

A Future of the Book in India

IOE18 030

15 seats

Ahmedabad Campus

COURSE FACULTY



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Education: PhD from the Department of Typography and Graphic Communication at University of Reading, MA in Communication Design from Central Saint Martins College of Art and Design, BA in Fine Art from the University of Madras.

Experience: graphic designer and researcher known for her expertise in intercultural communication design and typography, and alternative publishing practices. Through her studio Rathna has worked with clients including the BBC, Harvard University, Tara Books and the World Bank.

OVERVIEW

KEYWORDS : Book design, linguistics, typography

Book design in India draws very heavily from Western methods of practice and underestimates the rich heritage offered by India's book traditions as evidenced in tools, practices, form and materials. This experimental workshop seeks to connect our rich cultural and classical heritage with the needs and demands of the digital world with the aim of providing unique insights and models of the Indian approach

OBJECTIVE

Develop a working method that draws on India's rich classical heritage with oral, visual and textual linguistic and textual heritages

Build a conceptual design framework for the future of the book in India.

METHODOLOGY

Experimental typography and book design workshops.
Lectures.
Introduction to the advantages of a research-based practice.

FINAL DELIVERABLES

A mission statement for book design and typography for India and an accompanying exhibition of work (concepts and models) that illustrate this.