

Design Resource

## Typography Day Papers 2022

Typography for Children

Typoday 2022

IDC, IIT Bombay

Source:

<https://dsource.in/resource/typography-day-papers-2022>



1. Introduction
2. Academic and Professional Speakers
3. Student Speakers
4. Video
5. References
6. Contact Details

Design Resource

## Typography Day Papers 2022

Typography for Children

Typoday 2022

IDC, IIT Bombay

Source:

<https://dsource.in/resource/typography-day-papers-2022/introduction>

## Introduction

**Typography Day** was held online for the fifteenth time on 18th and 19th of November 2022 hosted by at IDC School of Design (IDC), Indian Institute of Technology Bombay (IIT Bombay) with support from India Design Association (InDeAs) and Aksharaya.

The theme of the event was: 'Typography for Children'

The Conference focused on the following issues:

1. Explorations and experimentation in Typography for Children
2. Typography for Children in the context of Culture
3. Typography in the process of Learning to Write and Read
4. Typography for Children using Multilingual Scripts
5. Typography for Children in Native (Indigenous) Scripts
6. Typography for Children in Local Languages
7. Research Activities in Typography for Children

The conference focused on the following sub-themes:

- **Typography in education**  
Instructional Aid, Displays, Information Graphics
- **Digital Typography**  
Mobile devices, Tablets, Web Typography
- **Environmental Typography**  
Signage, Installations, Graffiti or Street Art, Architecture Art, Architecture
- **Commercial Typography**  
Advertisements, Packaging, Retail, Product graphics, Fashion
- **Typography in Identity Programs**  
Logos, Signs, Branding, Shop and Vehicular Signs
- **Vernacular Typography**  
Native Calligraphy, Culture and Typography, Indigenous scripts

### 1. Introduction

### 2. Academic and Professional Speakers

### 3. Student Speakers

### 4. Video

### 5. References

### 6. Contact Details

Design Resource

## Typography Day Papers 2022

Typography for Children

Typoday 2022

IDC, IIT Bombay

• Visual Literacy and Visual Ergonomics, Cognitive studies, Human Machine Interface, Reading experiences with respect to Typography

• **Media Typography**

Television, Movie titling, Movie posters, Subtitling, Typography in motion

Here you can find the selected final juried papers for the conference Typograpyday 2022 with the theme of 'Typography for Children'

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1. Introduction

2. Academic and Professional Speakers

3. Student Speakers

4. Video

5. References

6. Contact Details

Design Resource

## Typography Day Papers 2022

Typography for Children

Typoday 2022

IDC, IIT Bombay

Source:

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1. Introduction

2. Academic and Professional Speakers

3. Student Speakers

4. Video

5. References

6. Contact Details

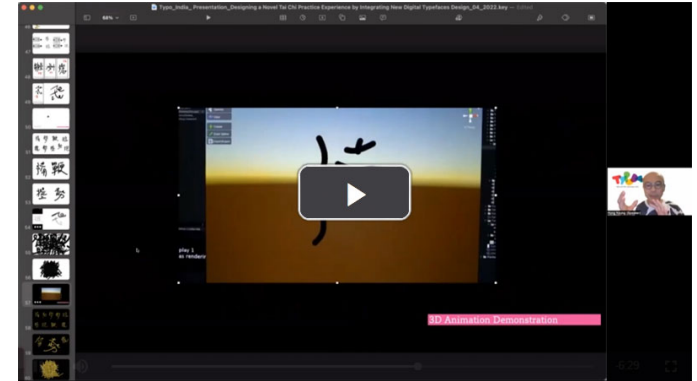
## Academic and Professional Speakers

The list of papers was selected for presentation during the Typography Day 2022 Conference.

1. **Hung Keung**, The Education University of Hong Kong, Hong Kong  
**Designing a Novel Tai Chi Practice Experience by Integrating New Digital Typefaces Design and AR Technology**

Download Paper:

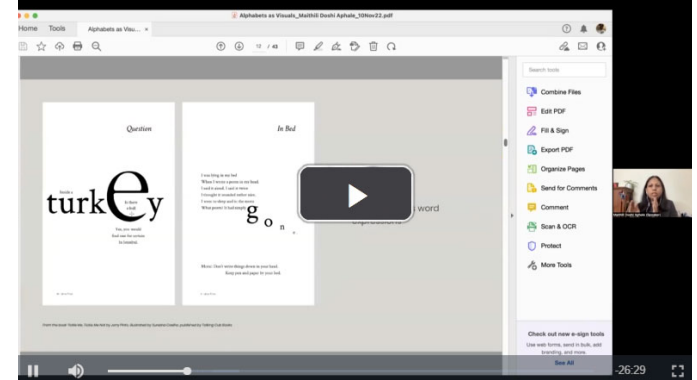
- [Daniela\\_Piscitelli\\_typoday\\_2022.pdf.....](#) 
- [YouTube Video Link.....](#) 



2. **Maithili Doshi Aphale**, Art Director and Designer, Studio Em & En , India  
**Alphabets as Visuals**


Download Paper:

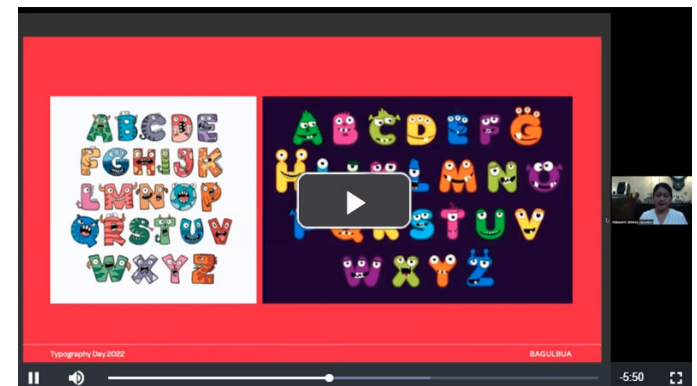
- [Maithili\\_Doshi\\_Aphale\\_typoday\\_2022.pdf.....](#) 
- [YouTube Video Link.....](#) 



3. **Vaijayanti Ajinkya**, Lecturer, Sir J. J. Institute of Applied Art, India  
**Bagulbua— A Monstrous Approach to the Devanagari Script**

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## Typography Day Papers 2022

Typography for Children  
Typoday 2022  
IDC, IIT Bombay

Source:

<https://dsource.in/resource/typography-day-papers-2022/academic-and-professional-speakers>

1. Introduction
2. Academic and Professional Speakers
3. Student Speakers
4. Video
5. References
6. Contact Details

4. **Ishan Khosla**, Trustee and Founder, The Typecraft Initiative / UPES Dehradun, India  
**Akshar-Chittra: can type made from a craft transform the process of learning to read and write?**

Download Paper:

- [Ishan\\_Khosla\\_typoday\\_2022.pdf.....](#) 
- [YouTube Video Link.....](#) 

5. **Anusheel Gurjar**, Graphic Designer, TSK Design, India  
**Visual Cryptography in Typography**

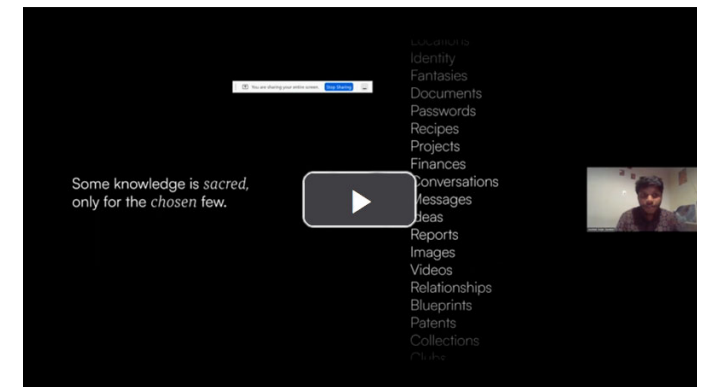
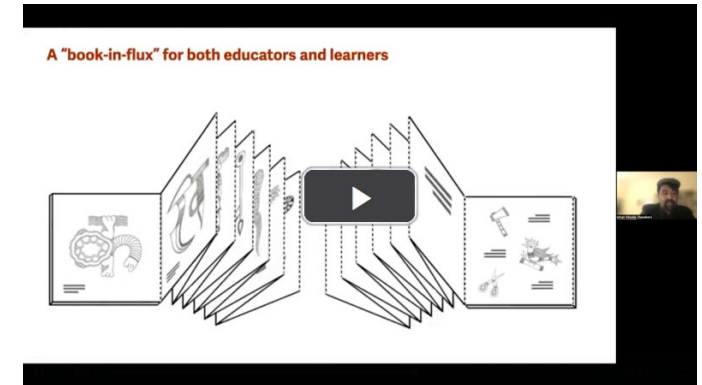
Download Paper:

- [Anusheel\\_Gurjar\\_typoday\\_2022.pdf.....](#) 
- [YouTube Video Link.....](#) 

6. **Kanaka Ananth**, Director, Maniams Marketing Services Private Limited, India  
**Type that Connects us With Our Roots**

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Design Resource

## Typography Day Papers 2022

Typography for Children

Typoday 2022

IDC, IIT Bombay

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<https://dsource.in/resource/typography-day-papers-2022/academic-and-professional-speakers>

7. **Jui Shekhar Karhadkar**, Faculty of Visual Communication Design, Srishti Manipal Institute, Bangalore, India

**Discussing the Role of Typography in Evolution of Children's Educational Books and its Impact on Learning**

Download Paper:

- [Jui\\_Shekhar\\_Karhadkar\\_typoday\\_2022.pdf.....](#)
- [YouTube Video Link.....](#)

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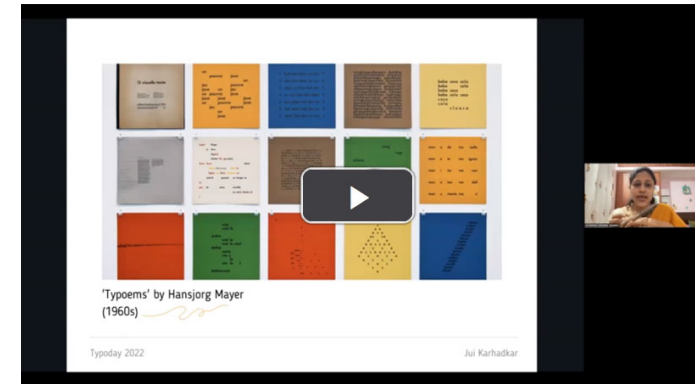
2. Academic and Professional Speakers

3. Student Speakers

4. Video

5. References

6. Contact Details



Design Resource

## Typography Day Papers 2022

Typography for Children

Typoday 2022

IDC, IIT Bombay

Source:

<https://dsource.in/resource/typography-day-papers-2022/student-speakers>

1. Introduction
2. Academic and Professional Speakers
3. Student Speakers
4. Video
5. References
6. Contact Details

## Student Speakers

The list of papers was selected for presentation during the Typography Day 2022 Conference.



1. **Sharmila Malladi and Prof. Abhrojit Boral**, United-world Institute of Design, India  
Approaching an understanding of deep emotional connections with typefaces through a font-based board game by applying thinking and reasoning while remembering feelings with typefaces

Download Paper:

- [Sharmila\\_Malladi\\_typoday\\_2022.pdf.....](#) 
- [YouTube Video Link.....](#) 

2. **Lekha Rajan Tilave**, Rachana Sansad College of Applied Arts & Crafts, India  
Savitribai Phule's life through Devanagari letters

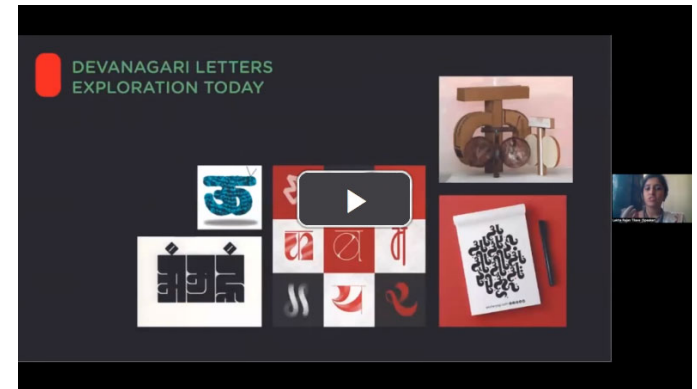
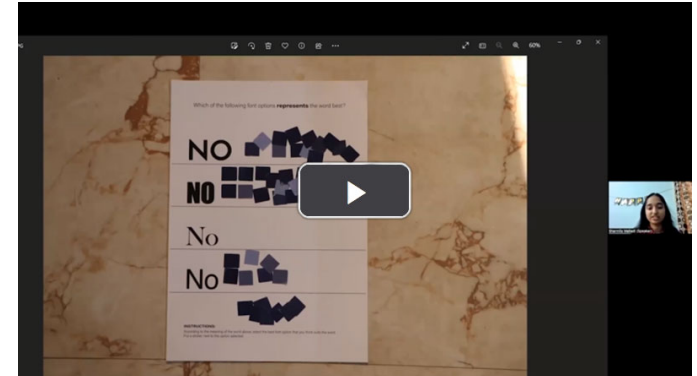
Download Paper:

- [Lekha\\_Rajan\\_Tilave\\_typoday\\_2022.pdf.....](#) 
- [YouTube Video Link.....](#) 

3. **Rana Shinde**, School of planning and Architecture, Bhopal, India  
Mohalla: A Multilingual Typeface Inspired from Hand painted street Typography

Download Paper:

- [Rana\\_Shinde\\_typoday\\_2022.pdf.....](#) 
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## Typography Day Papers 2022

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Typoday 2022  
IDC, IIT Bombay

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1. Introduction
2. Academic and Professional Speakers
3. Student Speakers
4. Video
5. References
6. Contact Details

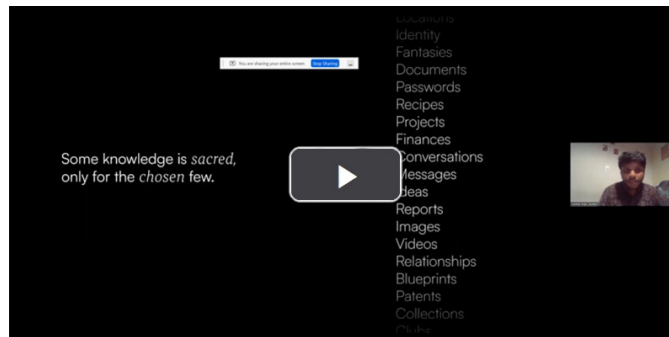
## Video



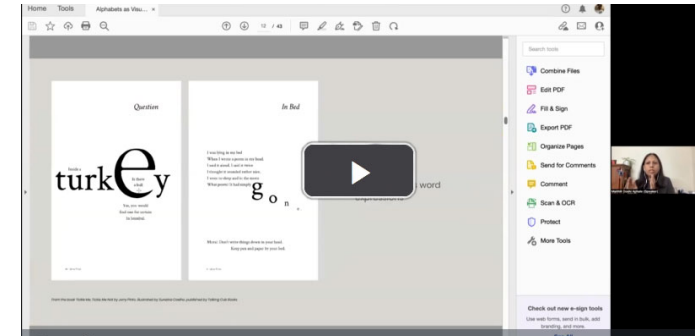
Hung Keung



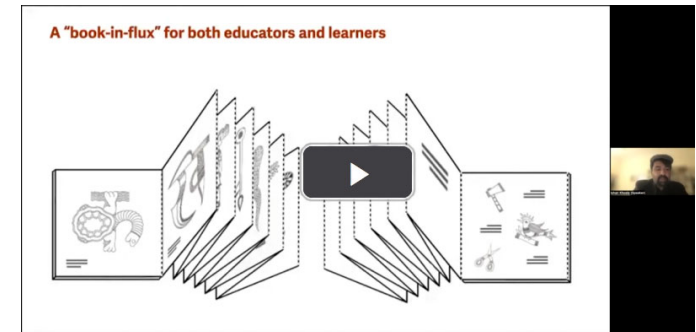
Vaijayanti Ajinkya



Anusheel Gurjar



Maithili Doshi Aphale



Ishan Khosla



Kanaka Ananth



Design Resource

## Typography Day Papers 2022

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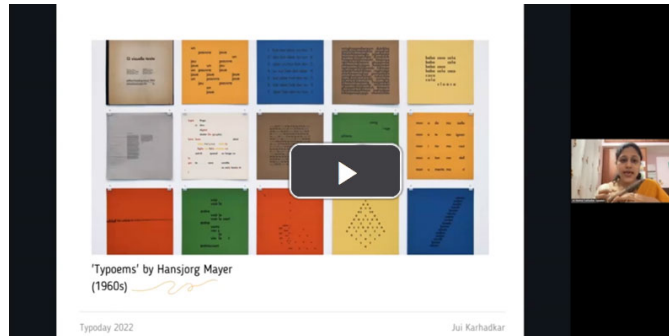
Typoday 2022

IDC, IIT Bombay

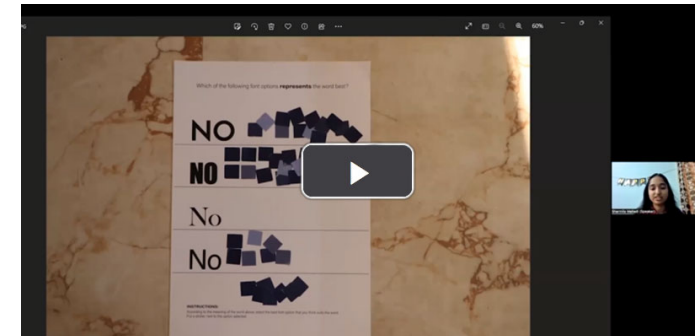
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1. Introduction
2. Academic and Professional Speakers
3. Student Speakers
4. Video
5. References
6. Contact Details



Jui Shekhar Karhadkar



Sharmila Malladi and Prof. Abhroj Boral



Lekha Rajan Tilave



Rana Shinde

Design Resource

## Typography Day Papers 2022

Typography for Children

Typoday 2022

IDC, IIT Bombay

## References

For more details please click on the following link:

- <http://www.typoday.in/2022>
- <https://www.youtube.com/channel/UCiwFfiuw7igGGeK3fbD7r4w>
- <https://www.youtube.com/watch?v=WOyslK1TLCs&list=PLBJKlj6FxG9ZXtF1OT3ULwvj9yplgtm6>
- <https://www.youtube.com/@dsourceindia>

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<https://dsource.in/resource/typography-day-papers-2022/references>

1. Introduction
2. Academic and Professional Speakers
3. Student Speakers
4. Video
5. References
6. Contact Details

Design Resource

## Typography Day Papers 2022

Typography for Children

Typoday 2022

IDC, IIT Bombay

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## Contact Details

**Typography Day 2022** conference was organized by IDC School of Design (IDC), Indian Institute of Technology Bombay (IIT Bombay).

You can get in touch with us at [typoday2022\[at\]gmail.com](mailto:typoday2022[at]gmail.com)

For more details please click on the following link:

<http://www.typoday.in/2022/>

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

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1. Introduction

2. Academic and Professional Speakers

3. Student Speakers

4. Video

5. References

6. Contact Details