

Title of the event: Typographical Design

Type of Event (Workshop/Seminar etc.): Interactive Activity

Date: 6th May-26th May 2020

Venue: Virtual Platforms

Name of Resource person (if any) with designation, address, email address &

contact no. : Ms. Sheetal Chitlangiya, Assistant Professor, Dept. of Fine Arts,
sheetal.chitlangiya@iisuniv.ac.in, 8003092962

Ms. Manika Sharma, Assistant Professor, Dept. of Fine Arts, manika.sharma@iisuniv.ac.in

Name of the activity Coordinator: Ms. Sheetal Chitlangiya & Ms. Manika Sharma

Objective of the workshop/seminar/activity: To keep the students engaged during Lockdown and To expose the talent of the students to the higher order society to bring laurels to the Institution

Summary/Description (max 500 words): Art has the power to stir up the brains and to bring out the best out of oneself. This thought was brought into action by The Department of Fine Arts. An online activity was conducted to make the quarantine fun and productive for the students. The activity was planned under the guidance of Ms. Sheetal Chitlangiya and Ms. Manika Sharma to incite creativity and skills in the students.

The 'Typographical Design-letter of the day' was based on Hindi varnmala where in the student was given an alphabet daily and she had to design it in the most creative manner. The task was to create a type. The students took up this assignment very positively and showed us that sky's not the limit. Their creativity came out in the best way possible. The students were free to use any surface, any medium. How to present an idea with the simplest form was explored by the students. Their designs included simple sketch, photographic implementation, GIFS everything. Few showed their skills in embroidery. We got to see a range of designs for each letter.

Typographical sense was developed in the students which was the secondary agenda of this activity. This sense is further useful when it comes to creating designs for advertisements, posters, packaging for the market. Some students created the type from scratch, designing their own type and form. Few incorporated their ideas in the existing types. Some of the designs were made using graphical forms. As the activity was conducted during the Covid situation, few students decided to depict this topic in their designs. Tried to spread awareness through her design. To attract the kids who are the potential audience for such letters, some students created their letters in a GIF form and riddle form too in order to make it interactive. Some students used the traditional styles of mandala to execute their type.

This activity served as a promotion for both the students and the department. Students uploaded their work on the Departmental page on Instagram as well as on their personal social media accounts. Various hashtags were used to promote the work as #devnagriletter #DepartmentofFineArts #IISdeemedtobeUNIVERSITY #finearts #typographical.

This activity brought out the creativity in all the students and kept them engaged during these times. It also taught them the work ethic of completing a task on a daily basis and how to promote their work using various platforms. It was a holistic activity.

Report prepared by,
Ms. Manika Sharma
Assistant Prof . Department of Fine Arts

Outcome of the activity/event/seminar/workshop: Unique typographical designs were created by the students which included handmade designs, computerized designs, designs in mixed media, GIFs etc.