

CURRICULUM VITAE



Nanki Nath, PhD

Assistant Professor

Department of Design,
Indian Institute of Technology Guwahati,
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Nationality: Indian

Date of Birth: 28 December 1983

Specific areas of interest: Graphic Design, Typography, Wayfinding & Signage Design, Packaging Design, Packaging Graphics, Photography, Design Education and Pedagogy

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<https://iitg.academia.edu/NankiNath>

EDUCATION

- Ph.D. in Sign Design (grounded in the discipline of Visual Communication Design), Industrial Design Centre (IDC), Indian Institute of Technology Bombay (IITB), India, 2009-2015.
- Post Graduate Diploma Programme in Design (PGDPD)/ M.Des. in Graphic Design, National Institute of Design (NID), Ahmedabad, India, 2005-2008.
- Bachelor's in Fine-Arts (B.F.A.), Applied Arts, Fine Arts Department, University of Rajasthan, Jaipur, India, 2001-2005.
- Schooling from Bharatiya Vidya Bhawan's Vidyashram (B.V.B.), Jaipur, Rajasthan, 1989-2001.

WORK EXPERIENCE

- Presently working as Assistant Professor in Department of Design, IIT Guwahati, Assam, India since June 2014.
- Gained valuable experience as a Visiting Faculty at Indian Institute of Crafts & Design (IICD), Jaipur, India in early 2009.
- Worked as a full-time Teaching Assistant during Doctoral studies at Industrial Design Centre (IDC), Indian Institute of Technology Bombay (IITB), India from 2009-2014.

- Team collaboration for my Diploma Project with NID Ahmedabad and CEPT Ahmedabad (2007-2008).
- Worked as a Junior Visualizer for Integrated Design Services (IDS), a design business incubation initiative at NID Ahmedabad, India from March 2008- November 2008.

EDITORIAL AND OTHER ACADEMIC EXPERIENCE

- **Workshop Presenter** for International Conference on Creativity and Cognition in Art and Design (ICCCAD'17), a joint conference organized by NIMHANS and NID, Bangalore.
Poster presentation of papers Session Chair in the same conference.
Link: <http://www.icccad.com/img/ICCCADWorkshopSchedule.pdf>
- **Session Chairman** for International Conference of Research into Design (ICoRD'17).
Chaired Brief Podium Presentations organized on the first day of ICoRD'17 conference, 9th January 2017. A total of sixteen poster paper presentations (each presentation duration: 5 minutes) were part of this session. Faculty, Design professionals from industry and design students/scholars presented their research in a rainbow of areas of Research into Design.
- **Associate Editor, The International Journal of Visual Design** - The Design Collection upcoming issues in 2016 and 2017.
Link: http://agingandsociety.com/assets/pdf/Design_Collection_new.pdf
- **Faculty Advisor for Department of Design, IIT Guwahati** as part of the Students' Academic Board Panel (SAB advisory Panel), 2016-2017.
- **Member, Departmental Postgraduate Program Committee (DPPC)** of Department of Design, IIT Guwahati
- **Member, Departmental Disciplinary Committee (DDC)** of Department of Design, IIT Guwahati
- **Workshop Co-coordinator and Presenter** for KIC-TEQIP, a National 3-day workshop from 14-16 March, 2016; organized by Department of Design, IIT Guwahati and funded by Centre for Educational Technology (CET), IIT Guwahati
Link: <http://www.iitg.ernet.in/vdd/#aboutworkshop>
- **Executive Committee member & Department Coordinator (DC)** for **Department of Design** to conduct **KIC-TEQIP, Centre for Educational Technology (CET) at IIT Guwahati** for the year 2015-16.
Link: <http://www.iitg.ac.in/cet/teqip.html>
- **Guest Editor, Design for all Institute of India** (e-newsletter), Issue of August 2014.

Link: <http://www.iitg.ac.in/cet/teqip.html>

- **Design Team member**

Exhibition Display Design of the Department of Design, IITG students' work for the past International Ergonomics Conference "HWWE 2014" held in December 2014.

- **Future Mentor for INSTILLDESIGN**

Link: <http://instilldesign.org/mentors/view-all-mentors/mentorprofile/?mentortname=nanki>

- **Student Coordinator** for the annual International Conference - Typography Day 2012, March 2012.

Link: http://www.typoday.in/2012/press/typoday_brochure.pdf

COURSES taught at Department of Design, IITG:

Core Courses:

- **DD 202 Elements of Design** for B.Des. semester III
- **DD 215 Introduction to Graphic Design** for B.Des. semester IV
- **DD 304 Graphic Design Studio** for B.Des. semester V

Elective Courses:

- **DD 515 Typography I** for M.Des. semester II
- **DD 523 Typography II** for M.Des. semester III

Talks for General Courses:

- **DD 501 Design: an introduction (DD 501)** for M.Des. semester I
- **DD 313 Art Design and Society [Invited lecture series]** for B.Des. semester IV

Courses involving Student Supervision for projects

- **DD 507 Design Project**
- **DD 498 Project I (Bachelor's Thesis Project)**
- **DD 603 & DD 605 Thesis Project (Master's Thesis Project)**

STUDENT PROJECTS SUPERVISED (June 2014 to June 2017) listed as follows:

S. No.	Student Name	Degree	Year of Completion	Kind of Project	Project Title
01.	Deepshikha Jha	Ph.D.	Continuing	For Doctorate	Tentative Research Area: Exploring integration of traditional and digital textiles using smart technology in the social space
02.	Pooja Shandilya	M. Des.	Continuing	Design Project	Interactive Calendar depicting North-eastern cuisine: an

					exploration in graphic design mediums
03.	Ani Dalal	M.Des.	Continuing	Design Project	Study of Game and Evolution of Human Game Interactions
04.	Subham Mittal	B.Des.	Continuing	Project I	Promotion of the Handloom Industry of North East India
05.	Premchand Yadav	B.Tech. (Chemical Engg. Dept, IITG)	Continuing	Design Project	Re-telling the story of Multimedia Design through Animation
06.	Kritika Agarwal	M.Des.	2016	Design Project	SEVEN: Place making and Identity for IITG Campus
07.	Manas Das	M.Des.	2016	Design Project	Exploring form design possibilities in the letterforms of Assamese language
08.	Honlung Ragui	M.Des.	2016	Thesis Project	Design of a Modern Typeface in Meetei Mayek Script
09.	Ashutosh Gupta	M.Des.	2016	Thesis Project	Map Design for Railways (in Indian context)
10.	Bhavish Kr. Chauhan	M.Des.	2015	Design Project	QR (Quick Response Code) in Indian Railways
11.	Vivek Aryan	M.Des.	2015	Design Project	Development of an online platform connecting the political class of India directly to the masses and ensuring two way communication with accountability
12.	Pradyut Nath	M.Des.	2015	Thesis Project	Strategy and Signage Design for Gauhati Medical College and Hospital (with specific references to rural visitors)

WORKSHOPS ORGANIZED

- KIC-TEQIP Workshop on "Visual Display Design: Scientific way of Representation", scheduled on March 14-16, 2016
Link: <http://www.iitg.ernet.in/vdd/#aboutworkshop>
- National level workshop on "Creative Idea Generation Techniques in designing Innovative Package Design (context: India)", scheduled on 21st and 22nd January, 2017 during International Conference on Creativity and Cognition in Art and Design (ICCCAD'17), a joint conference organized by NIMHANS and NID, Bangalore.
Link: <http://www.icccad.com/img/ICCCADWorkshopSchedule.pdf>

INVITED TALKS

- Invited talk to orient Masters' students about Visual Communication Design and its changing role in present times. This talk was organized by Centre for Instrument Design Development (IDDC), Indian Institute of Technology Delhi (IITD).

- Invited Lecture on 'Colour Principles in Visual Display Designs' for KIC-TEQIP, a 3-day national workshop, namely 'Visual Display Design: Scientific Way of Representation' from 14-16 March, 2016 at Department of Design, IIT Guwahati.
- Invited talk on 'Design: a third culture' for B.Des. III year students as part of 'Art Design and Society' [DD 303] lecture series conducted at Department of Design, IIT Guwahati in 2016.
- Invited talks on introducing 'Graphic Design' and the meanings of 'Contemporary Graphic Design' as a professional practice in present times to M.Des. I yr. students at the Department of Design, IIT Guwahati as part of 'Design: An Introduction' [DD 501] course series conducted, 2014 and 2015.
- Invited talk on '**Colour Science & Theory**' organized by the students of B.Des. III year at the Department of Design, IIT Guwahati in 2014.
- Invited talks on '**Bilingual Signage Design in context of India**' and '**Bodoni: story of a beautiful typeface**' organized for the course of '**Typography**' [VC 611] for M.Des. I yr. students of Visual Communication Design at Industrial Design Centre (IDC), IIT Bombay, 2013.

DESIGN PROJECT INVOLVEMENTS

▪ Ongoing Project:

Project name: '**Improved packaging for long distance transportation of high value horticultural crops**' (*Project Investigator: Dr. P. K. Borthakur, Professor, Dept. of Horticulture, Assam Agricultural University; Co-Project Investigator: Dr. Nanki Nath, Dept. of Design, IIT Guwahati (2016-2017).* **Sponsoring Agency: Design Innovation Centre (DIC), MHRD, Govt. of India.**

Link: http://shiloi.iitg.ernet.in/~design/ongoing_projects.html

▪ Ongoing Project:

Online Course developments: Graphic Design I, Graphic Design II (Advanced Graphic Design) for D'source, India as part of the [E-kalpa] Lab, Department of Design, IIT Guwahati.

- **Design Documentations and Photo-documented content development for 12by12 Gallery to D'Source, an open source online digital learning environment project (2011-14).** The contributions cover logo designs of India in varied context, typographic logos, mascot designs in India, ceiling art in India, Typo-Auto graphics, Bangalore city's hand-painted visual culture and shop signs from the markets in the cities of Chennai and Mumbai.

Link: http://www.dsource.in/d_config/search.php?txtKeyword=&txtKeyword=Nanki+Nath

- Brochure Design for '**Typography Day 2012**' at IDC, IIT Bombay; in collaboration with Prof. G.V. Sreekumar, IDC, IIT Bombay.
Link: http://www.typoday.in/2012/press/typoday_brochure.pdf
- **Brochure Design for 'Admissions 2009-10'** at IICD (Indian Institute of Crafts and Design), Jaipur; in collaboration with Prof. Shirsendu Ghosh, IICD, Jaipur.
Link: http://www.typoday.in/2012/press/typoday_brochure.pdf
- **Signage Design and Wayfinding Strategy: Amer Road, Jaipur**, India as the final M.Des. project at National Institute of Design (NID), Ahmedabad from August 2007 – March 2008. The client was CEPT, Ahmedabad. Supported and funded by: PDCOR (Project Development Corporation of Rajasthan)
Link: http://youngdesigners.nid.edu/archive/yd08/StudentProjectDetailNew.php?dis=GD&p_=12
- **Traffic Island - NID's Homage to The Mahatma (July 2008-November 2008)**
Link: <http://www.dnaindia.com/report.asp?newsid=1235743>
- **Logo Design for Malaviya National Institute of Technology (MNIT), Jaipur** (September 2004-February 2005). Refer present logo in use on the official website.
Link: <http://www.mnit.ac.in/>

AWARDS / ACHIEVEMENTS

- **April 2005**
Award: Topper in all 4 years of B.F.A (Applied Arts) course, Faculty of Fine-Arts, University of Rajasthan, Jaipur.
- **Sep 2004**
Award: II Prize: Poster-making competition, Inter-college Youth Festival, University of Rajasthan, Jaipur.
- **May 2004**
Award: I Prize: M.N.I.T. Jaipur's logo design (implemented and registered).
- **Feb 2004**
Award: Best Work in Applied Arts: 'Nurturing Ambitious Art Minds' (NAAM) exhibition held at Jawahar Kala Kendra, Jaipur.

FULL PAPER PUBLICATIONS

2011-2017

Journal Publication(s)

Nath, Nanki and Poovaiah, Ravi. **Influence of Movie Poster Themes on the Color Trends used in the Shop Signs of Cities in India**, *The International Journal of Visual Design (The Design*

Collection) - Common Ground Publishing, University of Illinois Research Park, USA, September, 9(3), 23-53, 2015, designprinciplesandpractices.com, ISSN: 2325-1581.

Magazine Publications

e-Newsletter Publication:

Nath, N. (2014). **Indigenous Identities: Hand-painted Letterforms in India**. Design For All Institute of India, New Delhi. Aug 14-Vol. 9-No. 8. pp. 27-33. Retrieved August 2014 from, <http://www.designforall.in/newsletteraug2014.pdf>

Institutional Magazine Paper Publication:

Nath, N. and Poovaiah, R. (2010). **Investigation of the most preferred Bilingual Combination of Words: An Experiment with a selected Place Identification Signboard**. DESIGN THOUGHTS, IDC, IIT Bombay. Issue: August 2010 .

Papers in Refereed Conference Proceedings

Abstract selection(s) in past International Conference:

Nath, N. and Poovaiah, R. (2010). **Investigation of the most preferred Bilingual Combination of Words: An Experiment with a selected Place Identification Signboard**. A TypI Dublin, Ireland.

Paper Proceedings in International Conferences:

Jha,D., Nath, N. and Yammiyavar, P. (2017). **Moods evoked by Traditional Indian Textiles - An Exploratory Study**. In Print Proceedings of International Conference on Creativity and Cognition in Art and Design (ICCCAD 2017), National Institute of Mental Health and Neurosciences (NIMHANS), Bloomsbury Publishing India Pvt. Ltd., © National Institute of Design (NID), 2017. ISBN: 978-93-86349-88-0.

Nath, N. and Poovaiah, R. (2011). **Understanding Richness: A new typology of visual cues and meaning in Signs**. In Print Proceedings of Design Development and Research Conference (DDR), Cape Peninsula University of Technology (CPUT), Cape Town, South Africa, pp. 283-301, ISBN: 978-0-620-52128-4.

Nath, N. and Poovaiah, R. (2013). **Pragmatic and Syntactic trends in Display Typography on the shop signs of Abdul Rehman Street, Mumbai**. In Web Proceedings of Typography Day, IIT Guwahati (Typography Day, 2013), IIT Guwahati, Assam, India, pp. 17.

Dalvi, M. and Nath, N. (2013). **Display Typography of House Names in Mumbai's Residential Buildings: A Semiotic Intervention**. In Web Proceedings of Typography Day, IIT Guwahati (Typography Day, 2013), IIT Guwahati, Assam, India.

Nath, N. and Poovaiah, R. (2013). **Classifying Shop Signs: Open Card Sorting of Bengaluru shop signs (India)**. In Proceedings of International Conference of Research in Design, Global Product Development, Part 1, Lecture Notes in Mechanical Engineering, Springer India, (ICoRD, 2013), IIT Madras, Tamil Nadu, India, pp. 1287-1299. DOI: 10.1007/978-81-322-1050-4_103, Print ISBN: 978-81-322-1049-8, Online ISBN: 978-81-322-1050-4.

Nath, N. and Poovaiah, R. (2014). **Role of Display Type in Signage Design, India**. In Proceedings of collective abstracts in "Design Innovation and Success", International Ergonomics Conference HWWE 2015, IIT Guwahati, Assam, India.

Nath, N. and Poovaiah, R. (2015). **Simulating the Appearance of Painted and Digital Display Type on Shop Signs in India**. Typography Day 2015, IDC, IIT Bombay, India. Web proceedings at <http://www.typoday.in/>

Podium Presentations at International Conferences

Jha Deepshikha, Nath Nanki and Yammiyavar Pradeep, **"Moods evoked by Traditional Indian Textiles - An Exploratory Study"**, International Conference on Creativity and Cognition in Art and Design (ICCCAD'17), 19-21 January, 2017, NIMHANS Convention Centre, Bangalore, India.

Nath Nanki and Poovaiah Ravi, **"Simulating the Appearance of Painted and Digital Display Type on Shop Signs in India"**, Typography Day 2015, 7th-9th March 2015, IDC, IIT Bombay, India.

Nath Nanki and Poovaiah Ravi, **"Role of Display Type in Signage Design, India"**. In the Proceedings of collective abstracts in "Design and Innovation & Success" of "International Ergonomics Conference HWWE 2014", 5th December 2014.

Nath Nanki and Poovaiah Ravi, **"Pragmatic and Syntactic Trends on the shop signs of Abdul Rehman Street, Mumbai"**, Typography Day conference 2013, 7-9th March, 2013, IIT- Guwahati, Assam, India.

Nath Nanki and Dalvi Mustansir, **"Display Typography of House Names in Mumbai's Residential Buildings: A Semiotic Intervention"**, Typography Day conference 2013, 7-9th March, 2013, IIT Guwahati, Assam, India.

Nath Nanki and Poovaiah Ravi, **"Classifying Shop Signs: Open card Sorting of Bangalore shop signs (India)"**, ICoRD'13 conference 2013, 7th-9th January, 2013, IIT-Madras, Tamil Nadu, India.

Nath Nanki and Poovaiah Ravi, **"Understanding Richness: a new typology of visual cues and meaning"**, Design, Development and Research Conference 2011, 26-28 September, 2011, Cape Peninsula University of Technology (CPUT), Cape Town, South Africa.

OPPORTUNITIES LOOKING FOR

- Skills-based volunteering (pro bono consulting)
- Teaching
- Academic co-authorship
- Co-authorship for Books
- Editorial Reviewer roles

STATEMENT OF PURPOSE: TEACHING PHILOSOPHY

Considering the core identity and purpose behind education today, a balance between teaching and research practice should be embraced and applied by design educators, professionals and practitioners to create the most engaging, fruitful, innovative and sustainable pedagogical methods. Students look upto educators, especially from the fast-evolving field of Design with constant hope for charged up motivation, inspiration and support for their bright future. Therefore, in the role of a design educator, I envision a role of imparting and developing a thinking among students that would aid them to reflect rationally and innovatively at the same time. Research practices and methods would be instrumental in feeding the teaching methodology in varied forms such as critiques, demonstrations, discussions, experiments, hands-on Design making / Making-Do approaches, etc.

At the core of the subject of visual communication, we can find three facets: Purpose, Identity and its Function. The purpose of communication through powerful visuals/imagery/graphics (as part of posters, publications, print ads, photography, web designs, visual narratives, etc.) is given a unique identity. A design process is involved at perceptual as well as creation levels. This helps in substantiating the function(s) of the final design(s). The process involves a critical thinking ability to question, probe and confront ordinary as well as challenging problems associated with visual language, visual representation, visual culture, symbolism, commercial side of designs, lifestyle, etc. Every student of visual communication and graphic design needs to approach a problem as part of their creative brief at macro and micro levels.

As someone who has been constantly engaged in maintaining the essential balance between teaching and research in/out of classrooms; I feel that the road ahead is getting paved strongly. As a design educator, I have attained good success as a teacher of Graphic Design (basic and advanced level courses), Typography (basic and advanced level courses), Elements of Design (basic level course), taught at Department of Design, IIT Guwahati. In addition, critique based mentorship in form of special Invited talks for 'Design: an introduction', 'Art, Design and Society' at Design Department, IIT Guwahati; as well as similar talks for 'Typography' course in the past at Industrial Design Centre (IDC), IIT Bombay have helped me to contribute to the social and the communication sides of Design as a professional practice.

Research activities; such as conducting workshops, editorship, research writing meant for publishing, design research-based assignments at administrative levels have provided me with good experience as part of the academic world. They have been significant avenues of growth and active participations in academia-to-academia and academia-to-industry collaborations. To share few such experiences; I have got the opportunity to contribute as Associate editor for The International Journal of Visual Design - The Design Collection's upcoming issues (2016-17). In 2014, I was given the responsibility of 'Guest

Editorship' for August 2014 issue of Delhi-based e-newsletter, 'Design for All Institute of India', that invited research paper contributions from the women faculty members of Department of Design, IIT Guwahati. In the same year, I also contributed being part of the Exhibition Display Design co-ordination team of faculty members of Department of Design, IIT Guwahati. In March 2016, I got the opportunity to conduct a three-day workshop for KIC-TEQIP, funded by Center for Educational Technology (CET) and hosted by Design department, IIT Guwahati. In this workshop, I and my colleague from Ergonomics; conducted a 'Visual Ergonomics' theme based workshop namely, 'Visual Display Design: a scientific way of representation'. Faculty from reputed institutions/universities were part of the participants' group in the three-day workshop program. Briefly, the workshop explored the scientific rationale applied for designing 21st century visual displays from the perspective of Ergonomics, Graphic Design, Product Design, Cognition in Design, Design for Common Place, Interaction Design, Information Management and Data Visualization, Colour Science, Automotive Visual Display Design, Design Research theories, etc. Assuming the role as a writer of research carried by me during my PhD; along with that during post-PhD times in the areas of Typography, Graphic Design role in Interactive textile communications; my publications since 2009 till date include print and web proceedings in refereed international conferences; journal and national magazines.

As a Design educator, researcher and mentor so far, it has been a wonderful journey to experience interdisciplinary modes, practices, writings and management-related administrative roles. My future areas of interests now include Design Thinking, Pedagogy, Design Education, Design Research Methods for furthering the discipline of Visual Communication in context of India. Merging Graphic Design issues with upcoming Interactive Technologies is an area of interest that I seriously look forward to undertake as a Design Researcher and Practitioner.