

TYPOFEST 2021

20-21 MAY 2021 REPORT



Priyanka Shinde
| ASST. PROF. SID-CD-GD

To,

Dr. Sanjeevani Ayachit
Director
SID

Date: 20 & 21th May 2021

Subject: Report of **TYPOFEST 2021** conducted during value added course.

Respected Madam,

We planned and conducted **TYPOFEST2021 international seminar** at the end of the value added course for 2nd year batch 2019-23 during academic semester 4 and the year 2021. Due to the COVID19 situation, it's been conducted at online platform. We got positive feedback from the student and participants during online interaction forum itself.

Aim & Objective:

Objective of the seminar was to give exposure to the students about innovative thinking of application and implementation of typography, importance of typography and it's changing application according to the context within the graphic industry. About its global and local connect in context with changing dynamics of ecosystem.

Students were also being engaged within typography driven task. The speaker lineup was based on the theme of advanced and innovative application of typography, current implementations within industry. Students were given insight about scope of their knowledge within industry and Design is a serious business and disciplined process.

We all thank you to extend a kind support and motivation for making this event happen successfully.

Yours sincerely,



Prof. Priyanka Shinde

Prof. Nitin Gawai



Dr. Manohar Desai

HOD CD-GD

Publicity banners and collaterals:

TYPO *Fest*

20 - 21 May 2021



TYPO *Fest* 2021

Symbiosis Institute of Design Invites you to the TYPO fest 2021

20th and 21st May 2021

Time: 10am - 12 noon

Speakers



D. Udaya Kumar

Head of Department of Design
IIT Guwahati,



Rohan Nikam

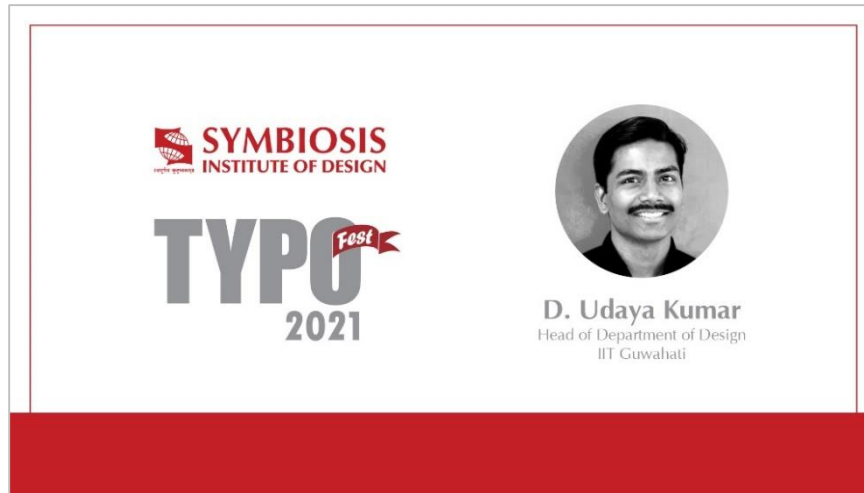
Sr. UX Designer
Extentia Information Technology



Manasi Keni

Assistant Professor
Rachana Sansad College
of Applied Art & Craft

Backdrops for Honorary Speaker:



The backdrop features the Symbiosis Institute of Design logo in the top left, the 'TYPO Fest 2021' logo in the center, and a circular portrait of D. Udaya Kumar on the right. Below the portrait is his name and title. A red bar is at the bottom.

SYMBIOSIS
INSTITUTE OF DESIGN

TYPO *Fest*
2021

D. Udaya Kumar
Head of Department of Design
IIT Guwahati



The backdrop features the Symbiosis Institute of Design logo in the top left, the 'TYPO Fest 2021' logo in the center, and a circular portrait of Rohan Nikam on the right. Below the portrait is his name and title. A red bar is at the bottom.

SYMBIOSIS
INSTITUTE OF DESIGN

TYPO *Fest*
2021

Rohan Nikam
Sr. UX Designer
Extentia Information Technology



The backdrop features the Symbiosis Institute of Design logo in the top left, the 'TYPO Fest 2021' logo in the center, and a circular portrait of Manasi Keni on the right. Below the portrait is her name and title. A red bar is at the bottom.

SYMBIOSIS
INSTITUTE OF DESIGN

TYPO *Fest*
2021

Manasi Keni
Assistant Professor,
Rachana Sansad College
of Applied Art & Craft

TYPOFEST 2021 Itinerary:



TYPO 2021

Day 1: 20th May 2021

10:00AM - 10:30AM Welcome to Typofest 2021
Inauguration and address by
Director Dr. Sanjeevani Ayachit
Dy. Director Dr. Pranita Ranade
HoD - CD GD Dr. Manohar Desai

10:30AM - 11:30AM D. Udaya Kumar

Day 2: 21st May 2021

09:30AM - 10:30AM Rohan Nikam

10:45AM - 12:30PM Manasi Keni

Speakers



D. Udaya Kumar

Head of Department of Design
IIT Guwahati,



Rohan Nikam

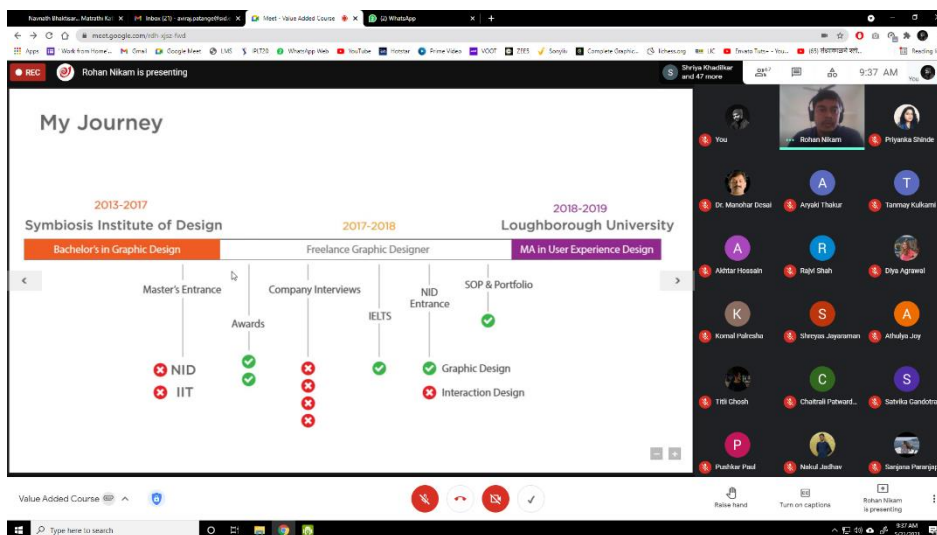
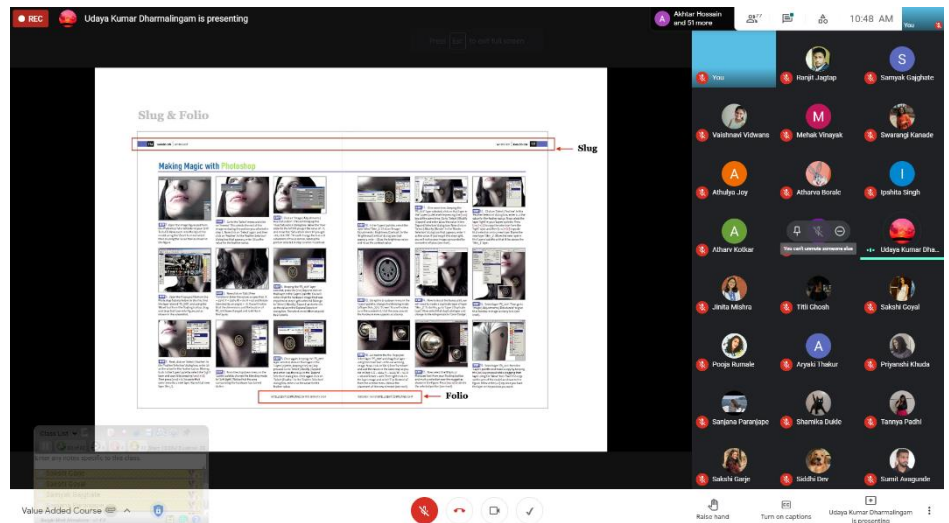
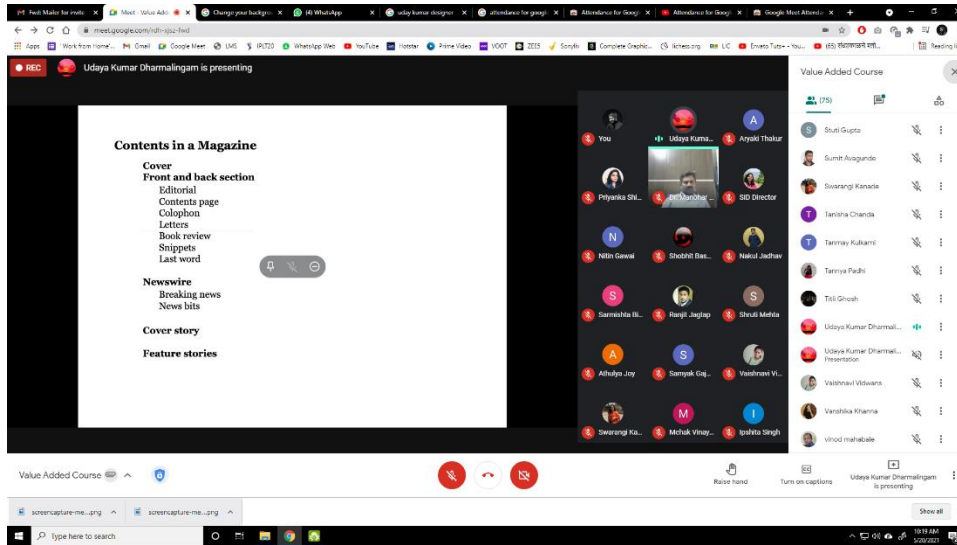
Sr. UX Designer
Extentia Information Technology



Manasi Keni

Assistant Professor
Rachana Sansad College
of Applied Art & Craft

TYPOFEST 2021 Screenshots of the sessions:



REC manasi keni is presenting

PowerPoint Slide Show - (Concrete Poetry.pptx) - PowerPoint

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VOCALI
NUMERI

PAROLE LIBERE FUTURISTI...

Value Added Course

11:03 AM

REC manasi keni is presenting

PowerPoint Slide Show - (Concrete Poetry.pptx) - PowerPoint

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ADRIANOPOLI OTTOBRE 1912

F. T. MARINETTI FUTURISTA

PAROLE IN LIBERTÀ

Value Added Course

11:04 AM

REC

Value Added Course

11:02 AM

Value Added Course

11:02 AM

Conclusive summary:

The two day seminar graced by the honorary speakers , Dr. Udaya Kumar: Head of the department of Design IIT Guwahati ; Who spoke about his success story of developing our very own country Indian currency symbol ₹ (rupee) that is the noble contribution of his towards design known to the common man. He also spoke about the importance of typography within publication design. Rohan Nikam: Sr. UX Designer Extentia; Who introduced our student through his one of the project in detail. The project was researched base solution for promoting behavioral change towards food wastage in western country. Prof. Manasi Keni: Rachana Sansad College; She contributed her knowledge about poetic typography and few compositions description out of his own experience and creation.

THANK YOU

Priyanka Shinde

Asst. Prof. SID-CD-GD

Priyanka.shinde@sid.edu.in