

Design Resource

## Typography Day Papers 2017

Typography and Diversity

by

Typoday 2017

Department of Integrated Design,  
University of Moratuwa, Sri Lanka

Source:

<https://www.dsource.in/resource/typography-day-papers-2017>



1. Introduction
2. International Speakers
3. National Speakers
4. Student Speakers
5. Video
6. References
7. Contact Details

Design Resource

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Source:

<https://www.dsource.in/resource/typography-day-papers-2017/introduction>

## Introduction

**Typography Day** was organized for the tenth time on 23rd to 25th February 2017 hosted by Colombo **Department of Integrated Design, University of Moratuwa, Sri Lanka** 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 Diversity**'.

**The Conference focused on the following issues:**

1. Experiments and Explorations in Diversity of Typography
2. Typography and Diversity in the context of Culture
3. Typography and Diversity in the process of Learning
4. Typographic Diversity using Multilingual Scripts
5. Typographic Diversity in Native (Indigenous) Scripts
6. Diversity of Typography in Local Languages
7. Research Activities in Diversity of Typography

**The conference focused on the following sub-themes:**

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

### 1. Introduction

### 2. International Speakers

### 3. National Speakers

### 4. Student Speakers

### 5. Video

### 6. References

### 7. Contact Details

Design Resource

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

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

- **Typography and Diversity 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 2017 with the theme of 'Typography and Diversity'.

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<https://www.dsource.in/resource/typography-day-papers-2017/introduction>

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2. International Speakers

3. National Speakers

4. Student Speakers

5. Video

6. References

7. Contact Details

Design Resource

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Source:

<https://www.dsource.in/resource/typography-day-papers-2017/international-speakers>

## International Speakers

The list of papers was selected for presentation during the Typography Day 2017 Conference.

1. **Hye-Jin Nae**, Rochester Institute of Technology, College of Imaging Arts and Sciences, School of Design, New Media, USA

**Typography Education In An Interdisciplinary Program Through Inclusive Projects**

Download Paper:

• [hye-jin-nae-typoday-2017.pdf.....](#) 

2. **Hung Keung David**, Hong Kong Polytechnic University, Hong Kong

**Immersive Typography & Information Graphic: A Series of New Learning Tools for Tai Chi Practice**

Download Paper:

• [hung-keung-typoday-2017.pdf.....](#) 

3. **Agung Zainal Muttakin Raden and Muhammad Iqbal Qeis**, Indraprasta PGRI University Jakarta, Indonesia

**Vernacular Typography On The Batik Label As A Representation of Typeface Diversity**

Download Paper:

• [agung-zainal-muttakin-raden-typoday-2017.pdf.....](#) 

4. **Rikke Hansen**, Design School Hoejer, Denmark

**Learning To Be An Experimenter – Tangible Prototyping of Letters**

Download Paper:

• [rikke-hansen-typoday-2017.pdf.....](#) 

5. **Pria Ravichandran and Robert Pratley**, URW++, Germany

**Ore Kallula Rendu Manga: Nimbus Sans Tamil**

Download Paper:

• [pria-robert-typoday-2017.pdf.....](#) 

• **Watch Video.....** 

1. Introduction

2. International Speakers

3. National Speakers

4. Student Speakers

5. Video

6. References

7. Contact Details

Design Resource

## Typography Day Papers 2017

Typography and Diversity

by

Typoday 2017

Department of Integrated Design,  
University of Moratuwa, Sri Lanka

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1. Introduction

2. International Speakers

3. National Speakers

4. Student Speakers

5. Video

6. References

7. Contact Details

6. Keith Tam, University of Reading, UK

Communicating Trust in Chinese–English Bilingual Documents

Download Paper:

• [keith-tam-topoday-2017.pdf.....](#) 

7. Minju Son, School of Computer Science and Engineering, Soongsil University, South Korea  
GUI-Based Chinese Font Editing System Using Font Parameterization Technique

Download Paper:

• [minju-son-prof.choi-typoday-2017.pdf.....](#) 

8. Omiros Panayides, Cyprus University of Technology, Cyprus

Reflecting Culture Diversity Through The Printed Page: The Case of OWK Zine

Download Paper:

• [panayides-omiros-typoday-2017.pdf.....](#) 

9. Aspasia Papadima and Evripides Zantides, Cyprus University of Technology, Cyprus

The Typographic Rendering of The Local Dialect in Cyprus: Visualising Ideology in A Diversified Nation

Download Paper:

• [papadima-zantides-typoday-2017.pdf.....](#) 

• [Watch Video.....](#) 

International Speaker's Videos:



Pria Ravichandran and Robert Pratley URW++, Germany, Ore Kallula Rendu Manga: Nimbus Sans Tamil



Aspasia Papadima and Evripides Zantides, Cyprus University of Technology, Cyprus, The Typographic Rendering of The Local Dialect in Cyprus: Visualising Ideology in A Diversified Nation

Design Resource

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<https://www.dsource.in/resource/typography-day-papers-2017/national-speakers>

## National Speakers

The list of papers was selected for presentation during the Typography Day 2017 Conference.

1. **E. A. Jayamuthu Sandamali Edirisinghe**, National School of Business Management, Sri Lanka  
**Analytical Study on Decorative Sinhala Letter Forms Used in Kandyan Buddhist Mural Paintings**

Download Paper:

• [e.a.j.s.edirisinghe-typoday-2017.pdf.....](#) 

2. **Nandita Srinivas**, R V College of Architecture, India  
**Glocal Contextualisation of Typotecture: Situating the Type in A Built Form**

Download Paper:

• [nandita-srinivas-typoday-2017.pdf.....](#) 

3. **Kalpesh Gosavi**, Sophia Polytechnic, Mumbai, India  
**A Diversified Language of Tools**

Download Paper:

• [kalpesh-gosavi-typoday-2017.pdf.....](#) 

4. **Maithili Shingre**, EkType, India  
**Reviving a Manuscript Style As A Font: The Design Process of Jaini**


Download Paper:

• [maithili-shingre-typoday-2017.pdf.....](#) 

• [Watch Video.....](#) 

5. **Anitha B**, English Learning Foundation, India  
**Typography and Diversity in the Process of Learning: Typographical transition in A Child's Early Reading Stage**

Download Paper:

• [anitha-b-typoday-2017.pdf.....](#) 

1. Introduction

2. International Speakers

3. National Speakers

4. Student Speakers

5. Video

6. References

7. Contact Details

Design Resource

## Typography Day Papers 2017

Typography and Diversity

by

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Source:

<https://www.dsource.in/resource/typography-day-papers-2017/national-speakers>

6. Suman Bhandary, New Delhi, India

Development of The Mina Font Project: Innovative Application of Diversity in Typography - A Case Study

Download Paper:

- [suman-bhandary-typoday-2017.pdf.....](#) 
- [Watch Video.....](#) 

7. Manasi Shekhar Keni, Rachana Sansad College of Applied Art and Craft, India

Unity in Diversity Can Lead To Dynamic Layouts

Download Paper:

- [manasi-keni-typoday-2017.pdf.....](#) 

National Speaker's Videos:



Maithili Shingre, EkType, India, Reviving a Manuscript Style As A Font: The Design Process of Jaini



Suman Bhandary, New Delhi, India, Development of The Mina Font Project: Innovative Application of Diversity in Typography - A Case Study

1. Introduction
2. International Speakers
3. National Speakers
4. Student Speakers
5. Video
6. References
7. Contact Details



Design Resource

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Typography and Diversity

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## Student Speakers

The list of papers was selected for presentation during the Typography Day 2017 Conference.

1. **Gergo Tamas Farkas**, Hungarian University of Fine Arts, **Hungary**  
**Typomorphic**

Download Paper:

• [gergo-tamas-farkas-typoday-2017.pdf.....](#) 

2. **Mohammad Shahid**, Department of Design, Indian Institute of Technology Guwahati, India  
**Opportunities For New Digital Typefaces Inspired From Lettering in Bollywood Film Titles and Street Graphics in India**

Download Paper:

• [mohammad-shahid-typoday-2017.pdf.....](#) 

• [Watch Video.....](#) 

3. **छाया - Devanagari Stencil Typeface**

**Pallavi Hemant Shedge**, Sir J. J. Institute of Applied Art, Mumbai , India

Download Paper:

• [pallavi-shedge-typoday-2017.pdf.....](#) 

• [Watch Video.....](#) 

Student Speaker's Videos:



**Mohammad Shahid**, Department of Design, Indian Institute of Technology Guwahati, India, **Opportunities For New Digital Typefaces Inspired From Lettering in Bollywood Film Titles and Street Graphics in India**



**Pallavi Hemant Shedge**, Sir J. J. Institute of Applied Art, Mumbai , India

1. Introduction
2. International Speakers
3. National Speakers
4. Student Speakers
5. Video
6. References
7. Contact Details



Design Resource

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Typography and Diversity

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Source:

<https://www.dsource.in/resource/typography-day-papers-2017/video>

## Video



Priya Ravichandran and Robert Pratley



Aspasia Papadima and Eviropides Zantides



Maithili Shingre



Suman Bhandary



Mohammad Shahid



Pallavi Hemant Shedge

1. Introduction
2. International Speakers
3. National Speakers
4. Student Speakers
5. Video
6. References
7. Contact Details

Design Resource

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Typography and Diversity

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Typoday 2017

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For more details please click on the following link:

- <https://www.typoday.in/2017/>
- <https://www.youtube.com/channel/UCiwFfiuw7igGGeK3fbD7r4w>
- [https://www.youtube.com/watch?v=qErfY8mEsGw&list=PLBJBKlj6FxFg\\_udnuBUIVFcxA7oHtKSztx](https://www.youtube.com/watch?v=qErfY8mEsGw&list=PLBJBKlj6FxFg_udnuBUIVFcxA7oHtKSztx)

Source:

<https://www.dsource.in/resource/typography-day-papers-2017/references>

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2. International Speakers
3. National Speakers
4. Student Speakers
5. Video
6. References
7. Contact Details

Design Resource

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## Contact Details

**Typography Day 2017** conference was organized by Colombo **Department of Integrated Design, University of Moratuwa**, Sri Lanka.

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/2017/>

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

### Helpdesk Details:

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Phone: 091-22-2159 6805/ 091-22-2576 7802

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

1. Introduction
2. International Speakers
3. National Speakers
4. Student Speakers
5. Video
6. References
7. Contact Details