

Design Resource

## Typography Day Papers 2019

'Experimental Typography'

by

Typoday 2019

IDC School of Design (IDC)

and

IIT Bombay, Mumbai

Source:

<https://www.dsource.in/resource/typography-day-papers-2019>



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Source:

<https://www.dsource.in/resource/typography-day-papers-2019/introduction>

## Introduction

Typography Day as an event was organized for the twelfth time from 2nd to 4th March 2019 hosted by Industrial Design Centre (IDC), Indian Institute of Technology Bombay (IIT Bombay) with support from India Design Association (InDeAs) and Aksharaya.

The event that year was particularly significant as it was being held to coincide with IITB's Diamond Jubilee (60th year) celebrations. As well as IDC's Golden Jubilee (50th) year celebrations.

The theme of the event was: 'Experimental Typography'

The event began by featuring a day of workshops on Typography and Calligraphy, followed by an international conference themed on 'Experimental Typography', and dedicated to addressing issues faced by type designers, type users and type educators.

The Conference focused on the following issues:

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

The conference focused on the following sub-themes:

- **Experimental Typography in education**  
Instructional Aid, Displays, Information Graphics
- **Experimental Digital Typography**  
Mobile devices, Tablets, Web Typography
- **Experimental Environmental Typography**  
Signage, Installations, Graffiti or Street Art, Architecture

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- **Experimental Commercial Typography**

Advertisements, Packaging, Retail, Product graphics, Fashion

- **Experimental Typography in Identity Programs**

Logos, Signs, Branding, Shop and Vehicular Signs

- **Experimental Vernacular Typography**

Native Calligraphy, Culture and Typography, Indigenous scripts

- Visual Literacy and Visual Ergonomics, Cognitive studies, Human Machine Interface, Reading experiences with respect to **Experimental Typography**

- **Experimental 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 2019 with the theme of 'Experimental Typography'

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<https://www.dsource.in/resource/typography-day-papers-2019/international-speakers>

## International Speakers

The list of papers was selected for presentation during the Typography Day 2019 Conference.

1. **Dr. Hunh Keung**, Department of Cultural and Creative Arts, The Education University of Hong Kong, Hong Kong  
**Machine Drives Creativity: Magnetic Pendulum Calligraphy Experiencing the loss of control and the chaos in the motion of Chinese Character 'writing'**

Download Paper:

• [hungkeung\\_typoday\\_2019.pdf.....](#) 

2. **Agung Zainal Muttakin Raden and Muhammad Iqbal Qeis**, Universitas Indraprasta, Indonesia  
**Puppetmorphic: Incorporating Local Culture to Achieve Distinct Structure in Figurative Calligraphy**

Download Paper:

• [agung\\_zainalmr\\_typoday\\_2019.pdf.....](#) 

3. **Jarek Bujny**, The University of Warmia and Mazury in Olsztyn, Art Department, Poland  
**Typographic experiments as an important element in the education of graphic design students from art schools in Poland**

Download Paper:

• [jarek\\_bujny\\_typoday\\_2019.pdf.....](#) 

4. **Brian Sze Hang KWOK**, School of Design, The Hong Kong Polytechnic University, Hong Kong  
**Dis/re-appearance of vernacular Chinese letterform of Beiwei Kaishu in Hong Kong**

Download Paper:

• [brian\\_sze\\_hang\\_kwok\\_typoday\\_2019.pdf.....](#)   
• [Watch Video.....](#) 

5. **Priyanka Patil and Julia Owens**, FCB Health, New York City, USA  
**Political Awareness and Typography: How an analysis of the intersection of racially linked typography in propaganda and historical analysis can help predict rising political conflict**

Download Paper:

• [priyanka\\_patil\\_typoday\\_2019.pdf.....](#) 

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<https://www.dsource.in/resource/typography-day-papers-2019/international-speakers>



6. **Rikke Hansen and Barnabas Wetton**, University of Southern Denmark, Design School Hoejer, Denmark  
Innovative applications of Experimental Typography (Case Studies)

Download Paper:

- [rikke\\_hansen\\_typoday\\_2019.pdf.....](#) 
- [Watch Video.....](#) 

7. **Gavin Ambrose and Beth Salter** University of Brighton, UK  
The dichotomic tension of experimental typography

Download Paper:

- [gavin\\_Ambrose\\_&\\_beth\\_salter\\_typoday\\_2019.....](#) 
- [Watch Video.....](#) 



8. **Ted Carden**, Northumbria University, UK  
Experimental type: student group working in the natural environment

Download Paper:

- [ted\\_carden\\_typoday\\_2019.pdf.....](#) 

9. **Sahar Khajeh**, University of Hertfordshire, UK  
Lack of visual excellence in design quality of bi-script typefaces including Arabic and Latin scripts

Download Paper:

- [sahar\\_khajeh\\_typoday\\_2019.pdf.....](#) 
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<https://www.dsource.in/resource/typography-day-papers-2019/international-speakers>

### International Speaker's Videos:



Brian Sze Hang KWOK, School of Design, The Hong Kong Polytechnic University, Hong Kong, **Dis/re-appearance of vernacular Chinese letterform of Beiwei Kaishu in Hong Kong**



Rikke Hansen and Barnabas Wetton, University of Southern Denmark, Design School Hoejer, Denmark, **Innovative applications of Experimental Typography (Case Studies)**



Gavin Ambrose and Beth Salter, University of Brighton, UK, **The dichotomic tension of experimental typography**



Sahar Khajeh, University of Hertfordshire, UK, **Lack of visual excellence in design quality of bi-script typefaces including Arabic and Latin scripts**

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<https://www.dsource.in/resource/typography-day-papers-2019/national-speakers>

## National Speakers

The list of papers was selected for presentation during the Typography Day 2019 Conference.

1. **Abhijit Padun and Prof. Amarendra Kumar Das**, Dept. of Multimedia Communication and Design, Central Institute of Technology, Kokrajhar, Assam, India

**Exploring historical letterforms to design unique Assamese typeface for digital devices: Experimenting possibilities**



Download Paper:

- [abhijit\\_padun\\_typoday\\_2019.....](#) 
- [Watch Video.....](#) 

2. **Siddhesh Sushil Shirsekar**, VIVA Institute of Applied Art, India

**Learning through gaming? Comparative innovative educational games of children (An on-going research project)**



Download Paper:

- [siddhesh\\_shirsekar\\_typoday\\_2019.pdf.....](#) 
- [Watch Video.....](#) 

3. **Praful N. Gohel**, Department of Applied Arts, Faculty of Fine Arts, The M.S. University of Baroda, India

**Appetence: Crafted and Casted Typography**



Download Paper:

- [prafulgohel\\_typoday\\_2019.pdf.....](#) 
- [Watch Video.....](#) 

4. **Sayli Gokhale**, Leaf Design, India

**Mishti Devanagari**

Download Paper:

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### National Speaker's Videos:



Abhijit Padun and Prof. Amarendra Kumar Das, Dept. of Multimedia Communication and Design, Central Institute of Technology, Kokrajhar, Assam, India, Exploring historical letterforms to design unique Assamese typeface for digital devices: Experimenting possibilities



Siddhesh Sushil Shirsekar, VIVA Institute of Applied Art, India, Learning through gaming? Comparative innovative educational games of children (An on-going research project)



Praful N. Gohel, Department of Applied Arts, Faculty of Fine Arts, The M.S. University of Baroda, India, Appetence: Crafted and Casted Typography



Sayli Gokhale, Leaf Design, India, Mishti Devanagari

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<https://www.dsource.in/resource/typography-day-papers-2019/student-speakers>

## Student Speakers

The list of papers was selected for presentation during the Typography Day 2019 Conference.

1. **Santanu Dutta**, Homi Bhabha Centre for Science Education, India  
**Experiments in Bengali Film Titles: 1930s till Ray**

Download Paper:

- [santanu\\_dutta\\_typoday\\_2019.pdf.....](#) 
- [Watch Video.....](#) 



2. **Ruchita Arvind Mandhre**, University of Illinois at Urbana Champaign, USA  
**Experiential Learning Spaces to Enhance Typographic Communication**

Download Paper:

- [ruchita\\_arvind\\_mandhre\\_typoday\\_2019.pdf.....](#) 
- [Watch Video.....](#) 



3. **Navneet Kamal and Sujeet Kumar** Indian Institute of Information Technology, Design and Manufacturing, Jabalpur, India  
**Typography design in Newspaper - comparative study of typography in Hindi Newspaper vs. English Newspaper**

Download Paper:

- [navneet\\_kamal\\_typoday\\_2019.pdf.....](#) 
- [Watch Video.....](#) 

4. **Jayesh Narendra Patil**, United Institute of Design, India  
**If Words Could Kill**

Download Paper:

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

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Santanu Dutta, Homi Bhabha Centre for Science Education, India, Experiments in Bengali Film Titles: 1930s till Ray



Ruchita Arvind Mandhre, University of Illinois at Urbana Champaign, USA, Experiential Learning Spaces to Enhance Typographic Communication



Navneet Kamal and Sujeet Kumar, Indian Institute of Information Technology, Design and Manufacturing, Jabalpur, India, Typography design in Newspaper - comparative study of typography in Hindi Newspaper vs. English Newspaper



Jayesh Narendra Patil, United Institute of Design, India, If Words Could Kill

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<https://www.dsource.in/resource/typography-day-papers-2019/video>

## Video



Brian Sze Hang KWOK



Rikke Hansen



Gavin Ambrose and Beth Salter



Sahar Khajeh



Abhijit Padun



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Praful N. Gohel



Sayli Gokhale



Santanu Dutta



Ruchita Arvind Mandhre



Navneet Kamal



Jayesh Narendra Patil

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For more details please click on the following link:

- <https://www.typoday.in/2019/>
- <https://www.youtube.com/channel/UCiwFfiuw7igGGeK3fbD7r4w>
- <https://www.youtube.com/watch?v=EW2LjnBlKxo&list=PLBJBklj6FxG8RB0SUzd7zask1QALByS1k>

Source:

<https://www.dsource.in/resource/typography-day-papers-2019/references>

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<https://www.dsource.in/resource/typography-day-papers-2019/contact-details>

## Contact Details

Typography Day 2019 conference was organized by **IDC School of Design (IDC), IIT Bombay, Mumbai, 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/2019/>

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/ 091-22-2576 7802

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

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