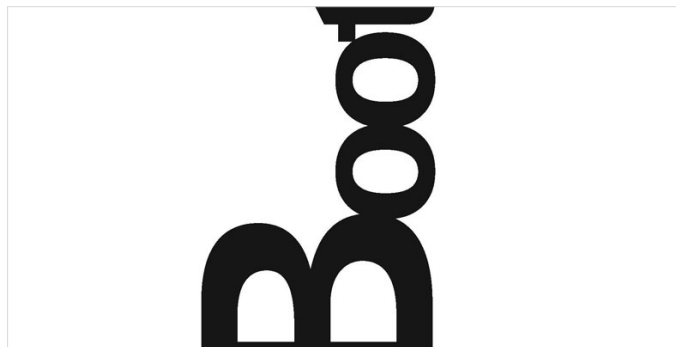
Chitra Chandrashekhar, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Chitra Chandrashekhar, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Chitra Chandrashekhar, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Ruchin Shah, M.Des student at Industrial Design Centre (IDC), IIT Bombay



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Prerak Mheta, M.Des student at Industrial Design Centre (IDC), IIT Bombay



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FLIP

Prerak Mheta, M.Des student at Industrial Design Centre (IDC), IIT Bombay

FLIP

Prerak Mheta, M.Des student at Industrial Design Centre (IDC), IIT Bombay

CRUSH

Prerak Mheta, M.Des student at Industrial Design Centre (IDC), IIT Bombay

LEFT

Prashant Sharma, M.Des student at Industrial Design Centre (IDC), IIT Bombay

Angle

Prashant Sharma, M.Des student at Industrial Design Centre (IDC), IIT Bombay

SLIDE

Prashant Sharma, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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PURATION

Nimisha Drolia, M.Des student at Industrial Design Centre (IDC), IIT Bombay

HOLE

Nimisha Drolia, M.Des student at Industrial Design Centre (IDC), IIT Bombay

HUNGRY

Nimisha Drolia, M.Des student at Industrial Design Centre (IDC), IIT Bombay

WRONG

Nimisha Drolia, M.Des student at Industrial Design Centre (IDC), IIT Bombay

del te

Monika Nanaware, M.Des student at Industrial Design Centre (IDC), IIT Bombay

PUZZLE

Monika Nanaware, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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VANISH

Monika Nanaware, M.Des student at Industrial Design Centre (IDC), IIT Bombay



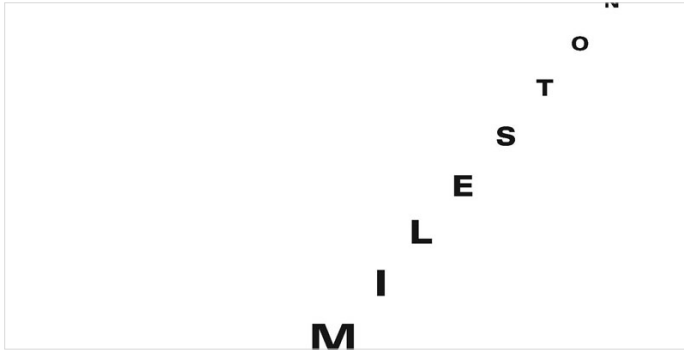
SYMMETRY

Monika Nanaware, M.Des student at Industrial Design Centre (IDC), IIT Bombay



H nd cap

Lakshmi Despande, M.Des student at Industrial Design Centre (IDC), IIT Bombay



**M
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O**

Lakshmi Despande, M.Des student at Industrial Design Centre (IDC), IIT Bombay



rEpEat

Lakshmi Despande, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Rejuvenate

Lakshmi Despande, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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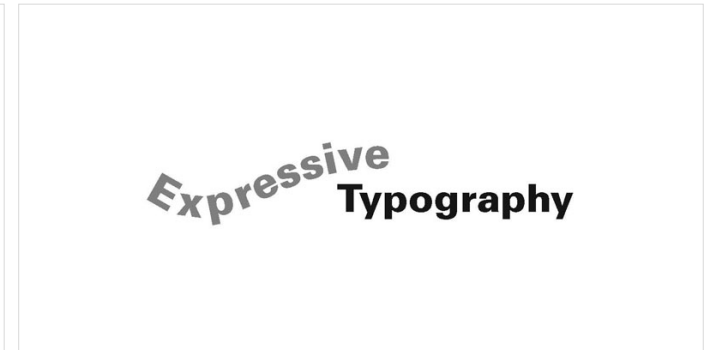
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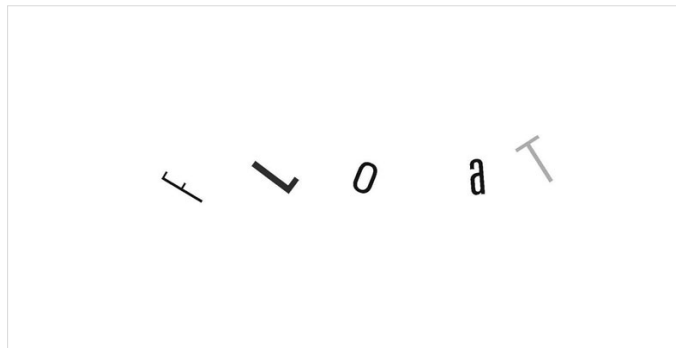
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Lakshmi Despande, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Lakshmi Despande, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Ganesh Gajjella, M.Des student at Industrial Design Centre (IDC), IIT Bombay



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Ganesh Gajjella, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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Typography and Expression

To express the meaning of a text

by

Prof. G. V. Sreekumar

IDC, IIT Bombay

Source:

<https://www.dsource.in/course/typography-and-expression/expressive-typography/expressive/expressive-action>

1. Introduction

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2a2. Expressive Professions

2a3. Expressive Action

2a4. Expressive Object & Animals

2b. Installation

2c. Transformation

3. Expressive Calligraphy

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5. Contact Details



Ganesh Gajjella, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Farwej Bhutiya, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Farwej Bhutiya, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Sayali Bhagali, M.Des student at Industrial Design Centre (IDC), IIT Bombay



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Sayali Bhagali, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Triveni Ghadge, M.Des student at Industrial Design Centre (IDC), IIT Bombay



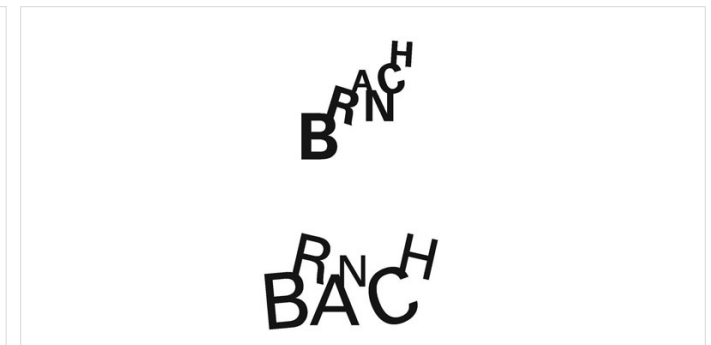
Triveni Ghadge, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Triveni Ghadge, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Triveni Ghadge, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Dipali Thokal, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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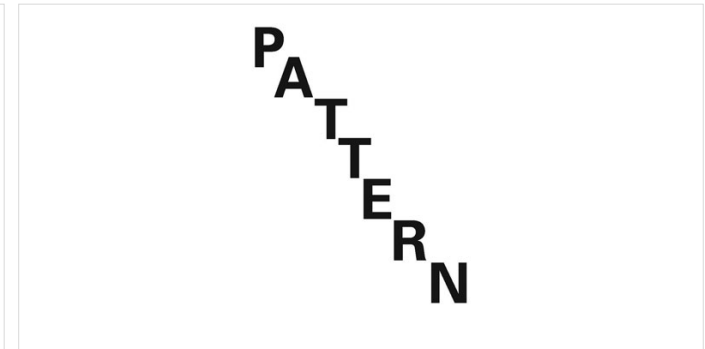
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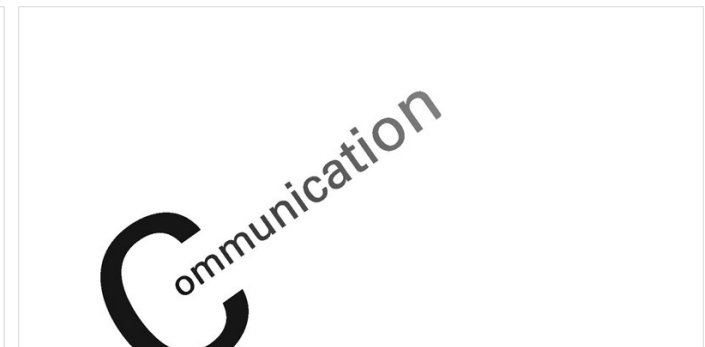
Dipali Thokal, M.Des student at Industrial Design Centre (IDC), IIT Bombay



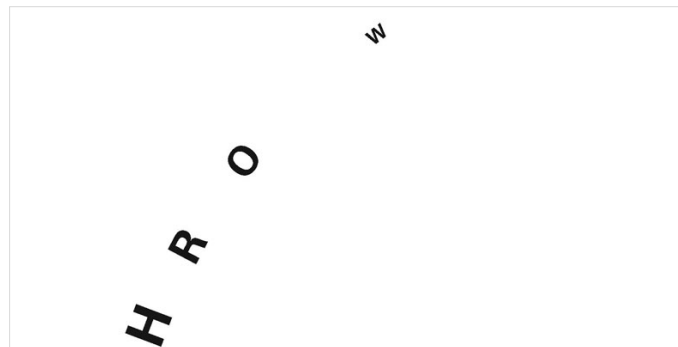
Dipali Thokal, M.Des student at Industrial Design Centre (IDC), IIT Bombay



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Anidya Bishwas, M.Des student at Industrial Design Centre (IDC), IIT Bombay



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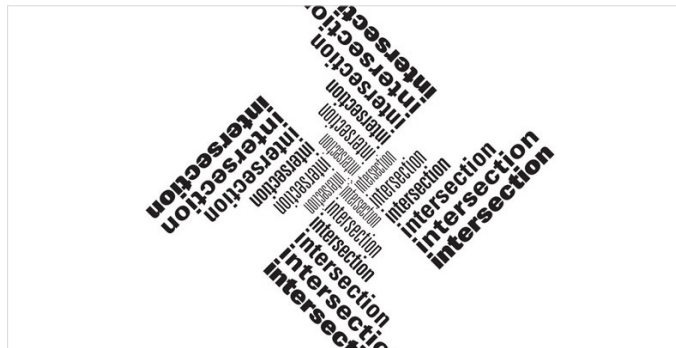
5. Contact Details



Anidya Bishwas, M.Des student at Industrial Design Centre (IDC), IIT Bombay



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Ankita R, M.Des student at Industrial Design Centre (IDC), IIT Bombay



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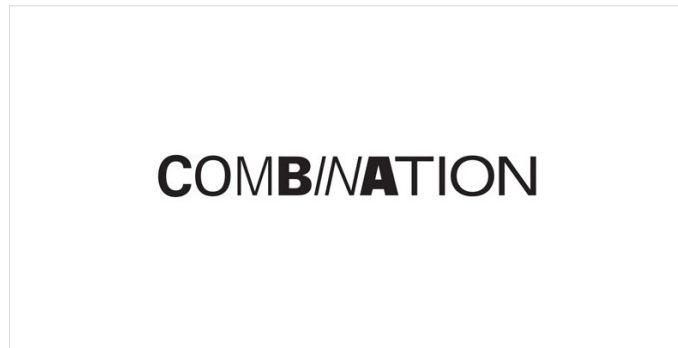
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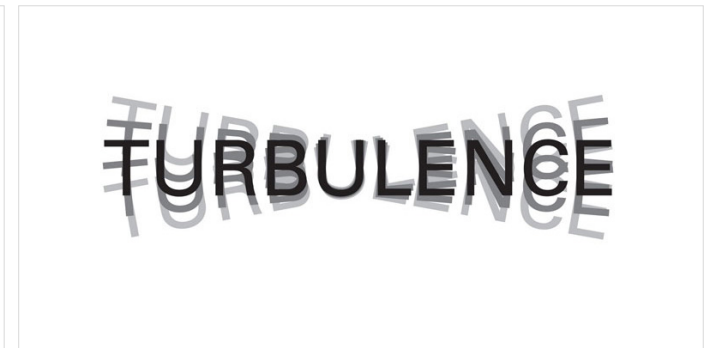
Ankita R, M.Des student at Industrial Design Centre (IDC), IIT Bombay



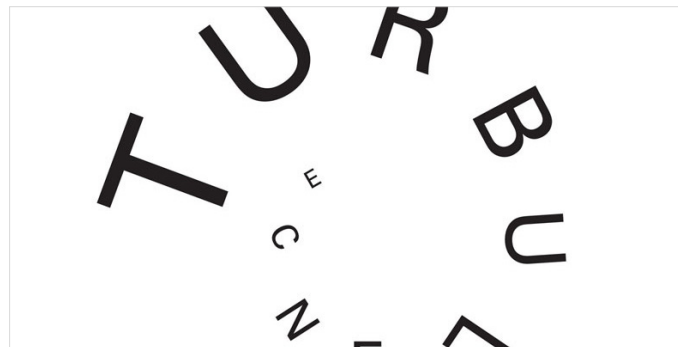
Anukriti V, M.Des student at Industrial Design Centre (IDC), IIT Bombay



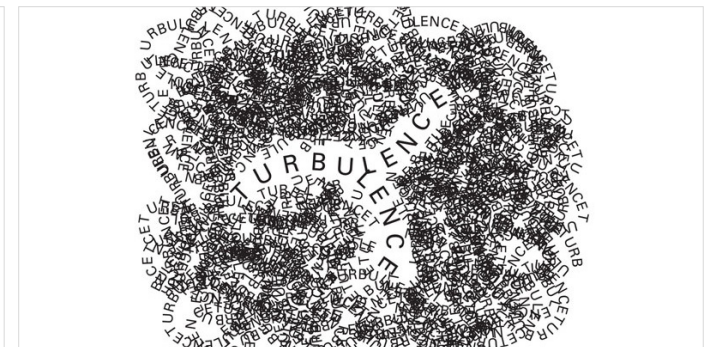
Anukriti V, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Deepali K, M.Des student at Industrial Design Centre (IDC), IIT Bombay



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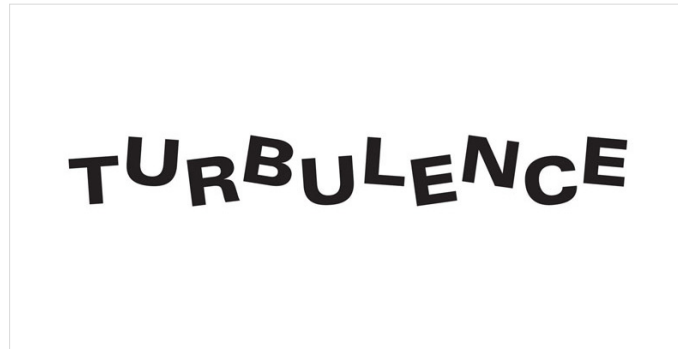
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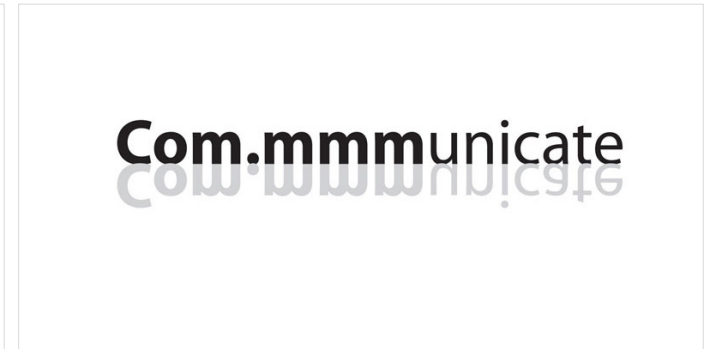
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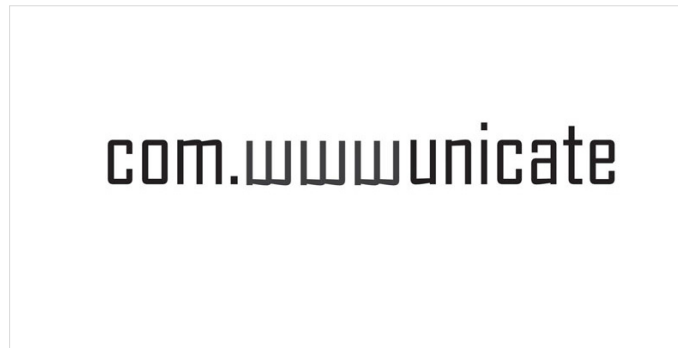
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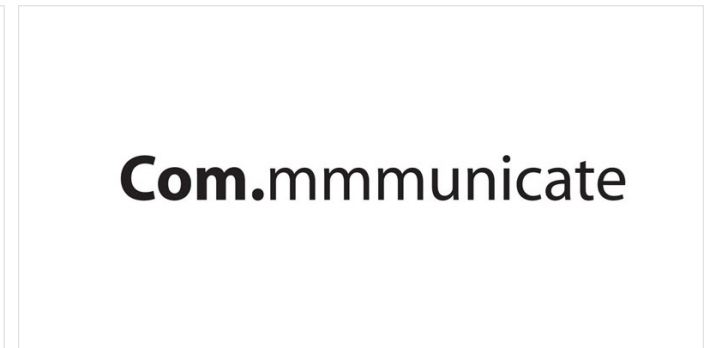
Deepali K, M.Des student at Industrial Design Centre (IDC), IIT Bombay



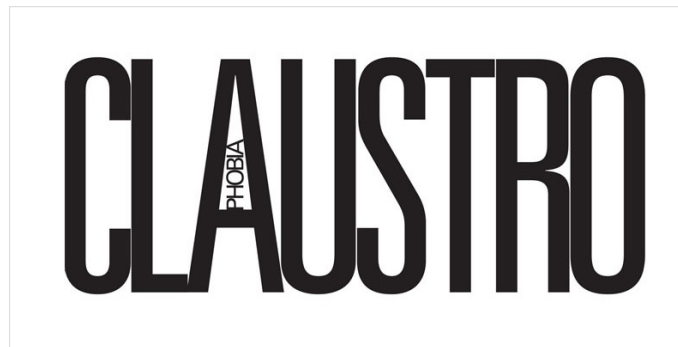
Jaya E, M.Des student at Industrial Design Centre (IDC), IIT Bombay



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Jaya E, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Konark A, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Shravan M, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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Xaxa Aman R, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Reshal Shah, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Vishnupriya Kaulgud, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Tarun Arya, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Abhey Singh, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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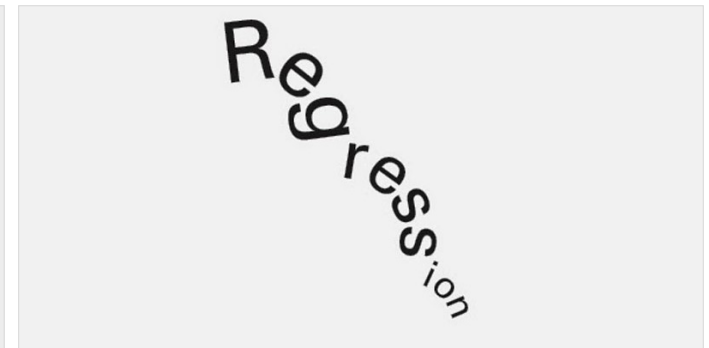
Ayesha Rana, M.Des student at Industrial Design Centre (IDC), IIT Bombay



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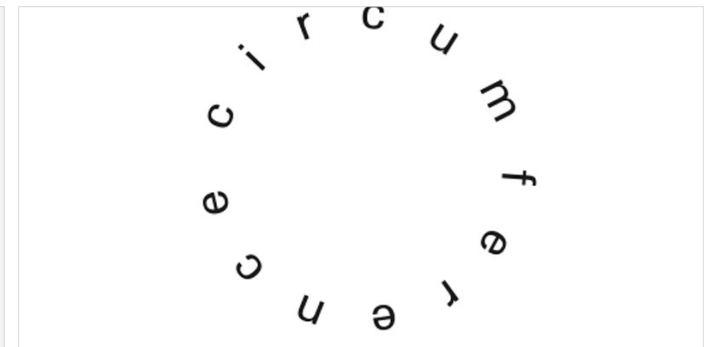
Jaikishan Patel, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Kavita Brahma, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Pooja Masurkar, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Upasana Gadgil, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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Vibhav, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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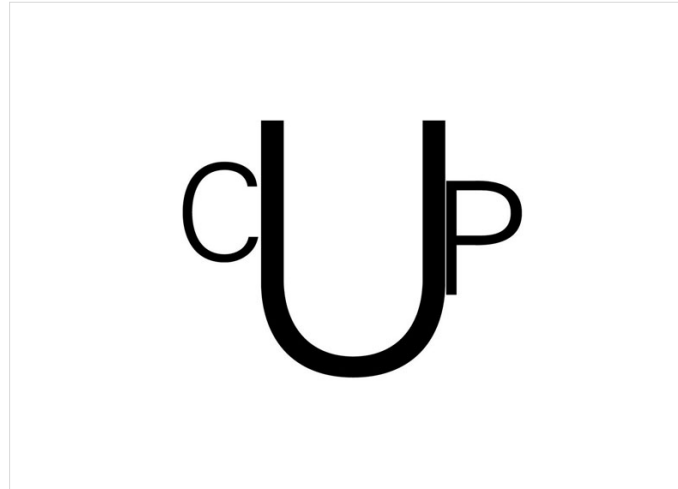
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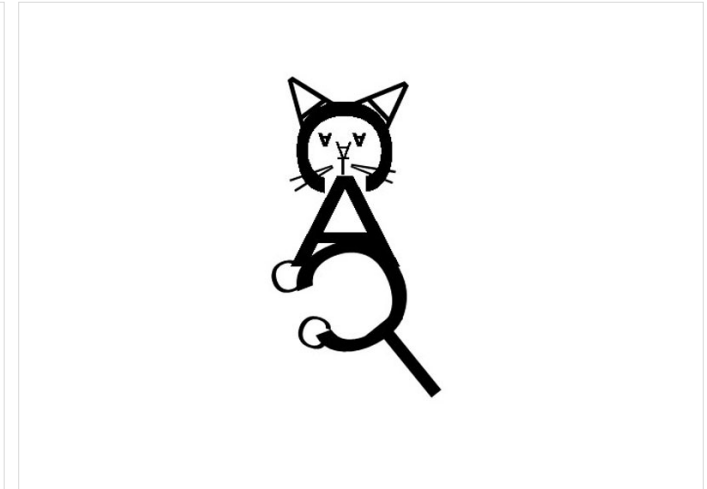
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Expressive Object & Animals



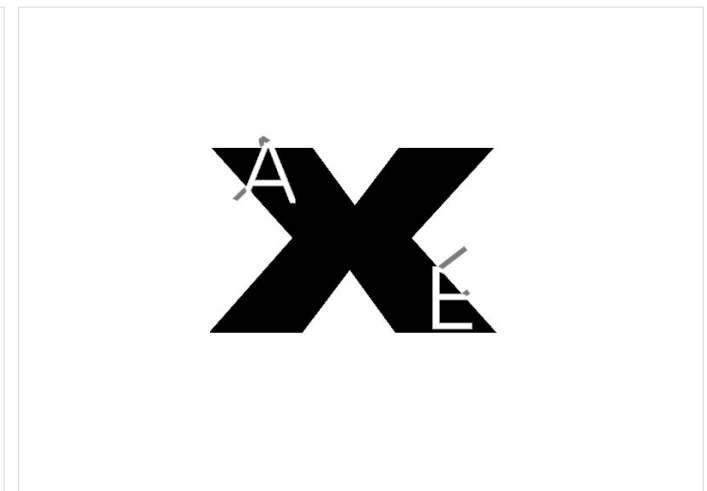
Rangoli Garg, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Chitra Chandrashekhar, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Ruchin Shah, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Prerak Mheta, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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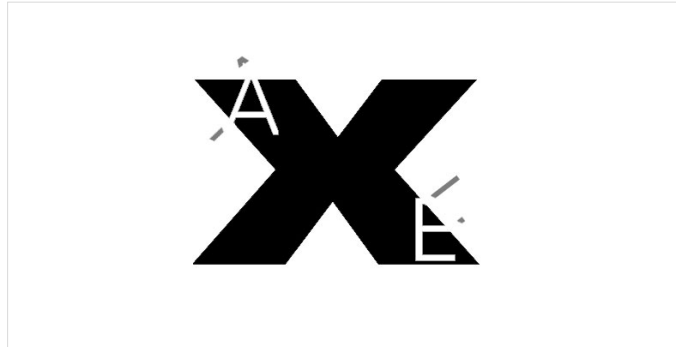
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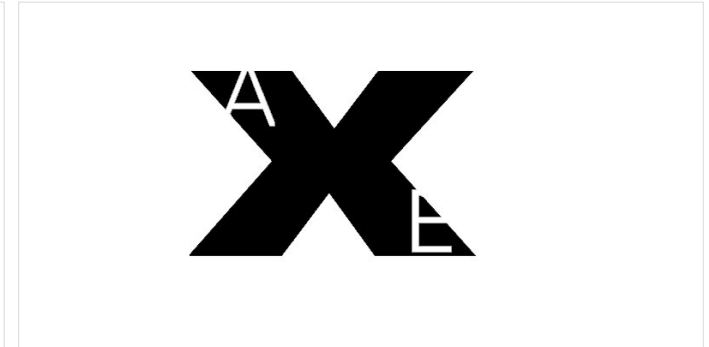
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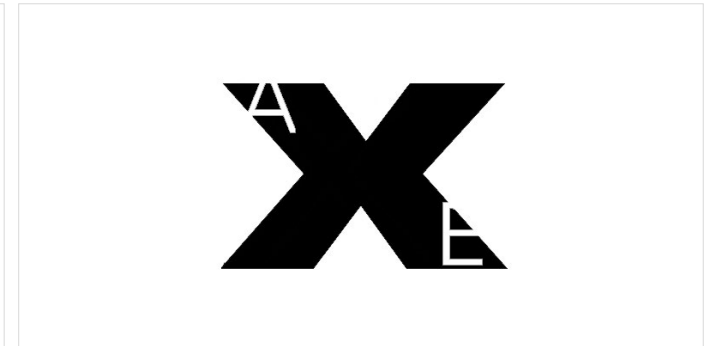
Prerak Mheta, M.Des student at Industrial Design Centre (IDC), IIT Bombay



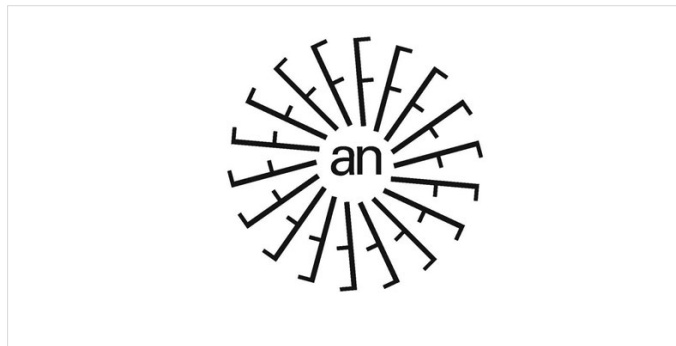
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Ganesh Gajjella, M.Des student at Industrial Design Centre (IDC), IIT Bombay



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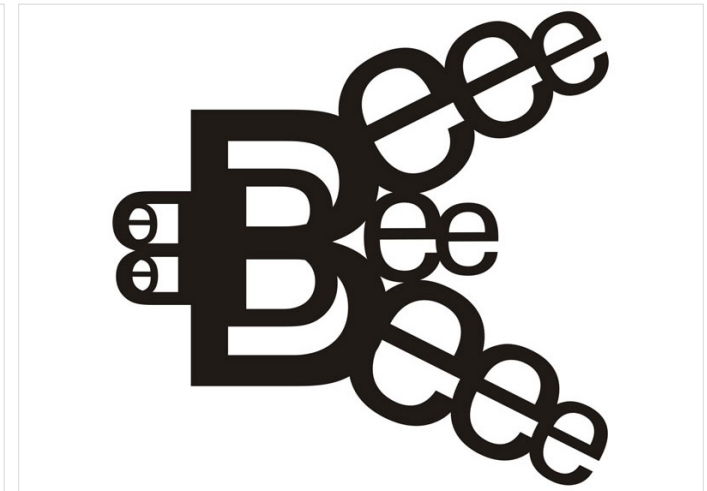
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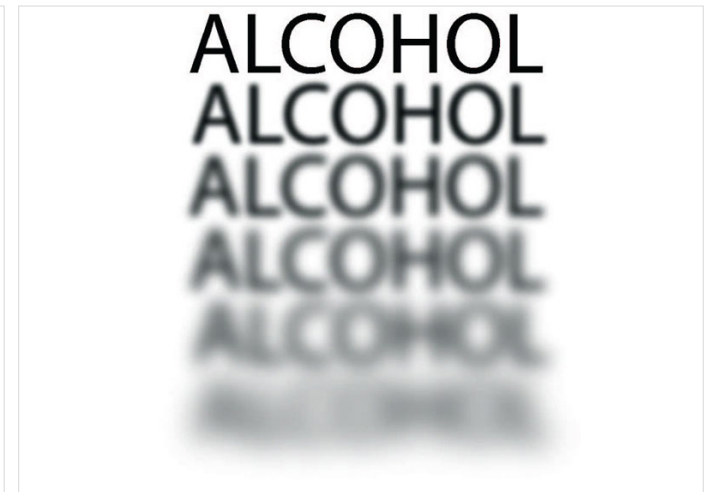
Sayali Bhagali, M.Des student at Industrial Design Centre (IDC), IIT Bombay



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Anidya Bishwas, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Sunny Kolekar, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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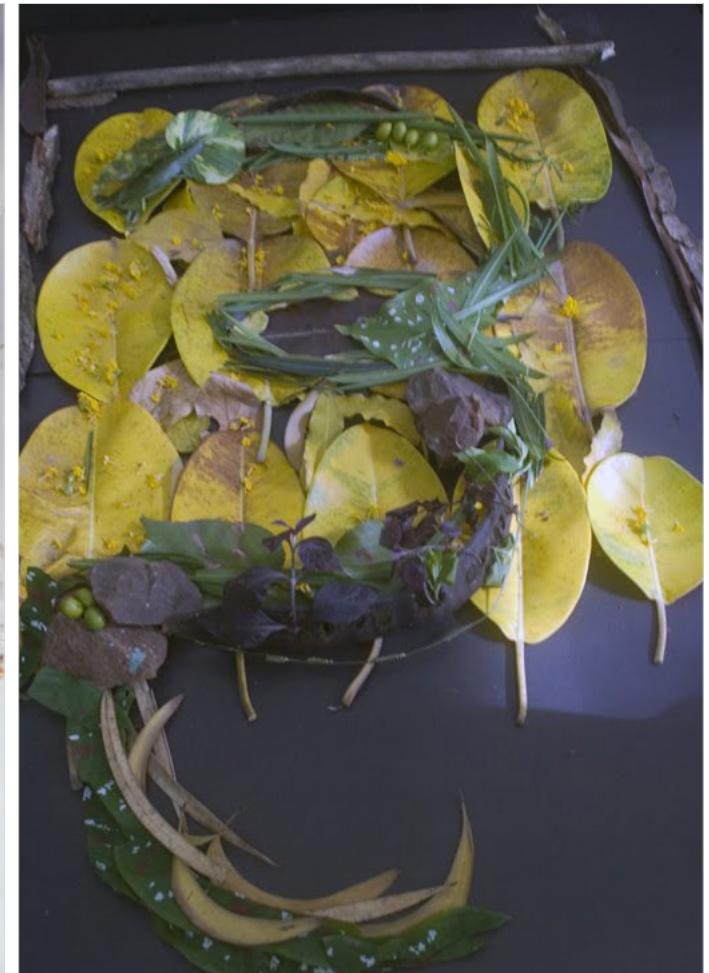
<https://www.dsource.in/course/typography-and-expression/expressive-typography/installation>

Installation

Task: The first letter of student's name in native language is taken for this assignment. The aim is to explore the three dimensional quality of letter forms and then use available objects and materials to create an interesting installation which reflects a particular thought associated with a name and a theme.



Letter Ta Devnagari by Sayali Bhagali, Chinmayee Saman, M.Des student at IDC School of Design, IIT Bombay



Letter U Devnagari by Prerak Mheta, Ruchin Shah, M.Des student at IDC School of Design, IIT Bombay

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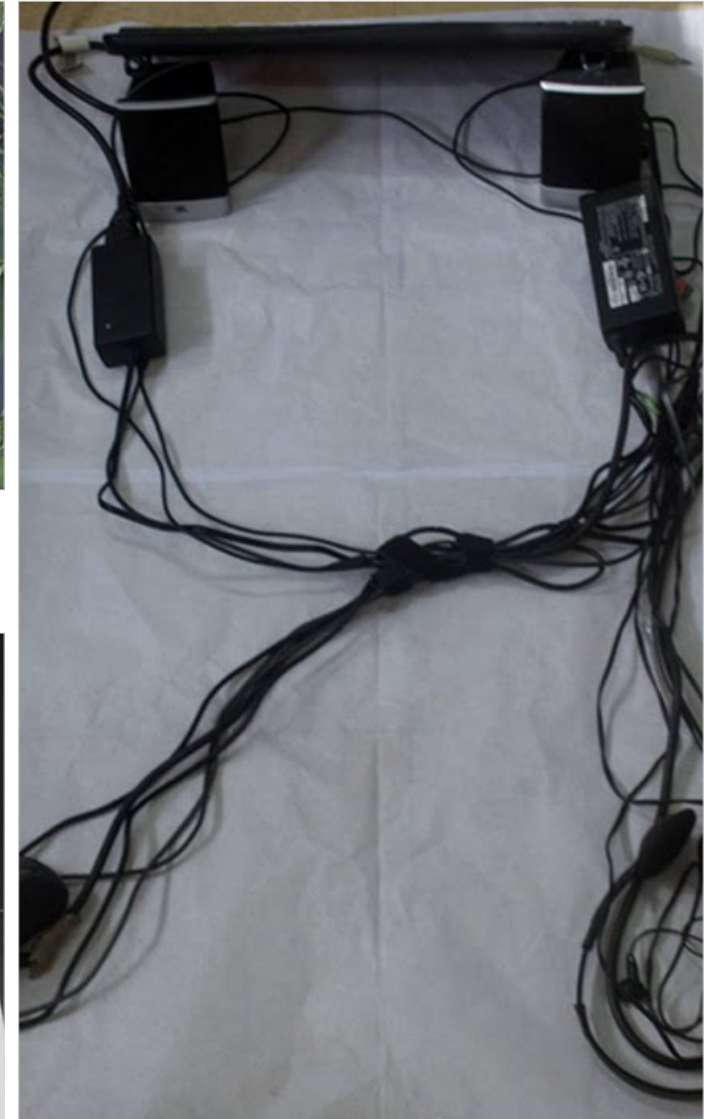
<https://www.dsource.in/course/typography-and-expression/expressive-typography/installation>



Letter Ga by Ganesh Gajjela, Rangoli Garg, M.Des student at IDC School of Design, IIT Bombay



Letter Ana Devnagari by Anidya Biswas, Farwej Bhutiya, M.Des student at IDC School of Design, IIT Bombay



Letter Par Devnagari by Prashant Sharma, Laxmi Deshpande, M.Des student at IDC School of Design, IIT Bombay

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Letter Da Devnagari by Nimisha Drolia, Deepali Thokal, M.Des student at IDC School of Design, IIT Bombay



Letter A by M.Des student at IDC School of Design, IIT Bombay



Letter A by M.Des student at IDC School of Design, IIT Bombay

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Letter A by M.Des student at IDC School of Design, IIT Bombay



Letter B by M.Des student at IDC School of Design, IIT Bombay

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Letter C by M.Des student at IDC School of Design, IIT Bombay



Letter C by M.Des student at IDC School of Design, IIT Bombay

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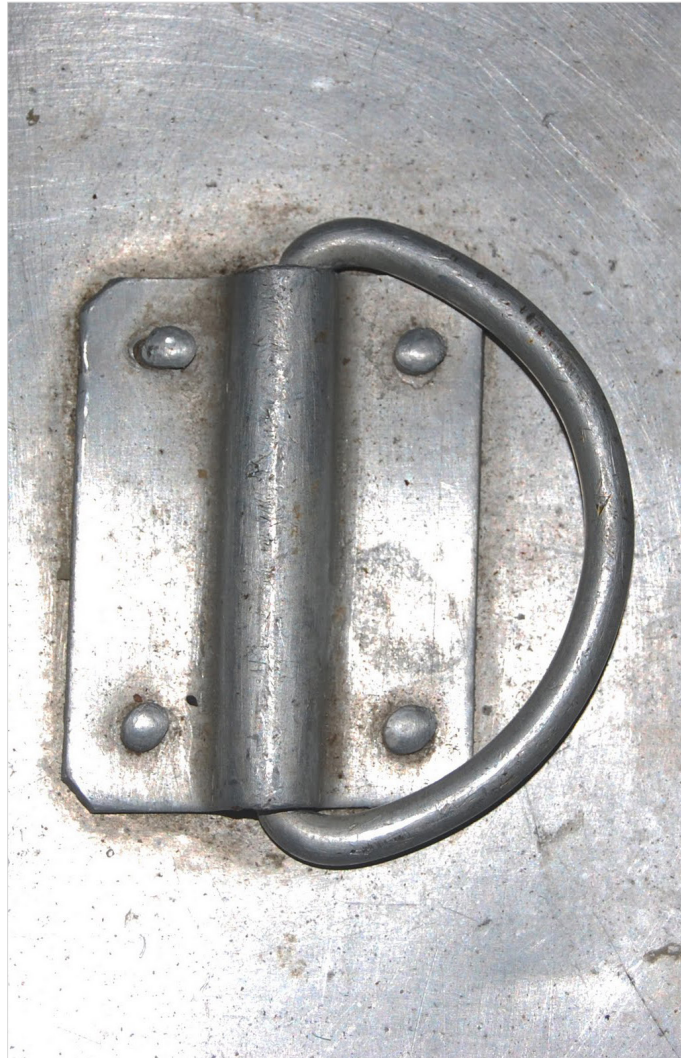
Prof. G. V. Sreekumar

IDC, IIT Bombay

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Letter D by M.Des student at IDC School of Design, IIT Bombay



Letter E by M.Des student at IDC School of Design, IIT Bombay

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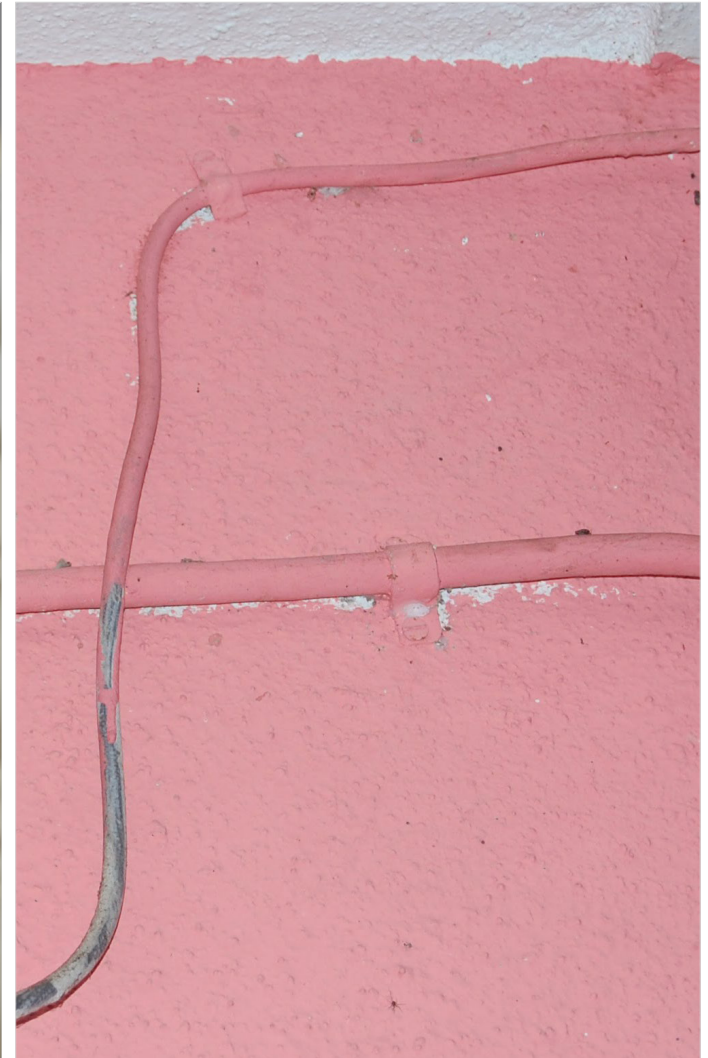
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Letter E by M.Des student at IDC School of Design, IIT Bombay



Letter F by M.Des student at IDC School of Design, IIT Bombay

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Letter H by M.Des student at IDC School of Design, IIT Bombay



Letter J by M.Des student at IDC School of Design, IIT Bombay



Letter J by M.Des student at IDC School of Design, IIT Bombay

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Letter K by M.Des student at IDC School of Design, IIT Bombay



Letter M by M.Des student at IDC School of Design, IIT Bombay



Letter L by M.Des student at IDC School of Design, IIT Bombay

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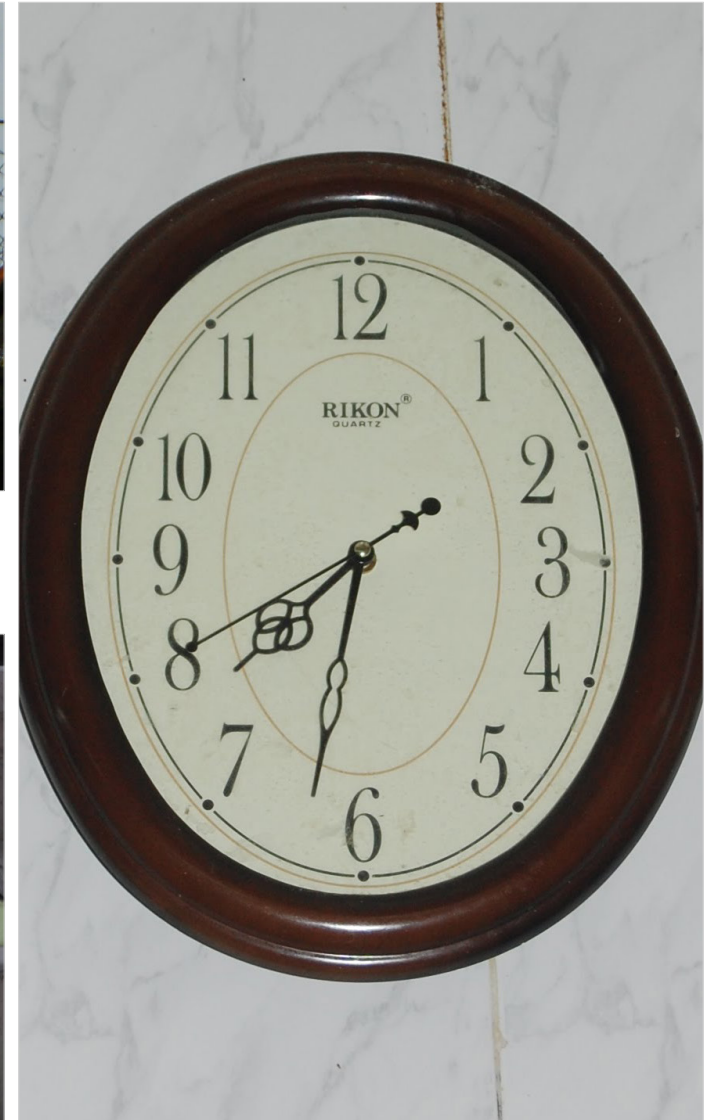
<https://www.dsource.in/course/typography-and-expression/expressive-typography/installation>



Letter M by M.Des student at IDC School of Design, IIT Bombay



Letter M by M.Des student at IDC School of Design, IIT Bombay



Letter O by M.Des student at IDC School of Design, IIT Bombay

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Letter O by M.Des student at IDC School of Design, IIT Bombay



Letter P by M.Des student at IDC School of Design, IIT Bombay



Letter Q by M.Des student at IDC School of Design, IIT Bombay

Design Course

Typography and Expression

To express the meaning of a text

by

Prof. G. V. Sreekumar

IDC, IIT Bombay

Source:

<https://www.dsource.in/course/typography-and-expression/expressive-typography/installation>

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Letter T by M.Des student at IDC School of Design, IIT Bombay



Letter S by M.Des student at IDC School of Design, IIT Bombay



Letter U by M.Des student at IDC School of Design, IIT Bombay

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Letter S by M.Des student at IDC School of Design, IIT Bombay



Letter U by M.Des student at IDC School of Design, IIT Bombay



Letter W by M.Des student at IDC School of Design, IIT Bombay

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Source:

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Letter X by M.Des student at IDC School of Design, IIT Bombay



Letter X by M.Des student at IDC School of Design, IIT Bombay



Letter Y by M.Des student at IDC School of Design, IIT Bombay

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Letter Y by M.Des student at IDC School of Design, IIT Bombay



Letter Z by M.Des student at IDC School of Design, IIT Bombay



Letter Aa Devnagari by M.Des student at IDC School of Design, IIT Bombay

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1. Introduction

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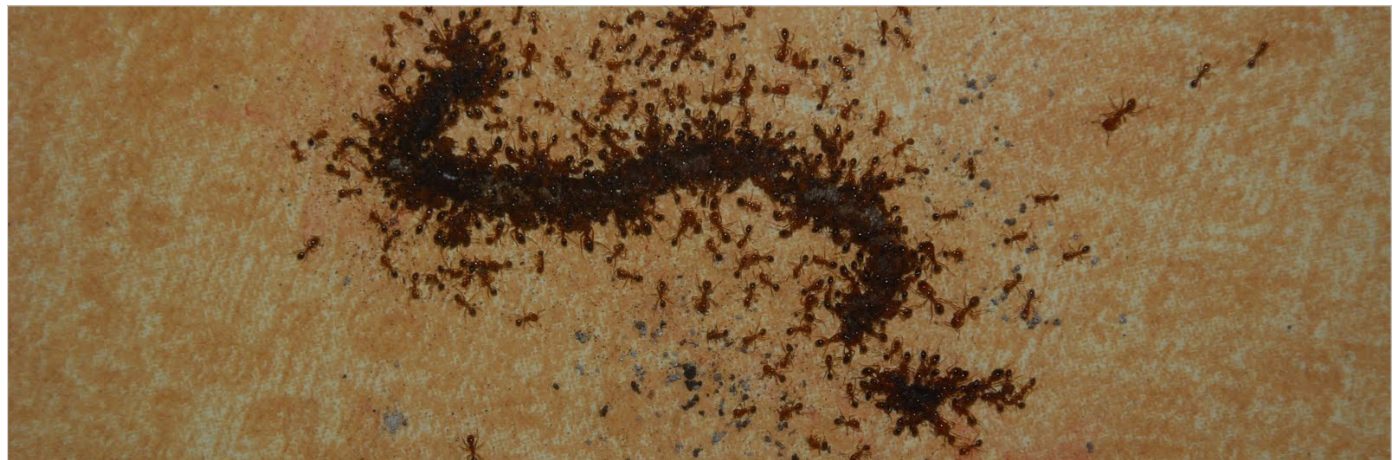
5. Contact Details



Letter Ana Devnagari by M.Des student at IDC School of Design, IIT Bombay



Letter Ra Devnagari by M.Des student at IDC School of Design, IIT Bombay



Letter Da Devnagari by M.Des student at IDC School of Design, IIT Bombay

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Letter Ka Devnagari by M.Des student at IDC School of Design, IIT Bombay



Letter Na Devnagari by M.Des student at IDC School of Design, IIT Bombay



Letter Ka,Ta,Tra Devnagari by M.Des student at IDC School of Design, IIT Bombay

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Typography and Expression

To express the meaning of a text

by

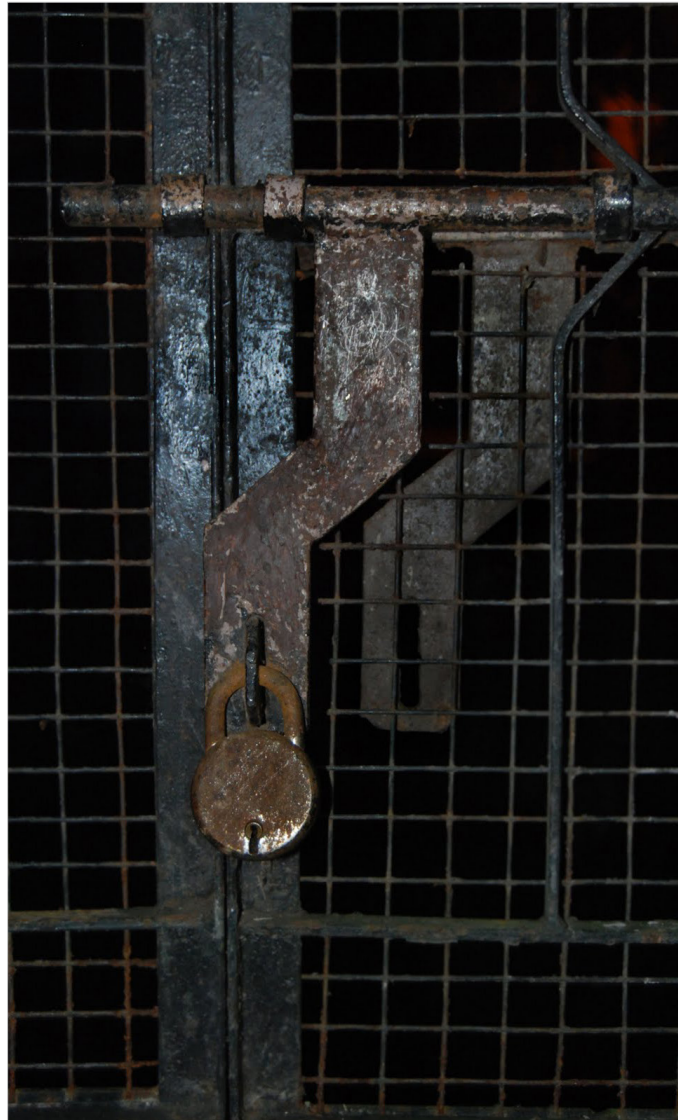
Prof. G. V. Sreekumar

IDC, IIT Bombay

Source:

<https://www.dsource.in/course/typography-and-expression/expressive-typography/installation>

1. Introduction
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Letter Ra Devnagari by M.Des student at IDC School of Design, IIT Bombay



Letter Ana Devnagari by M.Des student at IDC School of Design, IIT Bombay



Letter Ka Devnagari by M.Des student at IDC School of Design, IIT Bombay

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Letter Pa Devnagari by M.Des student at IDC School of Design, IIT Bombay



Letter Tha Devnagari by M.Des student at IDC School of Design, IIT Bombay



Letter Ta Devnagari by M.Des student at IDC School of Design, IIT Bombay

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Letter Tha Devnagari by M.Des student at IDC School of Design, IIT Bombay



Letter Va Devnagari by M.Des student at IDC School of Design, IIT Bombay

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Numericals 8 by M.Des student at IDC School of Design, IIT Bombay



Numericals 8 by M.Des student at IDC School of Design, IIT Bombay

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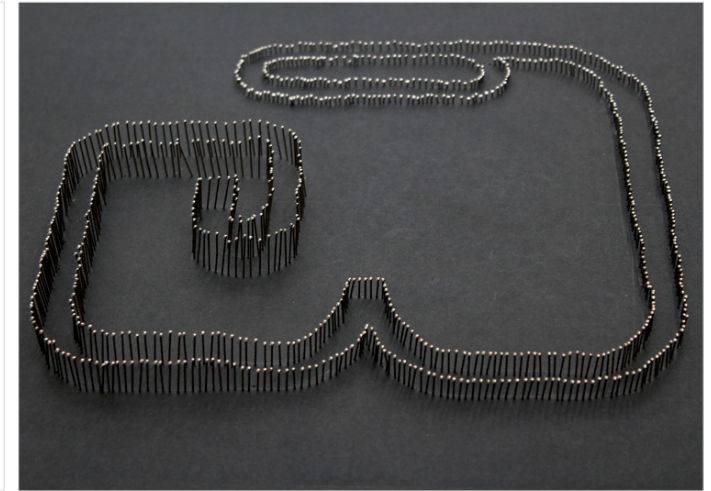
IDC, IIT Bombay

Source:

<https://www.dsource.in/course/typography-and-expression/expressive-typography/installation>



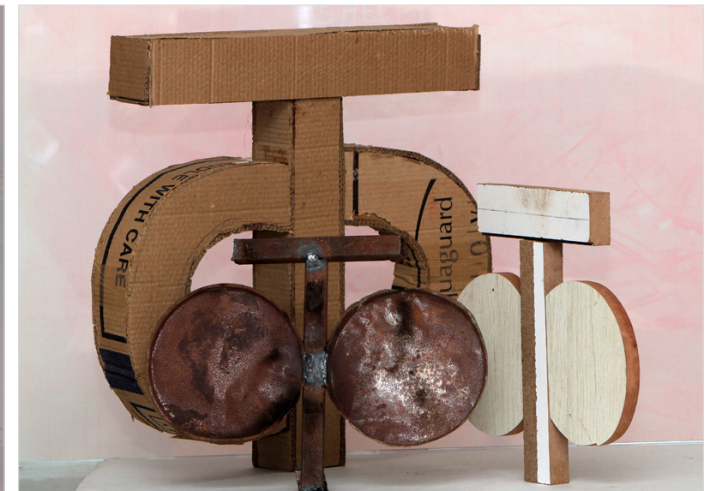
Letter A Telugu by Ashok Maharaj, M.Des student at IDC School of Design, IIT Bombay



Letter Vi Kannada by Vishnupriya Kaulgud, M.Des student at IDC School of Design, IIT Bombay



Letter Sa Devnagari by Sunny Kolekar, M.Des student at IDC School of Design, IIT Bombay



Letter Ka Devnagari by Kailash Gharat, M.Des student at IDC School of Design, IIT Bombay

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Letter Sha Devnagari by Shweta Kamble, M.Des student at IDC School of Design, IIT Bombay



Letter Ta Devnagari By Tarun Arya, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Letter Sa Devnagari by Sonal Gupta, M.Des student at IDC School of Design, IIT Bombay

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Letter Shri Telugu by Srinivas Godala , M.Des student at IDC School of Design, IIT Bombay



Letter Ka Devnagari By Ayesha Rana, M.Des student at IDC School of Design, IIT Bombay



Letter Da Devnagari By Divya Bharadwaj, M.Des student at IDC School of Design, IIT Bombay

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Letter Ka Devnagari By Vibhav, M.Des student at IDC School of Design, IIT Bombay



Letter Ta Devnagari By Abhey Singh, M.Des student at IDC School of Design, IIT Bombay



Letter V By Upasana Gadgil, M.Des student at IDC School of Design, IIT Bombay



Letter N By Upasana Gadgil, M.Des student at IDC School of Design, IIT Bombay

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Numericals 5 Paach By Gauri Panicker, M.Des student at IDC School of Design, IIT Bombay



Letter Va Devnagari By Ginen Thoudam, M.Des student at IDC School of Design, IIT Bombay



Letter Pa Devnagari By Ginen Thoudam, M.Des student at IDC School of Design, IIT Bombay

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Typography and Expression

To express the meaning of a text

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IDC, IIT Bombay

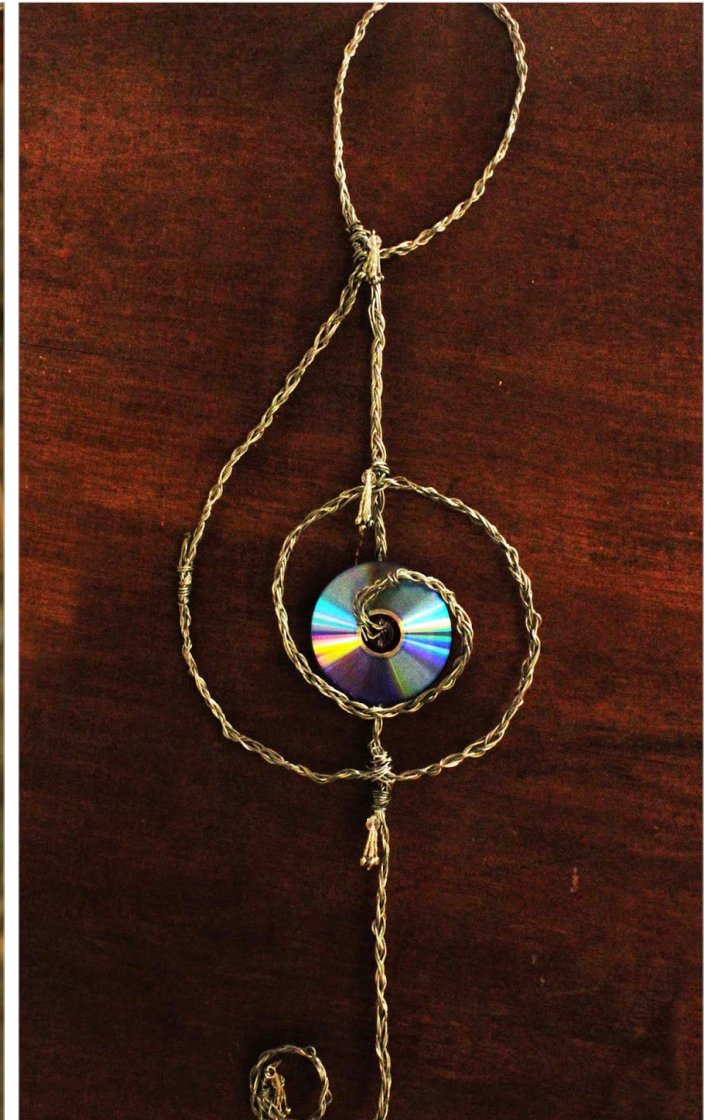
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<https://www.dsource.in/course/typography-and-expression/expressive-typography/installation>

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Letter E Devnagari By Rekha R, M.Des student at IDC School of Design, IIT Bombay



Music symbol By Kavita Brahma & Upasana Gadgil, M.Des student at IDC School of Design, IIT Bombay

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Typography and Expression

To express the meaning of a text

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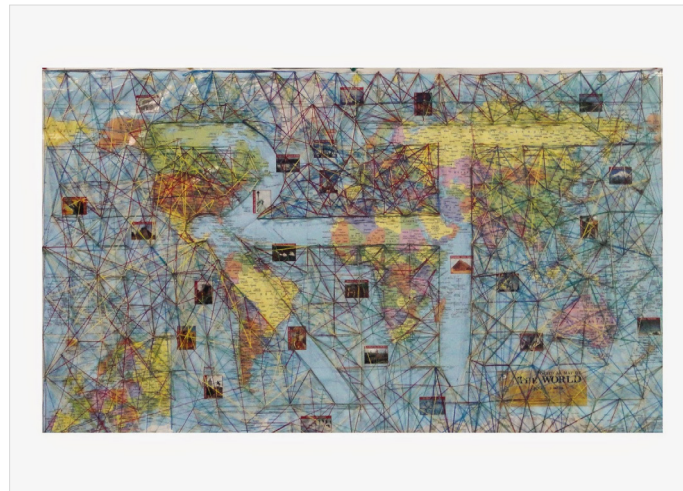
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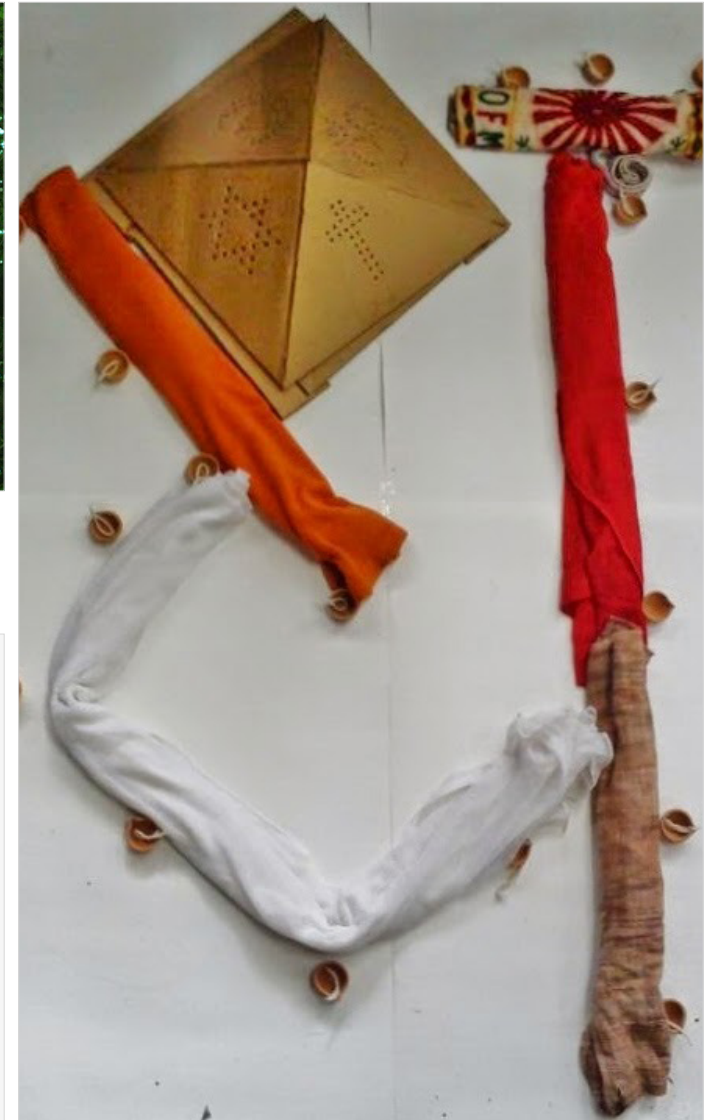
<https://www.dsource.in/course/typography-and-expression/expressive-typography/installation>



Letter Va Devnagari By Anupriya Kashyap, M.Des student at IDC School of Design, IIT Bombay



Letter Sa Devnagari By Gauri Panicker & Ayesha Rana, M.Des student at IDC School of Design, IIT Bombay



Letter Dha Devnagari By Ginen Thoudam & Snehal Patil, M.Des student at IDC School of Design, IIT Bombay

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Typography and Expression

To express the meaning of a text

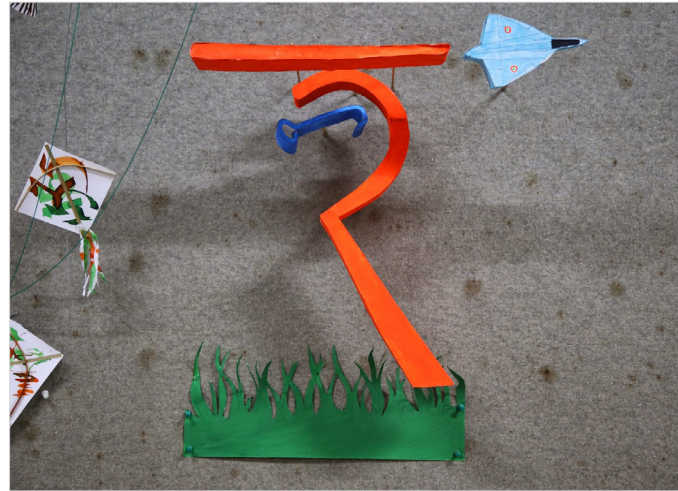
by

Prof. G. V. Sreekumar

IDC, IIT Bombay

Source:

<https://www.dsource.in/course/typography-and-expression/expressive-typography/installation>



Letter Ra Devnagari Anupriya Kashyap & Girish A.,
M.Des student at IDC School of Design, IIT Bombay



Letter Pha Devnagari By Rekha R. & Shubhangi Salinkar,
M.Des student at IDC School of Design, IIT Bombay



Letter Kha Devnagari By M.Des student at IDC School of
Design, IIT Bombay



Letter Dha Devnagari By M.Des student at IDC School of
Design, IIT Bombay

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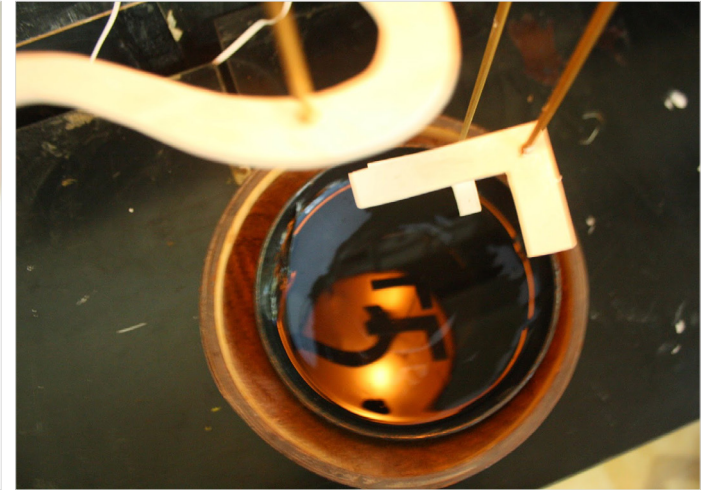
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Source:

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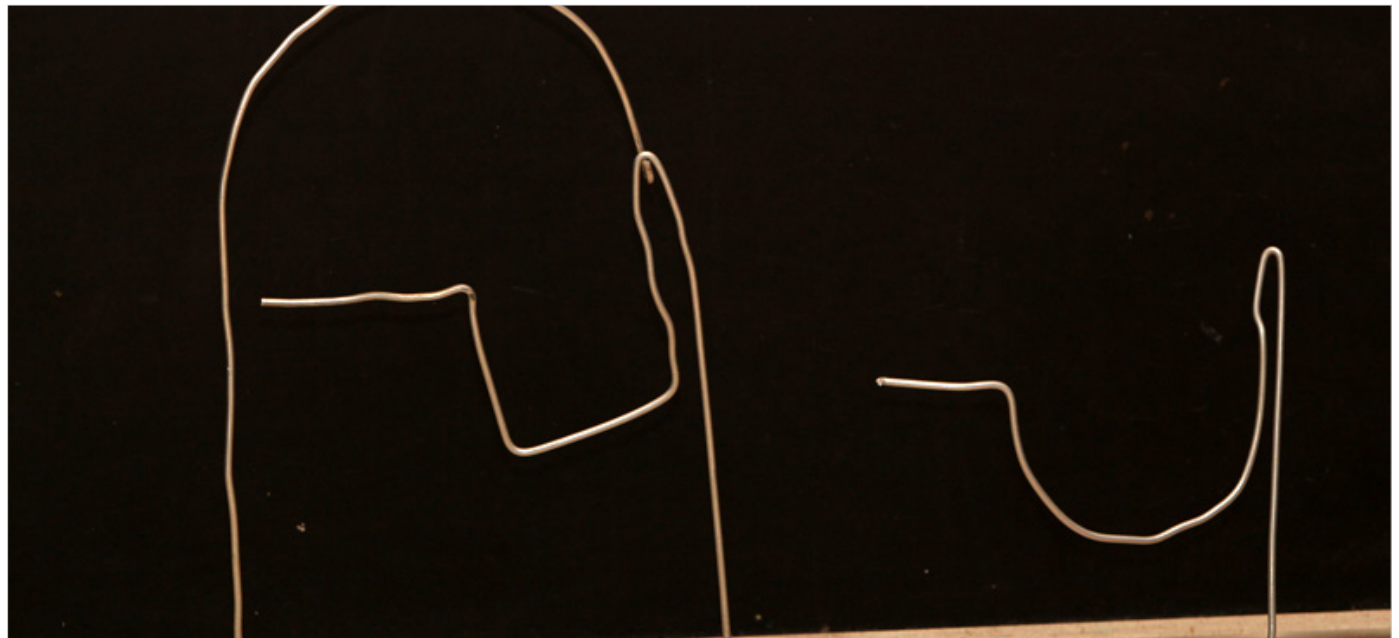


Letter Sa Devnagari By M.Des student at IDC School of Design, IIT Bombay



Numericals 5 By M.Des student at IDC School of Design, IIT Bombay

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Letter Chi Devnagari by Chinmay Bhawe, M.Des student at IDC School of Design, IIT Bombay

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Letter Ka Devnagari By M.Des student at IDC School of Design, IIT Bombay



Letter I Devnagari By M.Des student at IDC School of Design, IIT Bombay

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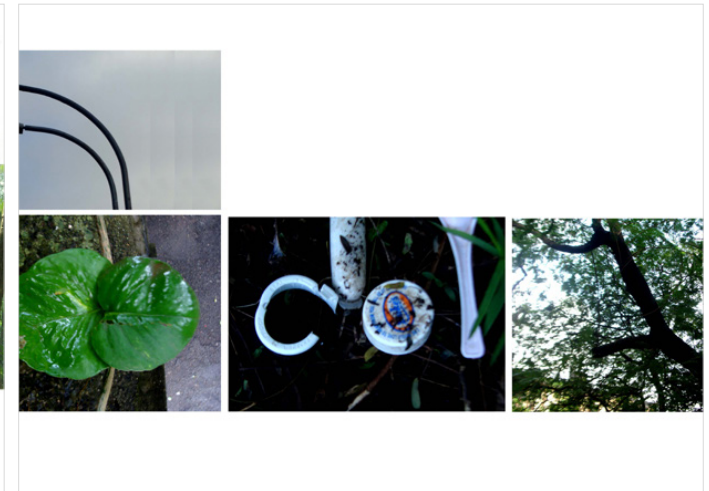
IDC, IIT Bombay

Source:

<https://www.dsource.in/course/typography-and-expression/expressive-typography/installation>



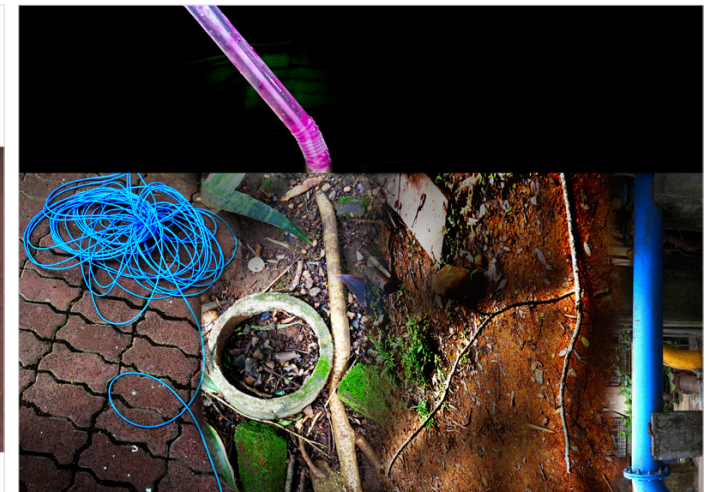
Srinivas Godala M.Des student at IDC School of Design, IIT Bombay



Kailash Gharat M.Des student at IDC School of Design, IIT Bombay



Reshal Shah M.Des student at IDC School of Design, IIT Bombay



Shweta Kamble M.Des student at IDC School of Design, IIT Bombay

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Letter Da Devnagari By M.Des student at IDC School of Design, IIT Bombay



Letter Ma Devnagari By Abhey Singh & Pooja Masurkar, M.Des student at IDC School of Design, IIT Bombay



Letter T by M.Des student at IDC School of Design, IIT Bombay

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Letter T by M.Des student at IDC School of Design, IIT Bombay



Letter Ta Devnagari by M.Des student at IDC School of Design, IIT Bombay

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IDC, IIT Bombay

Source:

<https://www.dsource.in/course/typography-and-expression/expressive-typography/transformation>

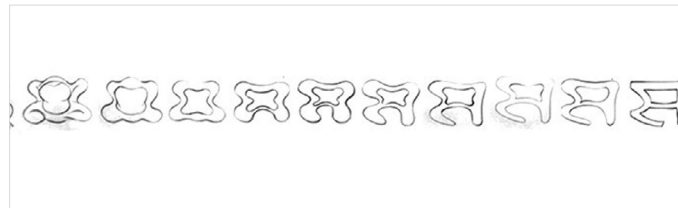
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Transformation

Task - In this assignment, the task was to transform any natural form into your initial. The initial had to be in the student's mother tongue. Here are some of the works. Some initials are in Devnagri the last one is from a bean sprout to an Oriya letterform.

Assignment - Draw a natural object. Transform the natural object into the initial letter of your name, in the script of your mother tongue, in twelve steps. The transformation has to take place in 12 steps and the amount of change between two steps has to be equal. Only black and white were used.

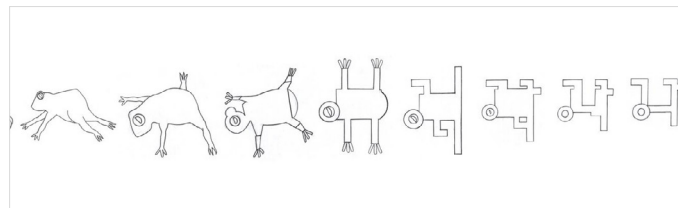
Format - A4



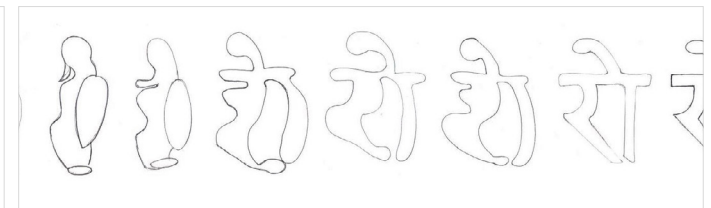
Soumya Tiwari, M.Des student at Industrial Design Centre (IDC), IIT Bombay



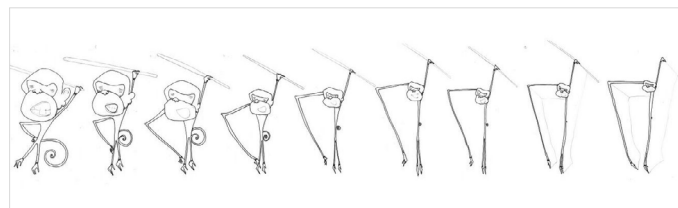
Chetan Shastri, M.Des student at Industrial Design Centre (IDC), IIT Bombay



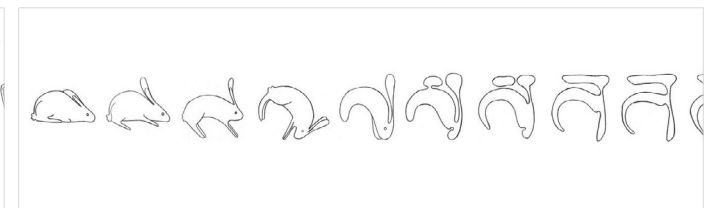
Manisha Gupta, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Rohan Uplap, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Tarana Gupta, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Taruja Parande, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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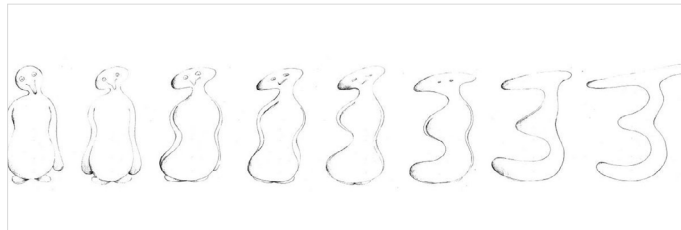
Prof. G. V. Sreekumar

IDC, IIT Bombay

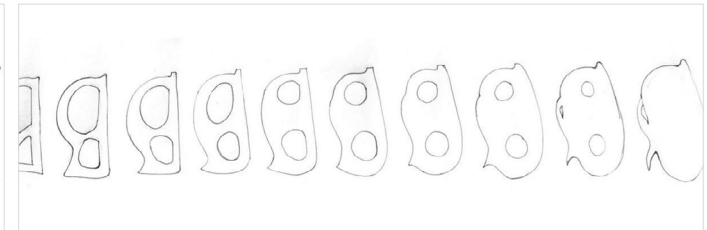
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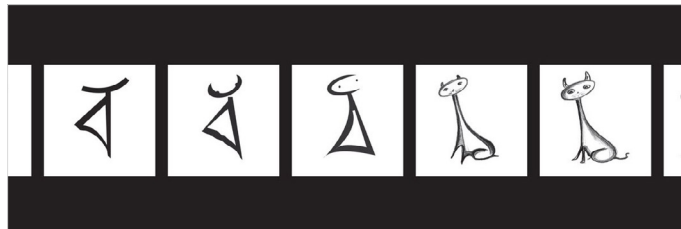
1. Introduction
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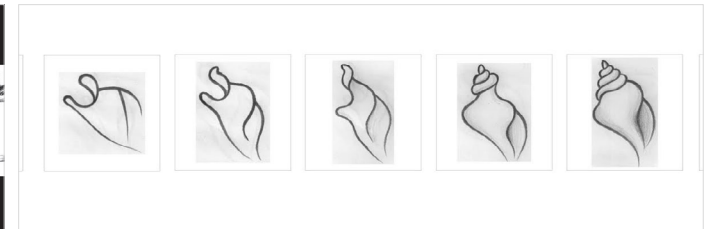
Ucharika Singh Pali, M.Des student at Industrial Design Centre (IDC), IIT Bombay



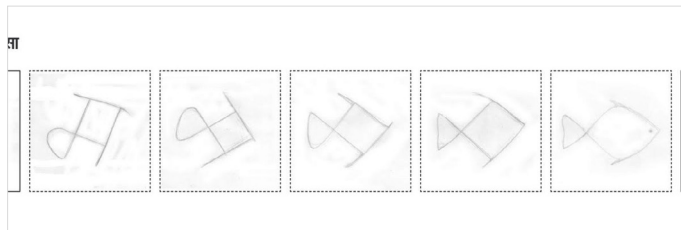
Sameer Kumar Jena, M.Des student at Industrial Design Centre (IDC), IIT Bombay



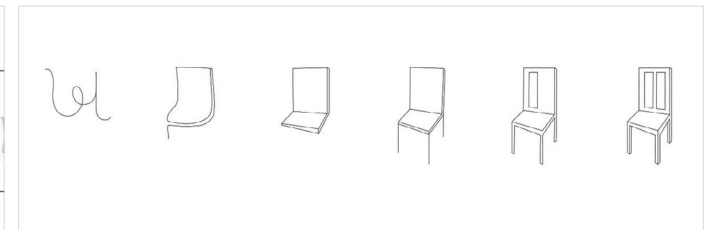
Ankita R, M.Des student at Industrial Design Centre (IDC), IIT Bombay



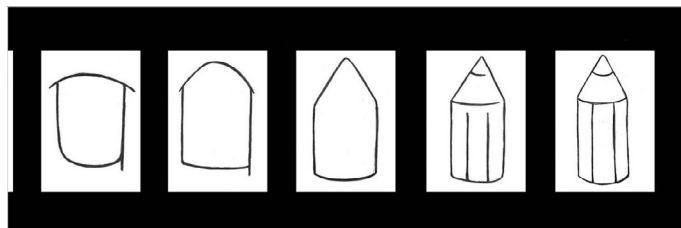
Deepali K, M.Des student at Industrial Design Centre (IDC), IIT Bombay



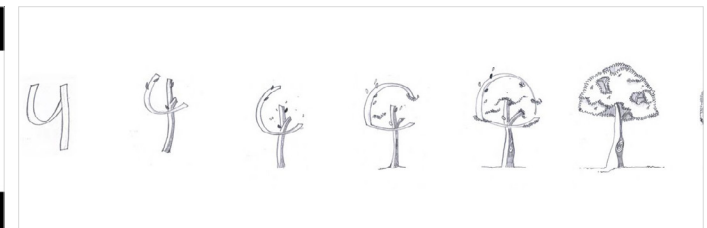
Gauravi C, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Konark A, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Ritika S, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Xaxa Aman R, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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Typography and Expression

To express the meaning of a text

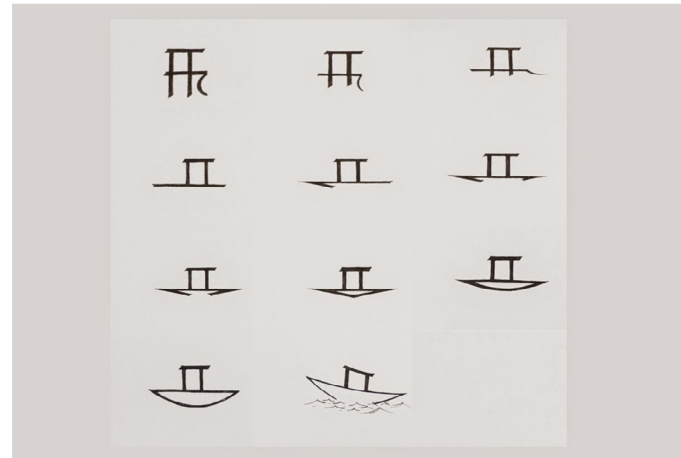
by

Prof. G. V. Sreekumar

IDC, IIT Bombay

Source:

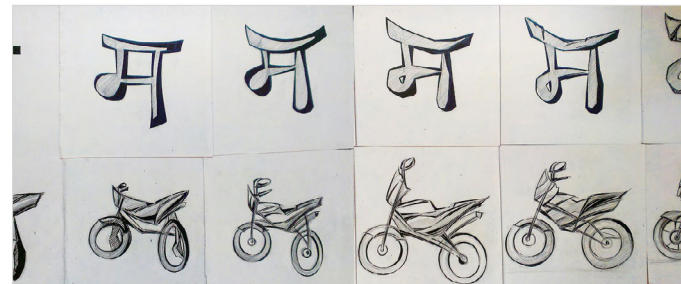
<https://www.dsource.in/course/typography-and-expression/expressive-typography/transformation>



Ginen Thoudam, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Girish A, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Pooja Masurkar, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Vibhav, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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by

Prof. G. V. Sreekumar

IDC, IIT Bombay

Source:

<https://www.dsource.in/course/typography-and-expression/expressive-calligraphy>

Expressive Calligraphy

Expressive Calligraphy - Express the word Rain

Task: To express the word "Rain" through calligraphy. Students were encouraged to experiment with various tools.

This was immediately after a workshop on Calligraphy by Mr. Achut Palav and the students were fresh from the wonderful experience of different techniques and tools demonstrated by Mr Palav. Students were free to choose from either English or Devanagari.



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Design Course

Typography and Expression

To express the meaning of a text

by

Prof. G. V. Sreekumar

IDC, IIT Bombay

Source:

<https://www.dsource.in/course/typography-and-expression/expressive-calligraphy>



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<https://www.dsource.in/course/typography-and-expression/references>

References

Fun with Letterforms :-

- <http://www.typostudents.blogspot.in>
- <http://www.hongkiat.com/blog/expressive-typography/>
- <http://artnaos.net/eclass/Typography/ExpressiveType.html>
- <http://expressivetype.com/>
- <https://www.smashingmagazine.com/2010/09/expressive-web-typography-useful-examples-and-techniques/>

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Contact Details

This documentation for the course was done by Prof. G.V. Sreekumar, faculty at **IDC, IIT Bombay**.

You can get in touch with him at [gvs.idc\[at\]gmail.com](mailto:gvs.idc[at]gmail.com)

You can write to the following address regarding suggestions and clarifications:

Helpdesk Details:

Co-ordinator

Project e-kalpa

Industrial Design Centre

IIT Bombay

Powai

Mumbai 4000 076

India.

Phone: 091-22-2159 6805/ 091-22-2576 7802

Email: [dsource.in\[at\]gmail.com](mailto:dsource.in[at]gmail.com)

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