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Typography Day Papers 2012

Typography in Publication Design

by

Typoday 2012

IDC, IIT Bombay

Source:

<https://www.dsource.in/resource/typography-day-papers-2012>



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<https://www.dsource.in/resource/typography-day-papers-2012/introduction>

Introduction

Typography Day was being organized for the fifth time from 1st to 3rd of March 2012 hosted by Industrial Design Centre (IDC), Indian Institute of Technology Bombay (IIT Bombay) with support from India Design Association (InDeAs) and Aksharaya.

The theme of the event was: '**Typography in Publication Design**'.

The Conference focused on the following issues:

1. Experiments and Explorations in Publication Design.
2. Publication Design with multilingual scripts.
3. Typography and Publication Design in native (indigenous) Scripts.
4. Typography and Publication Design within local contexts.
5. Research activities in Typography and Publication Design.

Here you can find the selected final juried papers for the conference Typography Day 2012 with the theme of '**Typography and Publication Design**'.

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<https://www.dsource.in/resource/typography-day-papers-2012/keynote-speakers>

Keynote Speakers

Keynote address delivered during Typography Day 2012.

1. **Ken Botnick**, Professor of Art, Washington University
Vision & the Visual

Download Paper:

- [ken-botnick1-typographyday2012.....](#) 
- [ken-botnick2-typographyday2012.....](#) 
- [Watch Video.....](#) 

2. **Bishwadeep Moitra**, Executive Editor, Outlook, New Delhi
The Weekly News Magazine; Dressing up a Dog's Dinner

Download Paper:

- [bishwadeep-moitra-typographyday2012.....](#) 
- [Watch Video.....](#) 

Keynote Speaker's Videos:



Ken Botnick, Professor of Art, Washington University, **Vision & the Visual**

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Bishwadeep Moitra, Executive Editor, Outlook, New Delhi, The Weekly News Magazine;
Dressing up a Dog's Dinner

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<https://www.dsource.in/resource/typography-day-papers-2012/international-speakers>

International Speakers

The list of papers was selected for presentation during the Typography Day 2012 Conference.

1. **David Brezina**, Rosetta Type Foundry, Czech Republic + Argentina
Challenges in multilingual type design

Download Papers:

- [david-brezina-typographyday2012.....](#) 
- [Watch Video.....](#) 

2. **Denielle Emans**, Zayed university, Dubai, United Arab Emirates
Teaching Maya to the Next Generation: children's publication design in a multilingual context

Download Papers:

- [denielle-emans-typographyday2012.....](#) 
- [Watch Video.....](#) 

3. **Eduard Čehovin**, Design Center, Ljubljana, Slovenia
Two (Dva) Magazine

Download Papers:

- [eduard-cehovin-typographyday2012.....](#) 

4. **Evrripides Zantides**, Cyprus University of Technology, Cyprus
The use of eye-tracker technology to evaluate typefaces, Greek fonts and publication design for screen

Download Papers:

- [zantides-evripides-typographyday2012.....](#) 
- [Watch Video.....](#) 

5. **Geetika Alok**, London, UK
My Umbilical Attachment Indian visual culture in an age of commercial transformation

Download Papers:

- [geetika-alok-typographyday2012.....](#) 

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6. Jackson Choi, Monica Chiu, Sylvia To, Hong Kong Design Institute (HKDI), Hong Kong
Typographic training as a tool for nurturing Cultural awareness and sustainability

Download Papers:

• [jackson-choi-typographyday2012.....](#) 

7. Mahmood MazaheriTari, Tehran, Iran

Abilities Of Persian Typefaces & Persian Calligraphy In Stencil Type Design

Download Papers:

• [mahmood-mazaheri-tari-typographyday2012.....](#) 

• [Watch Video.....](#) 

8. Mariko Takagi, Hong Kong Baptist University, Kowloon, Hong Kong
Typographic Culture of Hong Kong

Download Papers:

• [mariko-takagi-typographyday2012.....](#) 

9. Paul D. Hunt, Adobe, USA

Developing fonts for Indian scripts

Download Papers:

• [paul-d-hunt-typographyday2012.....](#) 

• [Watch Video.....](#) 

10. Rathna Ramanathan, Central Saint Martins College of Art and Design, London, UK
Picturing words: expressive typography & story-telling in picture books

Download Papers:

• [rathna-ramanathan-typographyday2012.....](#) 

11. Sophia Oduol, University of Creative Technology, Lesotho

Innovative applications of Typography - Ancient African Typographic Symbols in Contemporary Publication Design

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Download Papers:

- [sophia-oduol-typographyday2012.....](#) 
- [Watch Video.....](#) 

12. Uta Schneider, Stiftung Buchkunst, Frankfurt, Germany

Book Design – the showcase field in the visual communication. An international review

Download Papers:

- [uta-schneider-typographyday2012.....](#) 
- [Watch Video.....](#) 

13. Zoran Markovic, University of Botswana, Gaborone, Botswana

Typography as a Graphic Design within Official (Governmental) Valuables – Case Study of the Botswana's new set of Bank-notes

Download Papers:

- [zoran-markovic-typographyday2012.....](#) 
- [Watch Video.....](#) 

International Speaker's Videos:



David Brezina, Rosetta Type Foundry, Czech Republic + Argentina Challenges in multilingual type design

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Denielle Emans, Zayed university, Dubai, United Arab Emirates, Teaching Maya to the Next Generation: children's publication design in a multilingual context



Evipides Zantides, Cyprus University of Technology, Cyprus, The use of eye-tracker technology to evaluate typefaces, Greek fonts and publication design for screen



Mahmood MazaheriTari, Tehran, Iran, Abilities Of Persian Typefaces & Persian Calligraphy In Stencil Type Design



Paul D. Hunt, Adobe, USA, Developing fonts for Indian scripts

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Sophia Oduol, University of Creative Technology, Lesotho, Innovative applications of Typography - Ancient African Typographic Symbols in Contemporary Publication Design



Uta Schneider, Stiftung Buchkunst, Frankfurt, Germany, Book Design – the showcase field in the visual communication. An international review



Zoran Markovic, University of Botswana, Gaborone, Botswana, Typography as a Graphic Design within Official (Governmental) Valuables – Case Study of the Botswana's new set of Bank-notes

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<https://www.dsource.in/resource/typography-day-papers-2012/national-speakers>

National Speakers

The list of papers was selected for presentation during the Typography Day 2012 Conference.


1. **Ishan Khosla**, Ishan Khosla Design, New Delhi
Typocraft: Creating an Indian Typographic Identity

Download Paper:

• [ishan-khosla-typographyday2012.....](#) 

2. **Pallavi Sudhanshu Apte**, India
Devnagari-Latin ambigrams

Download Paper:

• [pallavi-apte-typographyday2012.....](#) 
• [Watch Video.....](#) 

3. **Vaishnavi Murthy**, Bangalore
Tending to the Inheritance of Tulu Script

Download Paper:

• [vaishnavi-murthy-typographyday2012.....](#) 

4. **Yashodeep Gholap**, Mumbai
Designing a Devanagari text font for newspaper use

Download Paper:

• [yashodeep-gholap-typographyday2012.....](#) 
• [Watch Video.....](#) 

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National Speaker's Videos:



Pallavi Sudhanshu Apte, India, Devnagari-Latin ambigrams



Yashodeep Gholap, Mumbai, Designing a Devanagari text font for newspaper use

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Doctoral Research Speakers

The list of papers was selected for presentation during the Typography Day 2012 Conference.

1. **Chitchai Kuandachakupt**, Ph D Researcher, Kyoto Institute of Technology, Japan
Ariyaka, the early typeface leads modern industrialization of letterpress printing in Thailand

Download Paper:

- [chitchai-kuandachakupt-typographyday2012.....](#) 
- [Watch Video.....](#) 

2. **Farzan Kermaninejad**, Ph D Researcher, Industrial Design Centre, IIT Bombay
Usage of Nasta'liq in the Modern Publications

Download Paper:

- [farzan-kermaninejad-typographyday2012.....](#) 
- [Watch Video.....](#) 

3. **Hoonsik Yoo**, Ph D Researcher, Interaction Design Lab., Graduate School of Techno Design, Seoul, Korea
The experience expansion of typography utilizing the five senses

Download Paper:

- [hoonsik-yoo-typographyday2012.....](#) 
- [Watch Video.....](#) 

4. **Prasad Bokil**, Ph D Researcher, Industrial Design Centre, IIT Bombay
Making publication grids flexible

Download Paper:

- [prasad-bokil-typographyday2012.....](#) 
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Doctoral Research Speaker's Videos:



Chitchai Kuandachakupt, Ph D Researcher, Kyoto Institute of Technology, Japan, Ariyaka, **the early typeface leads modern industrialization of letterpress printing in Thailand**



Farzan Kermaninejad, Ph D Researcher, Industrial Design Centre, IIT Bombay, **Usage of Nasta'liq in the Modern Publications**



Hoonsik Yoo, Ph D Researcher, Interaction Design Lab., Graduate School of Techno Design, Seoul, Korea, **The experience expansion of typography utilizing the five senses**



Prasad Bokil, Ph D Researcher, Industrial Design Centre, IIT Bombay, **Making publication grids flexible**

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Student Speakers

The list of papers was selected for presentation during the Typography Day 2012 Conference.

1. **Khushbu Shashikant Sangoi**, Sir J.J. Institute of Applied Arts, Mumbai
ONOMATOPOIEA With the comics

Download Paper:

- [khushbu-sangoi-typographyday2012.....](#) 
- [Watch Video.....](#) 

2. **Kollontai Cossich Diniz**, University of Sao Paulo, Sao Paulo, Brazil

Notes for studies on typography and publication design in indigenous (native) languages of Brazil

Download Paper:

- [kollontai-cossich-diniz-abstract-typographyday2012.....](#) 

Students Speaker's Video:



Khushbu Shashikant Sangoi, Sir J.J. Institute of Applied Arts, Mumbai **ONOMATOPOIEA With the comics**

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Video



Bishwadeep Moitra



Ken Botnik



David Brezina



Evripides Zantides



Denielle Emans



Mahmood MazaheriTari

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Rathna Ramanathan



Uta Schneider



Zoran Markovic



Pallavi Apte



Yashodeep Gholap



Chitchai Kuandachakupt

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For more details please click on the following link:

- <http://www.typoday.in/2012/index.html>
- <https://www.youtube.com/channel/UCiwFfiuw7igGGeK3fbD7r4w>
- https://www.youtube.com/watch?v=eBjY9-05fao&list=PL4OmuVnCLm4gRPtzZ8-vqv_tIYS-oTIP3

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<https://www.dsource.in/resource/typography-day-papers-2012/references>

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Contact Details

Typography Day 2012 conference was organized by IDC, IIT Bombay, India.

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

For more details please click on the following link:

<http://www.typoday.in/2012/index.html>

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

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