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

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

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 with ....grrrrrrrrrr........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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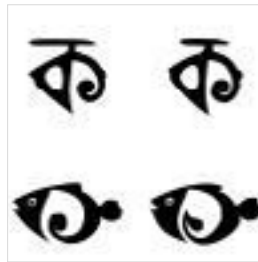**https://www.dsource.in/course/typography-and-expression/introduction**

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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Expressive Typography

Expressive

Installation

Transformation

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Expressive

Expressive Emotions

Expressive Professions

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

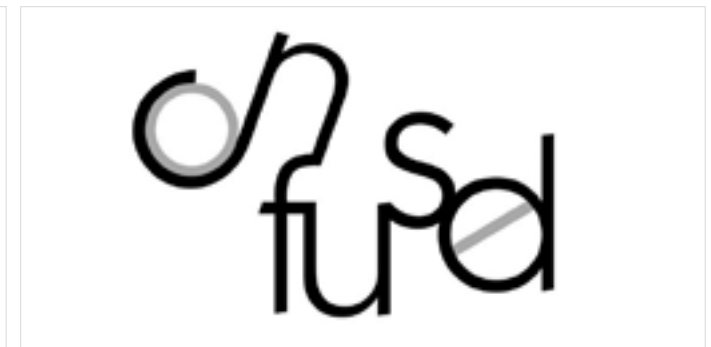Manisha Gupta, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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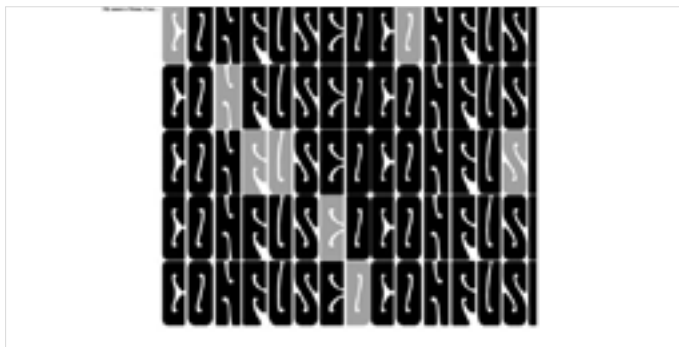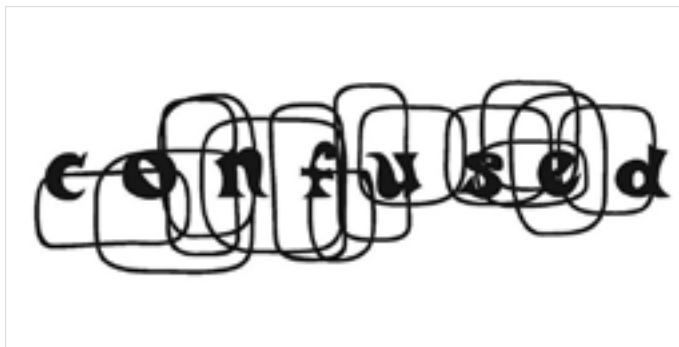
Preet Srimani, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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
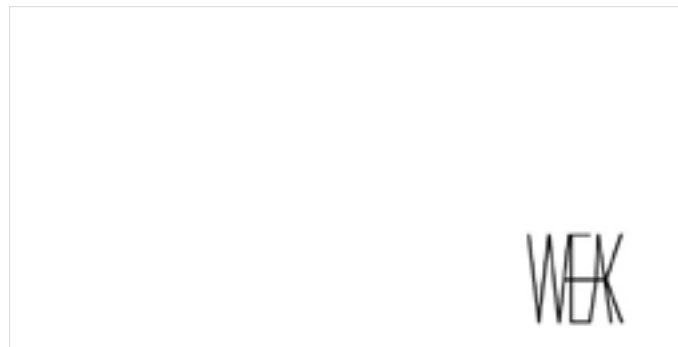

Soumya Tiwari, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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.

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

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

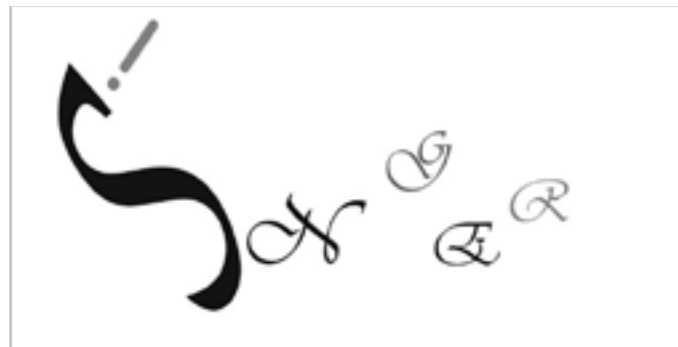Taruja Parande, M.Des student at Industrial Design Centre (IDC), IIT Bombay

Tarana Gupta, 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

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

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

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

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

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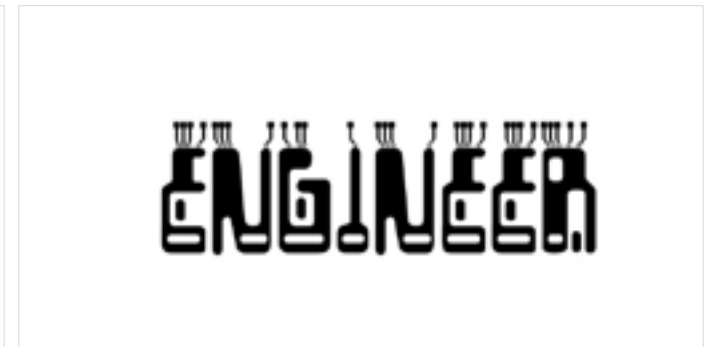

M.Des student at Industrial Design Centre (IDC), IIT Bombay

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

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

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

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

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Amrita Kanther, 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
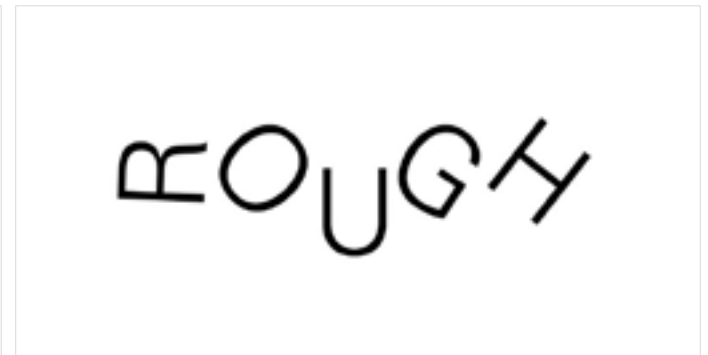

Soniya Jain, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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

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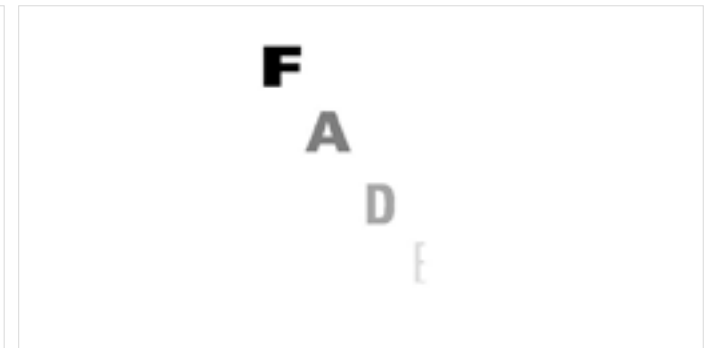
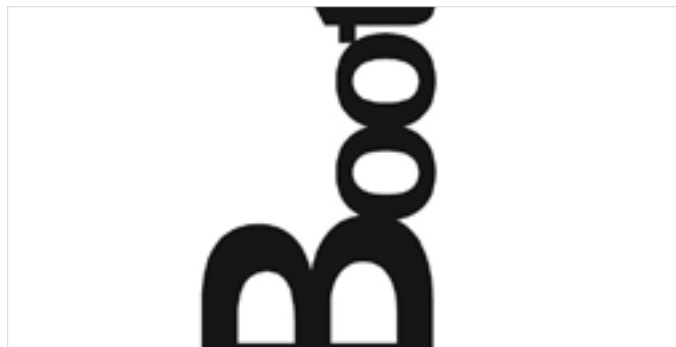Rangoli Garg, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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

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

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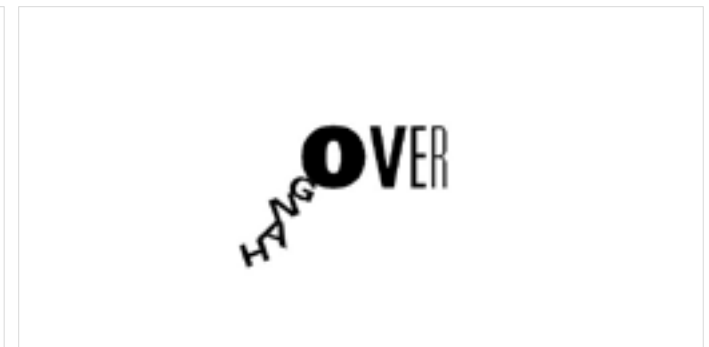

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Prashant Sharma, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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

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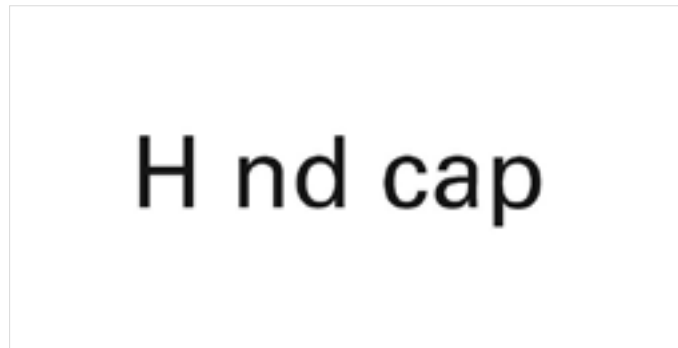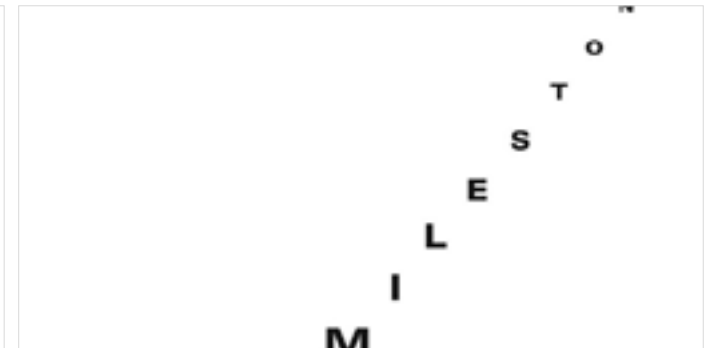
Monika Nanaware, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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

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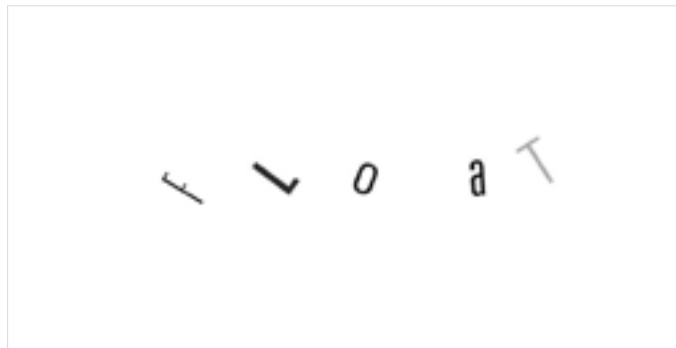
Lakshmi Despande, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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

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Farwej Bhutiya, 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

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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

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

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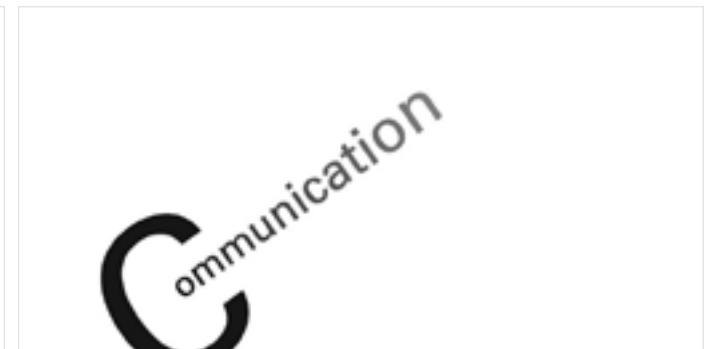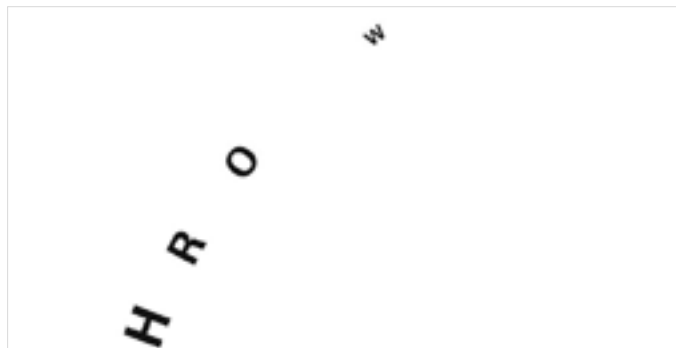
Dipali Thokal, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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

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

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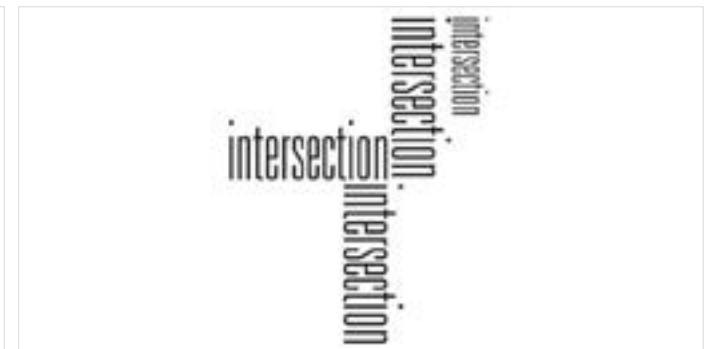
Anidya Bishwas, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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

Ankita R, 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

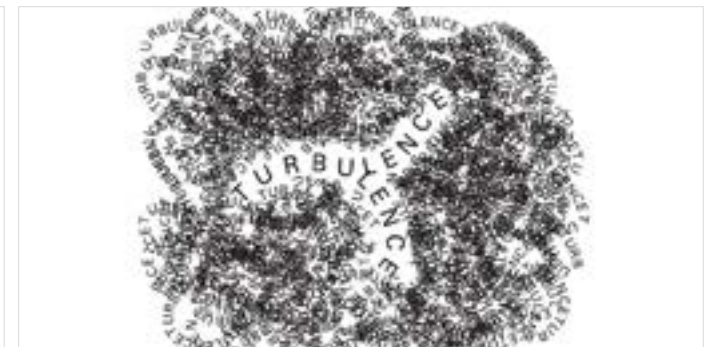Anukriti V, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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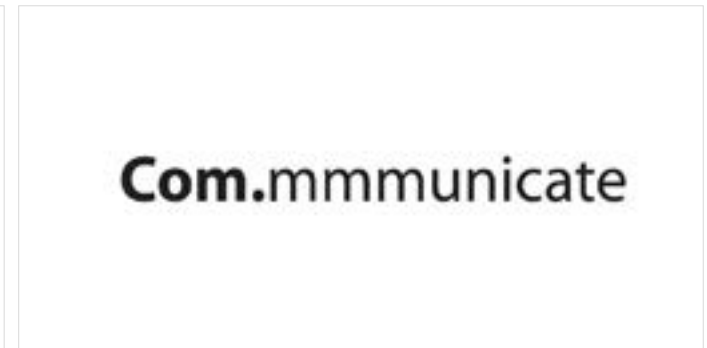
Shravan M, M.Des student at Industrial Design Centre (IDC), IIT Bombay
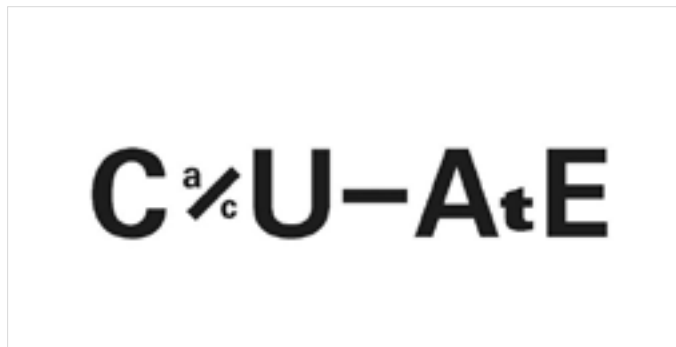

Xaxa Aman R, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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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Expressive Object & Animals

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

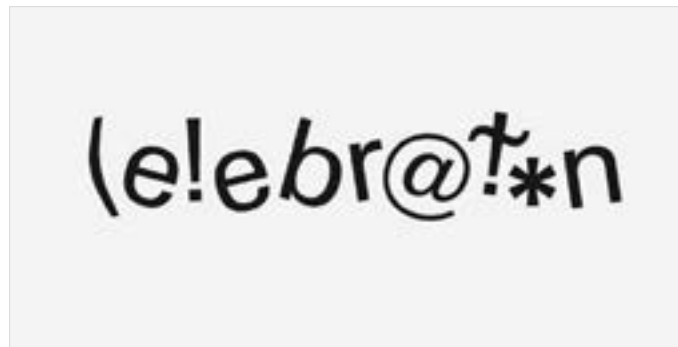Chitra Chandrashekhar, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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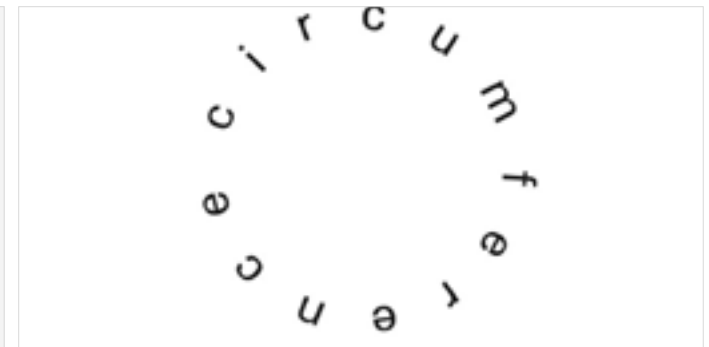Prerak Mheta, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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

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

Ganesh Gajjella, M.Des student at Industrial Design Centre (IDC), 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/expressive/expressive-object-animals

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

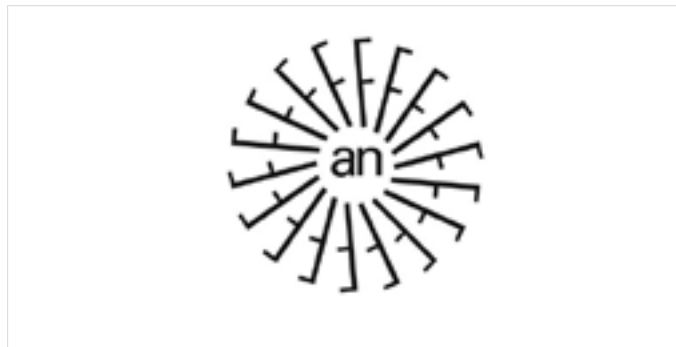Sayali Bhagali, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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

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

Design Course
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IDC, IIT Bombay

Source:
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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IDC, IIT Bombay

Source:
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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Source:
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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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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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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 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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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 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

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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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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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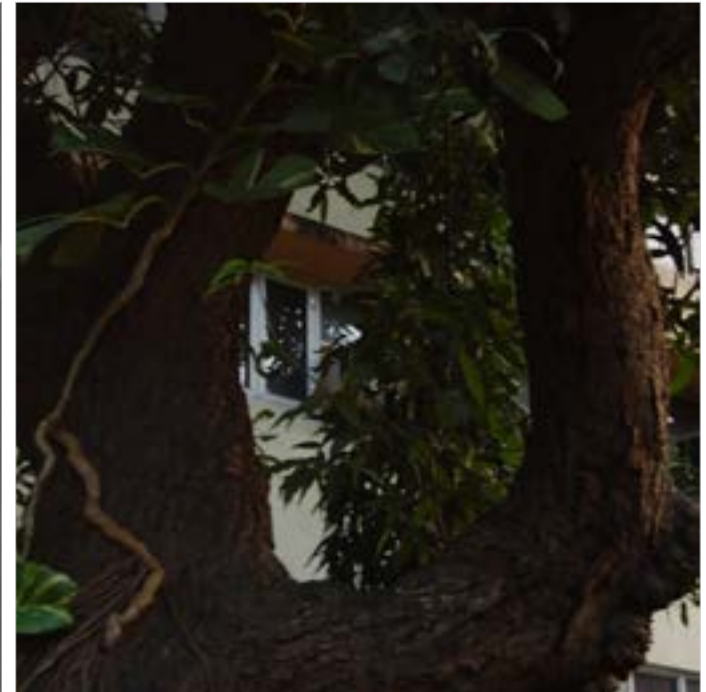To express the meaning of a text
by
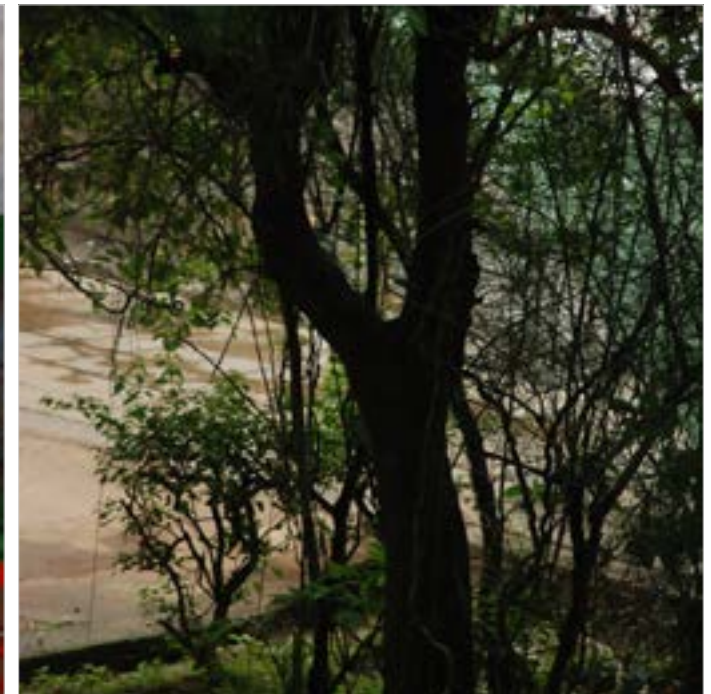Prof. G. V. Sreekumar
IDC, IIT Bombay

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

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

Letter Y 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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Source:
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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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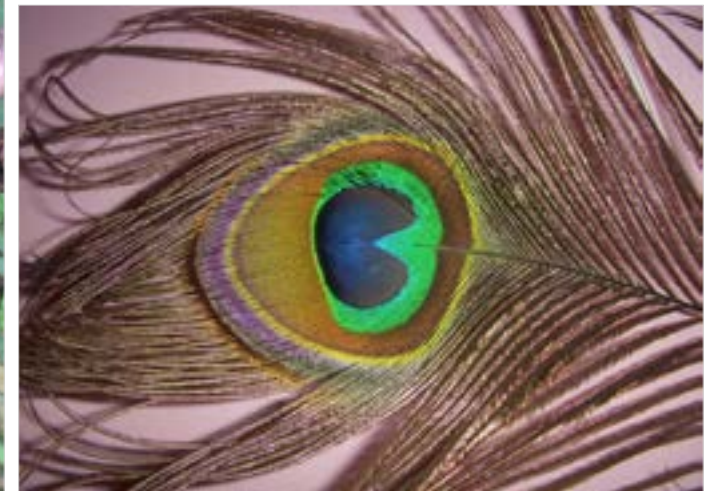https://www.dsource.in/course/typography-and-expression/expressive-typography/installation

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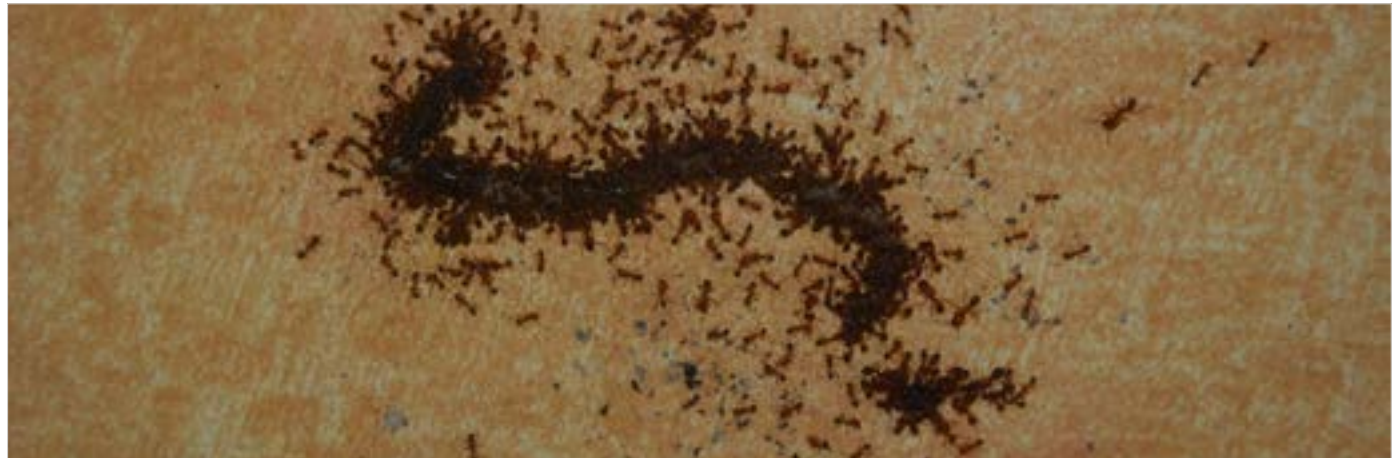https://www.dsource.in/course/typography-and-expression/expressive-typography/installation

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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by
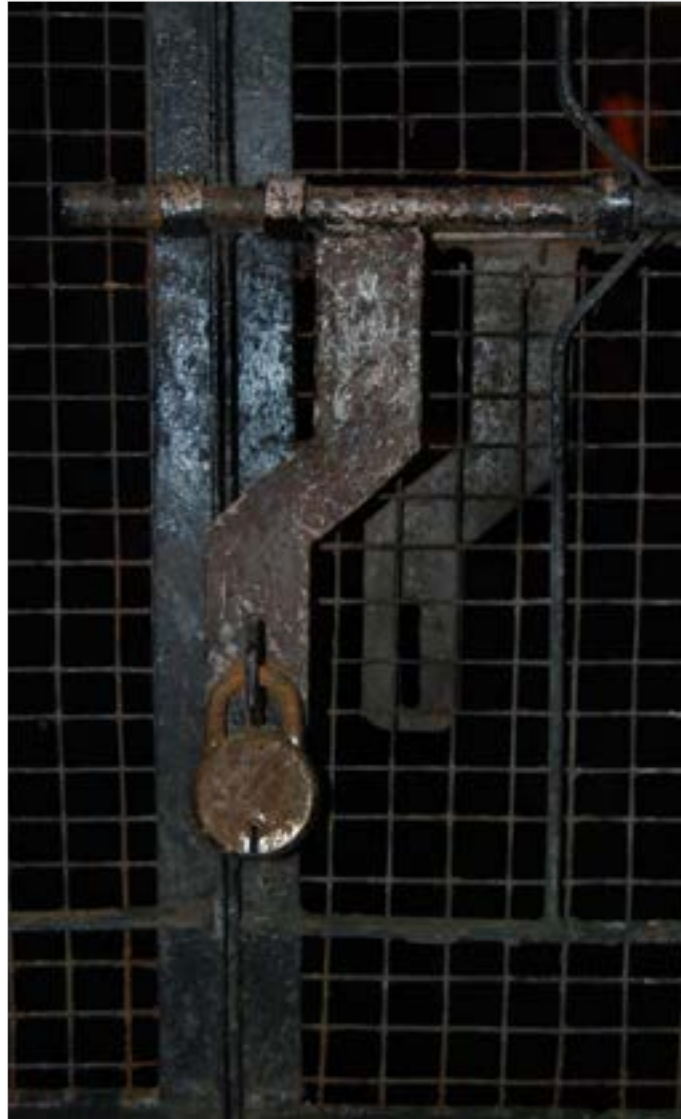Prof. G. V. Sreekumar
IDC, IIT Bombay

Source:
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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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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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Source:
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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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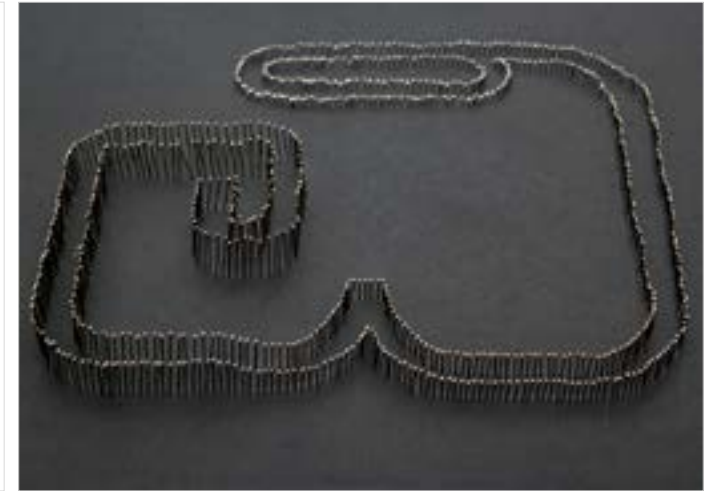To express the meaning of a text
by
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Source:
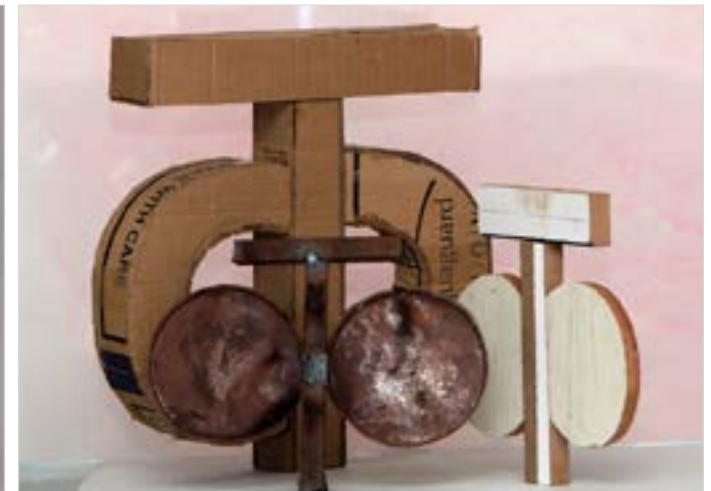**https://www.dsource.in/course/typography-and-expression/expressive-typography/installation**

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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Source:
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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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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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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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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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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

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

Design Course
Typography and Expression
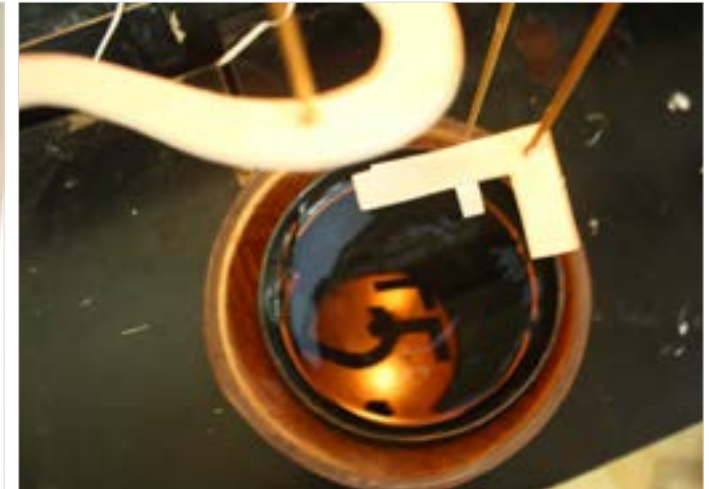To express the meaning of a text
by
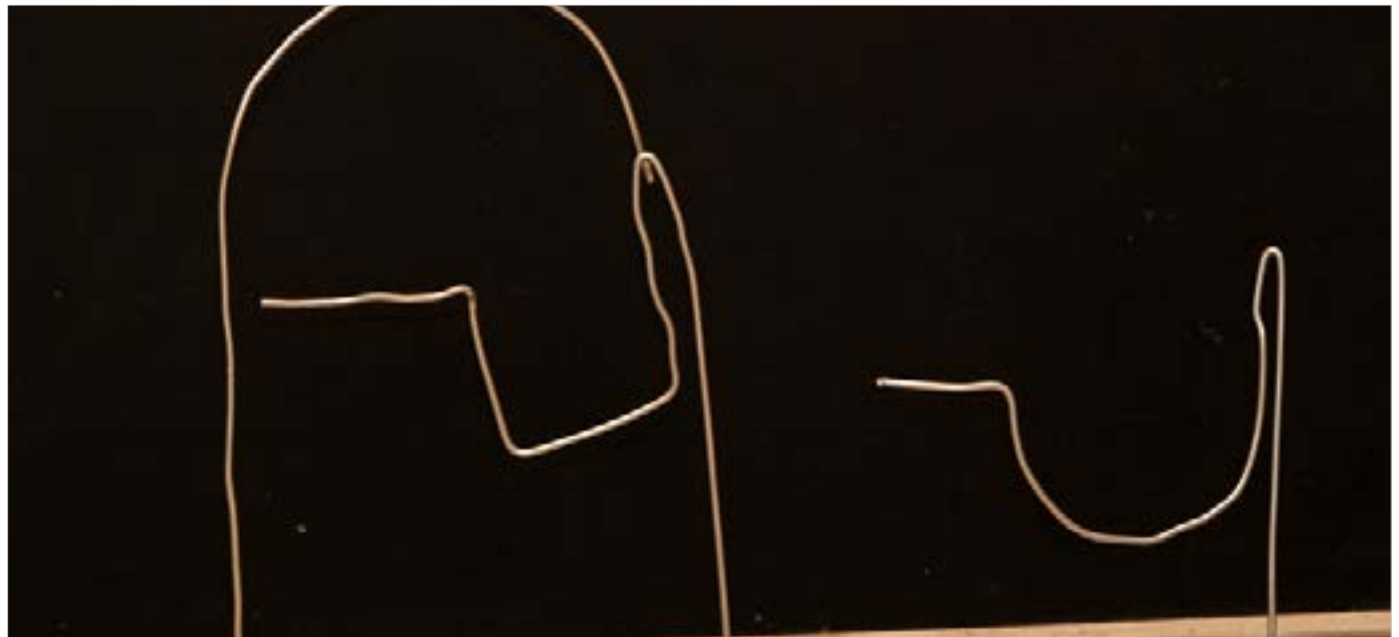Prof. G. V. Sreekumar
IDC, IIT Bombay

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

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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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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Source:
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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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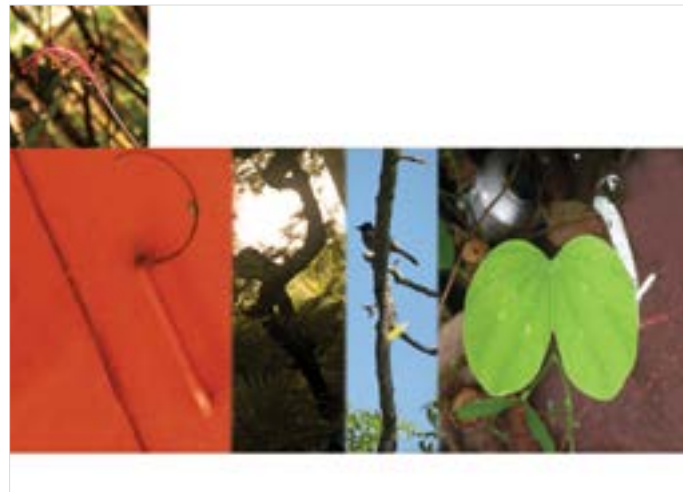by
Prof. G. V. Sreekumar
IDC, IIT Bombay

Source:
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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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Source:
https://www.dsource.in/course/typography-and-expression/expressive-typography/transformation
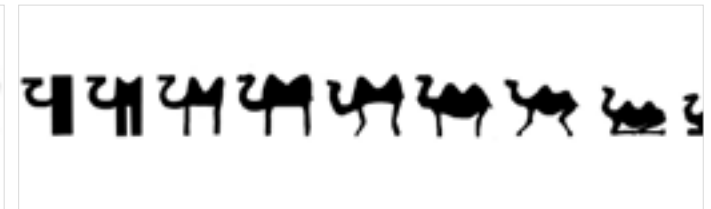
Transformation

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.
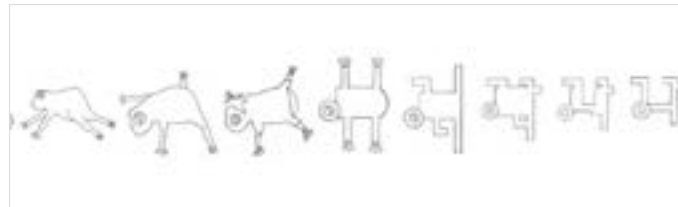
Format – A4

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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1. Introduction
2. Expressive Typography
    2a. Expressive
    2b. Installation
    2c. Transformation
3. Expressive Calligraphy
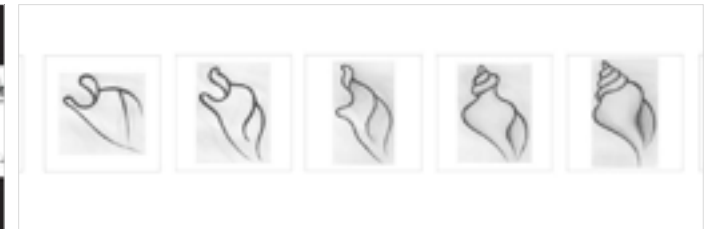4. References
5. Contact Details

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
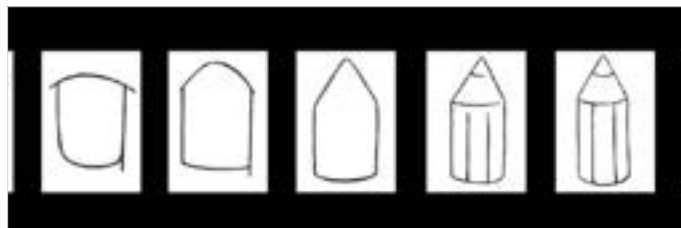

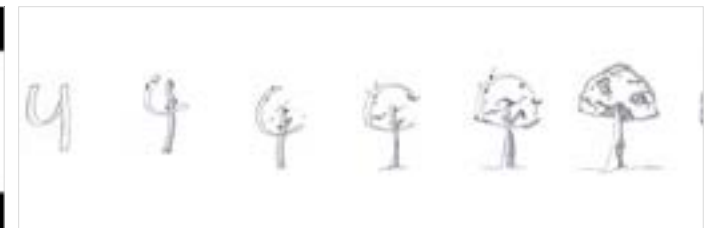Deepali K, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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

Design Course
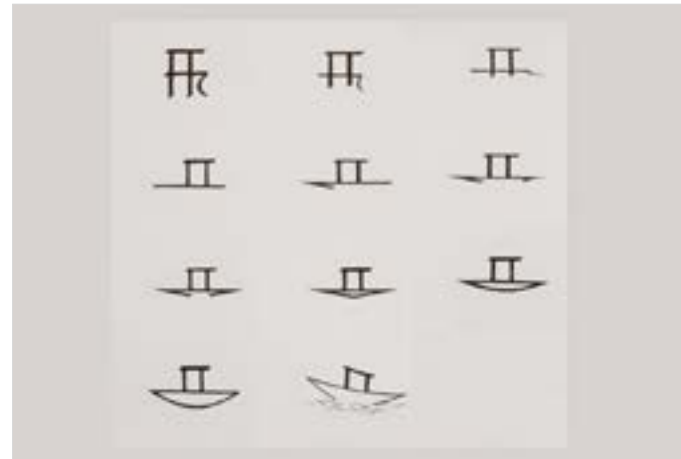# Typography and Expression
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Source:
https://www.dsource.in/course/typography-and-expression/expressive-typography/transformation

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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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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Source:
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Source:
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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To express the meaning of a text
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Prof. G. V. Sreekumar
IDC, IIT Bombay

Source:
https://www.dsource.in/course/typography-and-expression/contact-details

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

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@gmail.com