

Design Resource

Typography Day Papers 2018

'Beauty, Form and Function in Typography'

by

Typoday 2018

Sir J. J. Institute of Applied Art, Mumbai

Source:

<https://www.dsource.in/resource/typography-day-papers-2018>



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

Design Resource

Typography Day Papers 2018

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<https://www.dsource.in/resource/typography-day-papers-2018/introduction>

Introduction

Typography Day was organized for the eleventh time on 1st to 3rd March 2018 hosted by **Sir J J Institute of Applied Art**, Mumbai 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: '**Beauty, Form and Function in Typography**'

The Conference focused on the following issues:

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

The conference focused on the following sub-themes:

- **Beauty, Form and Function in Typography in education**
Instructional Aid, Displays, Information Graphics
- **Beauty, Form and Function in Digital Typography**
Mobile devices, Tablets, Web Typography
- **Beauty, Form and Function in Environmental Typography**
Signage, Installations, Graffiti or Street Art, Architecture
- **Beauty, Form and Function in Commercial Typography**
Advertisements, Packaging, Retail, Product graphics, Fashion
- **Beauty, Form and Function in Vernacular Typography**
Native Calligraphy, Culture and Typography, Indigenous scripts
- **Visual Literacy and Visual Ergonomics, Cognitive studies, Human Machine Interface, Reading experiences with respect to Beauty, Form and Function in Typography**

1. Introduction

2. International Speakers

3. National Speakers

4. Student Speakers

5. Video

6. References

7. Contact Details

Design Resource

Typography Day Papers 2018

'Beauty, Form and Function in Typography'

by

Typoday 2018

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• **Beauty, Form and Function in Media Typography**

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

Here you can find the selected final juried papers for the conference Typography Day 2018 with the theme of 'Beauty, Form and Function in Typography'

Source:

<https://www.dsource.in/resource/typography-day-papers-2018/introduction>

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

Design Resource

Typography Day Papers 2018

'Beauty, Form and Function in Typography'

by

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Source:



<https://www.dsource.in/resource/typography-day-papers-2018/international-speakers>

International Speakers

The list of papers was selected for presentation during the Typography Day 2018 Conference.

1. **Rikke Hansen**, University of Southern Denmark, **Denmark and Barnabas Wetton**, Head of International Innovation Design School Kolding, Denmark
Sound, typography and interaction - The intersection of seeing and listening

Download Paper:

- [rikke-hansen-typoday-2018.pdf.....](#) 
- [Watch Video.....](#) 




2. **Rachapoom Punsongserm**,
Prof. Shoji Sunaga and Prof. Hisayasu Ihara,
Graduate School of Design, Kyushu University, Fukuoka, Japan
Effectiveness of the homologous Thai letterforms on visibility under a simulated condition of low visual acuity

Download Paper:

- [rachapoom-punsongserm-typoday-2018.pdf.....](#) 
- [Watch Video.....](#) 



3. **Rejan Ashour and Prof. Mohammad Ali Yaghan**, German Jordanian Univeristy, Jordan
The making of Beautiful - A method for designing type for Jordanian students

Download Paper:

- [rejan-ashour-typoday-2018.pdf.....](#) 
- [Watch Video.....](#) 
- [Watch Video.....](#) 

4. **Muthu Nedumaran**, Murasu Systems Sdn Bhd, Malaysia
Exploring A Cursive Design for Beauty Form and Function

Download Paper:

- [muthu-nedumaran-typoday-2018.pdf.....](#) 
- [Watch Video.....](#) 

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

Design Resource

Typography Day Papers 2018

'Beauty, Form and Function in Typography'

by

Typoday 2018

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<https://www.dsource.in/resource/typography-day-papers-2018/international-speakers>

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

5. Agung Zainal Muttakin Raden and

Muhammad Iqbal Qeis, Universitas Indraprasta PGRI Jakarta, Indonesia

Typography and Language - The Form and Function of Post-Pallawa Scripts in Tanjung Tanah Manuscript

Download Paper:



- [agung-zainala-typoday-2018.pdf.....](#) 
- [Watch Video.....](#) 

6. Oya Asan Yuksel and

Eren Evin Kilickaya Bog, Dumlupinar University, Turkey

Typographic Approaches on Ceramic Surfaces

Download Paper:

- [oya-asan-yuksel-typoday-2018.pdf.....](#) 
- [Watch Video.....](#) 

7. Mohammad Ali Yaghan, German Jordanian Univeristy, Jordan

Exchange of Beauty - Writing English in Arabic letters

Download Paper:

- [mohammad-ali-jalal-yaghan-typoday-2018.pdf.....](#) 

8. John-Patrick Hartnett, London College of Communication – University of the Arts, London, UK

Democracy in Default

Download Paper:

- [john-patrick-hartnett-typoday-2018.pdf.....](#) 
- [Watch Video.....](#) 

9. Monica Maccaux, University of Nevada, Reno, US

Variants & Beauty

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by

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

10. Kosala Senevirathne, Mooniak, Sri Lanka
Exploring typography of Sinhala numerals

Download Paper:

- [kosala-senevirathne-typoday-2018.pdf.....](#) 
- [Watch Video.....](#) 

International Speaker's Videos:



Rikke Hansen, University of Southern Denmark, Denmark and Barnabas Wetton, Head of International Innovation Design School Kolding, Denmark, **Sound, typography and interaction - The intersection of seeing and listening**



Prof. Mohammad Ali Yaghan, German Jordanian University, Jordan, **The making of Beautiful - A method for designing type for Jordanian students**



Rachapoom Punsongserm, Prof. Shoji Sunaga and Prof. Hisayasu Ihara, Graduate School of Design, Kyushu University, Fukuoka, Japan, **Effectiveness of the homologous Thai letterforms on visibility under a simulated condition of low visual acuity**



Rejan Ashour and Prof. Mohammad Ali Yaghan, German Jordanian University, Jordan, **The making of Beautiful - A method for designing type for Jordanian students**

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Typography Day Papers 2018

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Muthu Nedumaran, Murasu Systems Sdn Bhd, Malaysia, Exploring A Cursive Design for Beauty Form and Function



Agung Zainal Muttakin Raden and Muhammad Iqbal Qeis, Universitas Indraprasta PGRI Jakarta, Indonesia, Typography and Language - The Form and Function of Post-Pallawa Scripts in Tanjung Tanah Manuscript



Oya Asan Yuksel and Eren Evin Kilickaya Boğ, Dumlupinar University, Turkey, Typographic Approaches on Ceramic Surfaces



John-Patrick Hartnett, London College of Communication – University of the Arts, London, UK, Democracy in Default

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

Design Resource

Typography Day Papers 2018

'Beauty, Form and Function in Typography'

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Monica Maccaux, University of Nevada, Reno, US, Variants & Beauty



Kosala Senevirathne, Mooniak, Sri Lanka, Exploring typography of Sinhala numerals

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

Design Resource

Typography Day Papers 2018

'Beauty, Form and Function in Typography'

by

Typoday 2018

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National Speakers

The list of papers was selected for presentation during the Typography Day 2018 Conference.

1. **Deepak Ghare**, Graphic Designer, India
Scholar Extraordinary in Typography and Printing- Bapurao Naik



Download Paper:

- [deepak-ghare-typoday-2018.pdf.....](#) 
- [Watch Video.....](#) 

2. **Siddhesh Sushil Shirsekar**, Viva Institute of Applied Art, India
Functional Instructions with Braille pictograms using Morphological Analysis for Sightless Children's Picture Books
Subtitle: A new proposal to blind children story books



3. **Unnati Kotecha and Maithili Shingre**, Ek Type, Mumbai, India
Analysis of Malayalam hand-painted lettering styles

Download Paper:

- [unnati-kotecha-typoday-2018.pdf.....](#) 
- [Watch Video.....](#) 



4. **Manasi Shekhar Keni**, Rachana Sansad College of Applied Art & Craft, Mumbai, India
Introducing students to the concept of beauty in Typography

Download Paper:

- [manasi-keni-typoday-2018.pdf.....](#) 
- [Watch Video.....](#) 

5. **Mohit Goel**, Indian Institute of Technology, Hyderabad, India
Sthiti - A Digital Keyboard to explore Typography in Virtual Reality & Augmented Reality continuum

Download Paper:

- [mohit-goel-typoday-2018.pdf.....](#) 
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1. Introduction
2. International Speakers
3. National Speakers
4. Student Speakers
5. Video
6. References
7. Contact Details

Design Resource

Typography Day Papers 2018

'Beauty, Form and Function in Typography'

by

Typoday 2018


Sir J. J. Institute of Applied Art, Mumbai

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<https://www.dsource.in/resource/typography-day-papers-2018/national-speakers>

6. Santhosh Thottingal and Kavya Manohar, Swathanthra Malayalam Computing, India
Spiral splines in typeface design - A case study of Manjari Malayalam typeface

Download Paper:

- [santhosh-thottingal-typoday-2018.pdf.....](#) 
- [Watch Video.....](#) 

7. Ishan Khosla, The Typecraft Initiative - Ishan Khosla Design LLP, India
Handcrafted beauty in a functional typeface

Download Paper:

- [ishan-khosla-typoday-2018.pdf.....](#) 
- [Watch Video.....](#) 

National Speaker's Videos:



Deepak Ghare, Graphic Designer, India, Scholar Extraordinary in Typography and Printing- Bapurao Naik



Unnati Kotecha and Maithili Shingre, Ek Type, Mumbai, India, Analysis of Malayalam hand-painted lettering styles

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

Design Resource

Typography Day Papers 2018

'Beauty, Form and Function in Typography'

by

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Sir J. J. Institute of Applied Art, Mumbai

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<https://www.dsource.in/resource/typography-day-papers-2018/national-speakers>



Manasi Shekhar Keni, Rachana Sansad College of Applied Art & Craft, Mumbai, India, **Introducing students to the concept of beauty in Typography**



Mohit Goel, Indian Institute of Technology, Hyderabad, India, **Sthiti - A Digital Keyboard to explore Typography in Virtual Reality & Augmented Reality continuum**



Santhosh Thottingal and Kavya Manohar, Swathanthra Malayalam Computing, India, **Spiral splines in typeface design - A case study of Manjari Malayalam typeface**



Ishan Khosla, The Typecraft Initiative - Ishan Khosla Design LLP, India, **Handcrafted beauty in a functional typeface**

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

Design Resource

Typography Day Papers 2018

'Beauty, Form and Function in Typography'

by

Typoday 2018

Sir J. J. Institute of Applied Art, Mumbai

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<https://www.dsource.in/resource/typography-day-papers-2018/student-speakers>

Student Speakers

The list of papers was selected for presentation during the Typography Day 2018 Conference.

1. **Virag Ramesh Arkade**, Rachana Sansad College of Applied Art and Craft, Mumbai,
अक्षरसौंदर्य - एक लयबद्ध रचना

Download Paper:

- [virag-ramesh-arkade-typoday-2018.pdf.....](#) 
- [Watch Video.....](#) 



2. **Shriya Bhattacharya**, Pearl Academy, Noida, India
Lyrical Typography - A study of typography in Lyric Videos

Download Paper:

- [shriya-bhattacharya-typoday-2018.pdf.....](#) 
- [Watch Video.....](#) 

3. **Nayana Gupta**, Bizongo, India
The Moh Maya Project

Download Paper:

- [nayana-gupta-typoday-2018.pdf.....](#) 
- [Watch Video.....](#) 



4. **Aishwarya Sanjay Mestry**, L S Raheja School of Art, India
Introduction of Indian culture to the generation

Download Paper:

- [aishwarya-sanjay-mestry-typoday-2018.pdf.....](#) 
- [Watch Video.....](#) 

5. **Sayali Milind Phadke**, Rachana Sansad College of Applied Art and Craft, Mumbai, India
The Pessimist Type- beauty in the “letterish-ness” of the complex and the negative

Download Paper:

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

Design Resource

Typography Day Papers 2018

'Beauty, Form and Function in Typography'

by

Typoday 2018

Sir J. J. Institute of Applied Art, Mumbai

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

Design Resource

Typography Day Papers 2018

'Beauty, Form and Function in Typography'

by

Typoday 2018

Sir J. J. Institute of Applied Art, Mumbai

Source:

<https://www.dsource.in/resource/typography-day-papers-2018/student-speakers>

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



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Design Resource

Typography Day Papers 2018

'Beauty, Form and Function in Typography'

by

Typoday 2018

Sir J. J. Institute of Applied Art, Mumbai

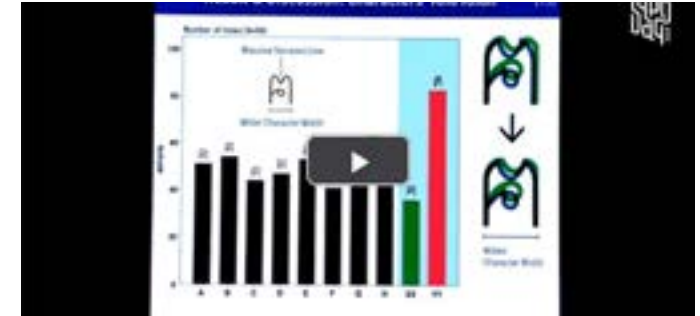
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Video



Rikke Hansen



Rachapoom Punsongserm, Prof. Shoji Sunaga and Prof. Hisayasu Ihara



Prof. Mohammad Ali Yaghan



Rejan Ashour and Prof. Mohammad Ali Yaghan



Dr. Muthu Nedumaran



Agung Zainal Muttakin Raden and Muhammad Iqbal Qeis

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

Design Resource

Typography Day Papers 2018

'Beauty, Form and Function in Typography'

by

Typoday 2018

Sir J. J. Institute of Applied Art, Mumbai

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OYA and Ere Evin



John-Patrick Hartnett



Monica Maccaux



Kosala Senevirathne



Deepak Ghare



Unnati Kotecha and Maithili Shingre

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

Design Resource

Typography Day Papers 2018

'Beauty, Form and Function in Typography'

by

Typoday 2018

Sir J. J. Institute of Applied Art, Mumbai

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Manasi



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

Design Resource

Typography Day Papers 2018

'Beauty, Form and Function in Typography'

by

Typoday 2018

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Source:

<https://www.dsource.in/resource/typography-day-papers-2018/video>



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

Design Resource

Typography Day Papers 2018

'Beauty, Form and Function in Typography'

by

Typoday 2018

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References

For more details please click on the following link:

- <https://www.typoday.in/2018/>
- <https://www.youtube.com/channel/UCiwFfiuw7igGGeK3fbD7r4w>
- <https://www.youtube.com/watch?v=B0ntPRCX5bc&list=PLBJBKlj6FxG9n8GTXy-vMUMiW0BCQbNtP>

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

Design Resource

Typography Day Papers 2018

'Beauty, Form and Function in Typography'

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Contact Details

Typography Day 2018 conference was organized by [Sir J. J. Institute of Applied Art, Mumbai](#).

You can get in touch with us at [typographyday\[at\]gmail.com](mailto:typographyday[at]gmail.com), [typodayjj2018\[at\]gmail.com](mailto:typodayjj2018[at]gmail.com)

For more details please click on the following link:

<http://www.typoday.in/2018/>

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Helpdesk Details:

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Project e-kalpa

Industrial Design Centre

IIT Bombay

Powai

Mumbai 4000 076

India

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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