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## Typography Day Papers 2013

Display Typography

by

Typoday 2013

DoD, IIT Guwahati

Source:

<https://www.dsource.in/resource/typography-day-papers-2013>



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Source:

<https://www.dsource.in/resource/typography-day-papers-2013/introduction>

## Introduction

**Typography Day** was being organized for the sixth time in 2013 hosted by Department of Design (DoD), at the Indian Institute of Technology Guwahati (IIT Guwahati) in collaboration with the 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: 'Display Typography'

The papers were invited in three categories:

1. Research in Display Typography (Academic Research/Presentations)
2. Contextual and Script Based Display Typography Design (Industry Presentations/Case Studies)
3. Student projects in Display Typography (Student Projects)

The Conference focused on the following issues:

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

Here you can find the selected final juried papers for the conference Typography Day 2013 with the theme of 'Display Typography'.

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<https://www.dsource.in/resource/typography-day-papers-2013/international-speakers>

## International Speakers

The list of papers was selected for presentation during the Typography Day 2013 Conference.

1. **HUNG Keung**, School of Design, Hong Kong Polytechnic University, Hong Kong  
**How the traditional Chinese concept of time and space can be applied through digital moving images**

Download Paper:

• [hung-keung-typographyday2013.....](#) 

2. **Paul McNeil**, London College of Communication, London, United Kingdom  
**ThreeSix**

Download Paper:

• [p.mcneil-typographyday2013.....](#) 

3. **Dr. Antoine Abi Aad**, Académie Libanaise des Beaux Arts, Beirut, Lebanon  
**Applying Arabic Kashida on Latin Letters in Display Typography**

Download Paper:

• [antoine-abi-aad-typographyday2013.....](#) 

4. **Humanur Bagli and Koray Gelmez**, Istanbul Technical University, Department of Industrial Product Design, Turkey  
**Anatomy of a New Letter: A Story of a Design Competition for the Currency Sign of Turkish Lira**

Download Paper:

• [humanur-koray-typographyday2013.....](#) 

5. **Levi hammett**, virginia commonwealth university in qatar, Doha, Qatar  
**Physical Typography: Engaging students through tactile making regulated by systematic limitation**

Download Paper:

• [levi-hammett-typographyday2013.....](#) 

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6. Wolfgang Homola, Independent Designer, Vienna, Austria

Designing a typeface for a signage system: a case study

Download Paper:

- [wolfgang-homola-typographyday2013.....](#) 
- [Watch Video.....](#) 

7. Joaquim Antero Magalhães Ferreira, designer, professor-researcher, Portugal

Alphabet-image

Download Paper:

- [joaquim-antero- magalhães-ferreira-typographyday2013.....](#) 

8. Joey Hannaford and Cassie Hester, University of West Georgia, United States

Do You Believe? An examination of the effectiveness of Baskerville as a display type across print

Download Paper:

- [joey-cassie-typographyday2013.....](#) 

9. Mariko Takagi, Academy of Visual Arts, Hong Kong Baptist University, Hong Kong

Cultural stereotypes visualised by display fonts Using the example of “bamboo fonts”



Download Paper:

- [mariko-takagi-typographyday2013.....](#) 
- [Watch Video.....](#) 

10. Mahmood Mazaheri Tari, Formino Design, Tehran, Iran

Infected Mushrooms or Diamond Quarry/Graffiti writing and display type

Download Paper:

- [mahmood-mazaheri-tari1-typographyday2013.....](#) 
- [mahmood-mazaheri-tari2-typographyday2013.....](#) 

11. Tooba, University of Tehran, Tehran, Iran

Designing a typeface with the efficacy of the Thuluth script (Approach of use in texts and headlines)

Download Paper:

- [tooba-typographyday2013.....](#) 

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12. Randa Abdel Baki, Lebanese American University, Lebanon  
Coupling bilingual typefaces

Download Paper:

- [randa-abdel-baki-typographyday2013.....](#) 
- [Watch Video.....](#) 

13. Ralph Klewitz, Swinburne University of Technology, Malaysia  
World Signs: Symbols without meaning

Download Paper:

- [ralph-klewitz-typographyday2013.....](#) 

14. Adam Twardoch, Fontlab Ltd, Germany  
The future of type design is coming closer

Download Paper:

- [adam-twardoch-typographyday2013.....](#) 

International Speaker's Videos:



Wolfgang Homola, Independent Designer, Vienna, Austria, **Designing a typeface for a signage system: a case study**

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**Mariko Takagi**, Academy of Visual Arts, Hong Kong Baptist University, Hong Kong, **Cultural stereotypes visualised by display fonts** Using the example of “bamboo fonts”



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<https://www.dsource.in/resource/typography-day-papers-2013/national-speakers>

## National Speakers

The list of papers was selected for presentation during the Typography Day 2013 Conference.

1. **Manoj Naorem**, National Institute of Design, Paldi, Ahmedabad, India  
**Painters, a Project on the culture of Gujarati Street Painters**

Download Paper:

• [manoj-naorem-typographyday2013.....](#) 

2. **Prof Mustansir Dalvi**, Sir JJ College of Architecture, Mumbai, India and **Nanki Nath**, Research Scholar, IDC, IIT Bombay, India

**Display Typography of House Names in Mumbai's Residential Buildings: A Semiotic Intervention**

Download Paper:

• [mustansir-nanki-typographyday2013.....](#) 

3. **Nirbheek Chauhan**, Software Developer, Bangalore, India

**Display Typography: Yesterday's tomorrow comes today**

Download Paper:

• [nirbheek.chauhan-typographyday2013.....](#) 

4. **Prof Paresh Choudhury**, Maer's MIT Institute of Design, Pune, India

**Display Typography: Environmental Typography of Orissa in Cultural Context - An insight and Visual Perception.**

Download Paper:

• [paresh-choudhury-typographyday2013.....](#) 

5. **Manoj Neel, Ajai Raghav, Jolly Joseph and Orion Jose**, Infosys, Bangalore, India  
**Type Dance**

Download Paper:

• [manoj-ajai-jolly-orion-typographyday2013.....](#) 

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6. Sarang Kulkarni, Principal Designer, WhiteCrow Designs, Mumbai, India  
Issues with Devanagari Display Type

Download Paper:

• [sarang-kulkarni-typographyday2013.....](#) 

Watch Video..... 

7. Huzefa Kanchwala, Department of Design, IIT Guwahati, India  
Mental workload and time taken with varying paragraph size and number of columns during onscreen reading

Download Paper:

• [huzefa-kanchwala-typographyday2013.....](#) 

8. Nanki Nath, Research Scholar and Prof Ravi Poovaiah, IDC, IIT Bombay, India  
Pragmatic and Syntactic trends in Display Typography on the shop signs of Abdul Rehman Street, Mumbai

Download Paper:

• [nankinath-ravi-poovaiah-typographyday2013.....](#) 

Watch Video..... 

9. Ms. Khushbu Shashikant Nutan Sangoi, Sir J.J. Institute of Applied Arts, Mumbai, India  
Display Typography and lettering: Juxtaposed with panelology

Download Paper:

• [khushbu-shashikant-nutan-sangoi-typographyday2013.....](#) 

10. Nehal Lodha, Rachana Sansad College of Applied Art and Craft, Mumbai, India  
The Artist Fonts

Download Paper:

• [nehal-lodha-typographyday2013.....](#) 

11. Smruthi Bala Kannan, IIT Madras, India  
Politics by the roadside: Lettering in Tamil political party graffiti

Download Paper:

• [smruthi-bala-kannan-typographyday2013.....](#) 



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12. **Ishita Panchal**, Rachana Sansad College of Applied Art and Craft , Prabhadevi, Mumbai, India  
**Khubsurat Font**

Download Paper:

- [ishita-panchal-typographyday2013.....](#) 

13. **Jayagovindan Menon**, Grantha Consulting/D J Academy of Design, Coimbatore, India  
**Container as Content**

Download Paper:

- [jayagovindan-menon-typographyday2013.....](#) 

14. **Apoorva lall**, Amity university, India  
**Behold: The Vanishing Lettering Designs**

Download Paper:

- [apoorva-lall-typographyday2013.....](#) 

National Speaker's Videos:



**Sarang Kulkarni**, Principal Designer, WhiteCrow Designs, Mumbai, India, **Issues with Devanagari Display Type**



**Nanki Nath**, Research Scholar and Prof Ravi Poovaiah, IDC, IIT Bombay, India, **Pragmatic and Syntactic trends in Display Typography on the shop signs of Abdul Rehman Street, Mumbai**

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## Poster Presentations

The list of papers was selected for Poster Presentation during the Typography Day 2013 Conference.

### International Speakers:

1. **Amélie Bonet**, Dalton Maag Ltd, London, United Kingdom  
**AXIS DISPLAY as love**

### Download Paper:

• [amélie-bonet-typographyday2013.....](#) 

2. **Zoran Markovic**, University of Botswana, Department of Industrial Design and Technology, Botswana  
**Vincha (Danubian) script – The First Script or just a Proto-Script**

### Download Paper:

• [zoran-markovic-typographyday2013.....](#) 

3. **Maryam Hosseinnia**, American University of Kuwait, Kuwait  
**Teaching American Style Education in Kuwait**

### Download Paper:

• [maryam-hosseinnia-typographyday2013.....](#) 

### National Speakers:

1. **Pooja Saxena**, Typeface Designer, Noida, India  
**Type in Transit: LED displays in public transport**

### Download Paper:

• [pooja-saxena-typographyday2013.....](#) 

2. **Anvita Jain**, Anvita Jain Design, New Delhi, India  
**Display Typography in Contemporary Art**

### Download Paper:

• [anvita-jain-typographyday2013.....](#) 

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3. Kimya Gandhi, Freelance Type Designer, Mumbai, India

Cultivating learning environments and designing an approach to type design education in India

Download Paper:

- [gandhi-kimya-typographyday2013.....](#) 

4. Pooja Saxena, Typeface Designer, Noida, India

Cawnpore: A typeface to expand the typographic palette for Devanagari

Download Paper:

- [pooja-saxena-typographyday2013.....](#) 

5. Parimal Narendra Parmar, D J Academy of Design, Coimbatore, India

Devanagari Display Typeface design

Download Paper:

- [parimal-narendra-parmar-typographyday2013.....](#) 

6. Subhajit Chandra, IIT Guwahati, India

Bengali Type: Documentation on Bengali Typeface

Download Paper:

- [subhajit-chandra-typographyday2013.....](#) 

7. Dr. Manish Arora, Banaras Hindu University, India

Cultural Typography extravaganza of 'City of Light – KASHI'

Download Paper:

- [manish-arora-typographyday2013.....](#) 

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## Video



Mariko Takagi



Wolfgang Homola



Randa Abdel Baki



Sarang Kulkarni



Nanki Nath and Prof Ravi Poovaiah

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## References

For more details please click on the following link:

- <http://www.typoday.in/2013/index.html>
- <https://www.youtube.com/channel/UCiwFfiuw7igGGeK3fbD7r4w>
- <https://www.youtube.com/watch?v=HQUsbiQOH6I&list=PLBJBKlj6FxG-U6lwVHfGbEzC3zWgcLtX4>

Source:

<https://www.dsource.in/resource/typography-day-papers-2013/references>

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<https://www.dsource.in/resource/typography-day-papers-2013/contact-details>

## Contact Details

Typography Day 2013 conference was organized by DoD, IIT Guwahati, 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/2013/index.html>

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/ 7802

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

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