

Design Resource

Typography Day Papers 2014

Typography and Culture

by

Typoday 2014

Symbiosis Institute of Design, Pune

Source:

<https://www.dsource.in/resource/typography-day-papers-2014>



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2. International Speakers
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Source:

<https://www.dsource.in/resource/typography-day-papers-2014/introduction>

Introduction

Typography Day was being organized for the seventh time from 28th Feb to 2nd of March 2014 hosted by **Symbiosis Institute of Design, Pune** 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: 'Typography and Culture'.

The Conference focused on the following issues:

1. Experiments and Explorations in typography and culture.
2. Cross-cultural typography
3. Typography design with multilingual scripts.
4. Typography design in native (indigenous) Scripts.
5. Typography design within local contexts.
6. Research activities in typography and culture.
7. Education in local language typography

Sub-themes for the conference:

The conference focused on the following sub-themes:

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

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- **Visual Literacy with respect to Typography and culture**

- Visual Ergonomics, Cognitive studies, Human Machine Interface, Reading experiences

- **Typography and culture in Media**

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

Here you can find the selected final juried papers for the conference Typography Day 2014 with the theme of 'Typography and Culture'.

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<https://www.dsource.in/resource/typography-day-papers-2014/international-speakers>

International Speakers

The list of papers was selected for presentation during the Typography Day 2014 Conference.


1. Jeff Pulaski and Joey Hannaford, USA
Letterpress Light Workshop

Download Paper:

• [Jeff_Pulaski_Joey_Hannaford_typographyday2013.....](#) 

2. Mahmood Mazaheri Tari, Iran
Bitmap Type three Centuries

Download Paper:

• [mahmood_mazaheri_tari_typographyday2013.....](#) 

3. Felsing, Switzerland
Multilingual typography

Download Paper:

• [felsing_typographyday2013.....](#) 

4. Meaghan Anne Dee and Cassie Hester, USA
Sensory experiences in Typography

Download Paper:

• [meaghan_anne_dee_typographyday2013.....](#) 

5. Sumanthri Samarawickrama, Sri Lanka
Development of a typeface from the handwritten Sinhala plakkatens of Sri Lanka

Download Paper:

• [sumanthri_typographyday2013.....](#) 

• [Watch Video.....](#) 

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6. Dr. Iko Avital and Charu Monga, Israel

Šūnyatā Toolbox: From Spaceless Typography to Product Design

Download Paper:

- [iko_avital_charu_monga_typographyday2013.....](#) 
- [Watch Video.....](#) 

7. Bessemans Ann, Belgium

Matilda: A Typeface for Children with Low Vision

Download Paper:

- [bessemans_ann_typographyday2013.....](#) 
- [Watch Video.....](#) 

8. Gunnar Vilhjalmsson, United Kingdom

The Ruq'ah style and its role in Arabic typography

Download Paper:

- [gunnar_vilhjalmsson_typographyday2013.....](#) 
- [Watch Video.....](#) 

9. Dr. Iko Avital, Yaronimus and Alon Weiss, Israel

SHAKSHUKA: From Graffiti Vandalism to Aestheticism by Organic Typo Design

Download Paper:

- [iko_avital_yaronimus_alon_weiss_typographyday2013.....](#) 
- [Watch Video.....](#) 

10. Dr. Shelley Gruendler, Canada

Type Camp India: Pluralism in Design Education

Download Paper:

- [shelley_gruendler_typographyday2013.....](#) 
- [Watch Video.....](#) 

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Source:

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11. K.C. Yeoh, Singapore

Hawking Gawking in Singapore

Download Paper:

• [kcyeh_typographyday2013.....](#)

International Speaker's Videos:



Sumanthri Samarawickrama, Sri Lanka, Development of a typeface from the handwritten Sinhala plakkat-ens of Sri Lanka



Dr. Iko Avital and Charu Monga, Israel, Šūnyatā Toolbox: From Spaceless Typography to Product Design



Bessemans Ann, Belgium, Matilda: A Typeface for Children with Low Vision



Gunnar Vilhjalmsón, United Kingdom, The Ruq'ah style and its role in Arabic typography

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Dr. Iko Avital, Yaronimus and Alon Weiss, Israel, SHAK-SHUKA: From Graffiti Vandalism to Aestheticism by Organic Typo Design



Dr. Shelley Gruendler, Canada, Type Camp India: Pluralism in Design Education

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<https://www.dsource.in/resource/typography-day-papers-2014/national-speakers>

National Speakers

The list of papers was selected for presentation during the Typography Day 2014 Conference.

1. Deshna Mehta, India

From within it, from outside it and from above it

Download Paper:

• [deshna_typographyday2014.....](#) 

2. Yashodeep Gholap and Ted Harrison, India

Towards a holistic Indic Font design software: Observations from the study of the Devanāgarī font design proces

Download Paper:

• [yashodeep_ted_typographyday2014.....](#) 

• [Watch Video.....](#) 

3. Jayagovindan Menon, India

Typography: a 'punctuated' interpretation

Download Paper:

• [jayagovindan_typographyday2014.....](#) 

• [Watch Video.....](#) 

4. Rajendra Bhimraoji Thakre, India

Reviving Modi Script

Download Paper:

• [rajendrathakre_typographyday2014.....](#) 

5. Shashidhar Reddy and Nanki Nath , India

Display Type Expressions: The Cultural underpinnings of the Scripts from two Royal Cities of India

Download Paper:

• [shashidhar_nanki_typographyday2014.....](#) 

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6. Suniti S. Vadalkar, India

Concerns in Typography and Culture – A case-study based on PTG (Primitive Tribal Groups) Kota from the Nilgiris

Download Paper:

- [suniti_typographyday2014.....](#) 
- [Watch Video.....](#) 

7. Meenaketan Pattnaik, India

Fusion of culture with typographic experiments

Download Paper:

- [meenaketan_typographyday2014.....](#) 

8. S. Sridhara Murthy and Prof. Jayadhir Tirumalrao, India

GUNJALA GONDI SCRIPT: A NEW TRACING

Download Paper:

- [sridhar_typographyday2014.....](#) 
- [Watch Video.....](#) 

National Speaker's Videos:



Yashodeep Gholap and Ted Harrison, India, Towards a holistic Indic Font design software: Observations from the study of the Devanāgarī font design proces



Jayagovindan Menon, India, Typography: a 'punctuated' interpretation

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Source:

<https://www.dsource.in/resource/typography-day-papers-2014/national-speakers>



Suniti S. Vadalkar, India, Concerns in Typography and Culture – A case-study based on PTG (Primitive Tribal Groups) Kota from the Nilgiris



S. Sridhara Murthy and Prof. Jayadhir Tirumalrao, India, GUNJALA GONDI SCRIPT: A NEW TRACING

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<https://www.dsource.in/resource/typography-day-papers-2014/student-speakers>


Student Speakers

The list of papers was selected for presentation during the Typography Day 2014 Conference.

1. Pathum Egodawatta, Sri Lanka

Other-Letter; A hybrid of Sinhala and Tamil Scripts

Download Paper:

- [pathumego_typographyday2014.....](#) 
- [Watch Video.....](#) 

2. Chethya Munasinghe, Sri Lanka

Lankan Arts In A Font

Download Paper:

- [chethya_munasinghe_typographyday2014.....](#) 

3. Dhvanil Patel and Ojas Deshpande, IIT Guwahati, India

Technique for optimization of font color in subtitling of modern media

Download Paper:

- [dhvanilpatel_ojas_typographyday2014.....](#) 

4. Mohammad Shahid and Dr. D. Udaya Kumar, IIT Guwahati, India

Title design in Hindi & Bengali film posters



Download Paper:

- [mohammad_shahid_odaya_kumar_typographyday2014.....](#) 
- [Watch Video.....](#) 

5. Jalpa Shah, India

'Babuchak' - Gujarati Display Font

Download Paper:

- [jalpas_typographyday2014.....](#) 
- [Watch Video.....](#) 

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Pathum Egodawatta, Sri Lanka Other-Letter; A hybrid of Sinhala and Tamil Scripts



Mohammad Shahid and Dr. D. Udaya Kumar, IIT Guwahati, India, Title design in Hindi & Bengali film posters



Jalpa Shah, India, 'Babuchak' - Gujarati Display Font

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<https://www.dsource.in/resource/typography-day-papers-2014/poster-presentations>

Poster Presentations

International Speakers:

1. Shayna Blum, Saudi Arabia

Bilingual Typography in Globalized Middle Eastern Culture

Download Paper:

• [shayna_blum-typographyday2014.....](#) 

2. Cassie Hester and Meaghan Dee, USA

Typographic, Interactive Installations as Vehicles for Cultural Expression

Download Paper:

• [cassie_hester-typographyday2014.....](#) 

3. Thomas Milo, Netherlands

The Qur'ān Project

Download Paper:

• [tmilo_abstractupload-typographyday2014.....](#) 

4. Rikke Hansen, Denmark

Methods approaching teaching typographic design

Download Paper:

• [rikke_hansen-typographyday2014.....](#) 

5. Jeff Pulaski and Joey Hannaford, USA

International Type Throw-Down. Learning about type through friendly competition


Download Paper:

• [Jeff_Pulaski_Joey_Hannaford-typographyday2014.....](#) 

6. Maryam Hosseinnia, Kuwait

COOKING CULTURE

Download Paper:

• [maryamh-typographyday2014.....](#) 

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National Speakers:

1. Ashok Gopal Parab, India
Living With Lipi (Innovative Applications of Typography & Culture)

Download Paper:

• [ashokgparab-typographyday2014.....](#) 

2. Anitha, India
Thank You Culture You Gave Us Type

Download Paper:

• [anitha-typographyday2014.....](#) 

3. Ishan Khosla, India
Typecraft: Creating Contemporary Typefaces from Traditional Culture

Download Paper:

• [ishan-typographyday2014.....](#) 

Student Speakers:

1. Sonika Gondval, India
Type Design: Case Study of a Signage Typeface for an Institute of Technology in India

Download Paper:

• [sonika-typographyday2014.....](#) 

2. Varsha Singh, India
Street painting in Varanasi, India

Download Paper:

• [varsha_singh-typographyday2014.....](#) 

3. Dhvanil Patel and Sanuj Sharma, IIT Guwahati, India
Method to create personalized fonts based on a person's handwriting

Download Paper:

• [dhvanilpatel_sanuj-typographyday2014.....](#) 

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Video



Sumanthri Samarawickrama



Dr. Iko Avital and Charu Monga



Bessemans Ann



Gunnar Vilhjalmsjon



Dr. Iko Avital, Yaronimus and Alon Weiss



Dr. Shelley Gruendler

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Yashodeep Gholap and Ted Harrison



Jayagovindan Menon



Suniti S. Vadalkar



S. Sridhara Murthy



Pathum Egodawatta



Mohammad Shahid and Dr.D.Udaya Kumar

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Jalpa Shah

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For more details please click on the following link:

- <https://www.typoday.in/2014/index.html>
- <https://www.youtube.com/channel/UCiwFfiuw7igGGeK3fbD7r4w>
- https://www.youtube.com/watch?v=SZZFXM7I9-0&list=PLBJBKlj6FxG_cx3FHuLRR0Kw9SaAOXp9H

Source:

<https://www.dsource.in/resource/typography-day-papers-2014/references>

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Contact Details

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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/2014/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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