## MOHAMMAD SHAHID, PhD
Department of Design,
Indian Institute of Technology Hyderabad

**M.Des (2013)**
Visual Communication
Department of Design, IIT Guwahati.

**B.Des (2008)**
Textile Design, NIFT Kolkata.

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## WORK EXPERIENCE

- **Assistant Professor**, Department of Design, IIT Hyderabad since June 2020.

- **Assistant Professor**, Graphic Design, MEERs MIT Institute of Design, MIT-ADT University, India since July 2018 to May 2020.

- **Teaching Assistant for five years** at Department of Design, IIT Guwahati while pursuing PhD.

- **Three years** experience in textile industry as a designer. The key responsibilities were market research, Visual Merchandising and product development for national and international market as per buyer requirements.

## AREA OF RESEARCH

Cultural Heritage, Experimental Typography, Visual Culture, Design Research

## DESIGN INTERESTS

Graphic Design, Experimental Typography, Type Design, Visual Culture, Cultural Heritage (tangible & intangible), Design Process, Motion Graphics and Textile Design.

## DESIGN PROJECTS

- **PhD IN DESIGN**

  **'Visual Rhetoric of the Title Design in Bollywood Movie posters'**
  Completed under the supervision of Dr. D. Udaya Kumar at the Department of Design, IIT Guwahati, this research examines the visual attributes of Bollywood Movie Titles and discuss their role in the overall meaning creation. By implementing a semiotic approach and content analysis, study reveals that significant visual characteristics of letterforms are used to design influential movie titles. **In so doing, study builds a body of knowledge and provides a range of visual tips as an insight information to designers or lettering artists for producing more persuasive typography/lettering**.

- **MASTER THESIS PROJECT**

  **'Lettering in Bollywood Film posters'**
  This project was focused on lettering part in the film poster and enquired about its dominance and role in making film posters more effective and persuasive. Under the supervision of Dr. D. Udaya Kumar, this study also examine the trend if any followed throughout the decade in terms of title design in film posters.

## PAPER PUBLICATION

### PUBLISHED

1. Shreya, L., **Shahid, M**. (2023). Traditional Educational Experiences in the Age of Pandemic. In: Chakrabarti, A., Singh, V. (eds) Design in the Era of Industry 4.0, Volume 2. ICORD 2023. Smart Innovation, Systems and Technologies, vol 342. Springer, Singapore. https://doi.org/10.1007/978-981-99-0264-4_42

2. **Shahid, M.** (2022). Understanding the Experiential, Experimental and Spirited Aspects of Typography. In D. Chakrabarti, S. Karmakar, & U. R. Salve (Ed.), Ergonomics for Design and Innovation, Lecture Notes in Networks and Systems. 391, pp. 1569-1579. Springer Nature Switzerland. https://doi.org/10.1007/978-3-030-94277-9_134

3. Chakradhar, A., & **Shahid, M.** (2022). Impact of Writing Tools in the Evolution of Telugu Script. In D. Chakrabarti, S. Karmakar, & U. R. Salve (Ed.), Ergonomics for Design and Innovation, Lecture Notes in Networks and Systems. 391, pp. 329-341. Springer Nature Switzerland. https://doi.org/10.1007/978-3-30-94277-9_29. (Distinguished paper award).

4. Batchas, B. M., & **Shahid, M.** (2022). The Need of a Digital Typeface for Assamese Script. In D. Chakrabarti, S. Karmakar, & U. R. Salve (Ed.), Ergonomics for Design and Innovation, Lecture Notes in Networks and Systems. 391, pp. 1599-1610. Springer Nature Switzerland. https://doi.org/10.1007/978-3-030-94277-9_137

5. **Shahid, M.** (2021). Title Design in Bollywood Movie Posters: Design Features, Trends, and the Role of Technology. The International Journal of Visual Design 14 (4): 15-33. doi:10.18848/2325-1581/CGP/v14i04/15-33.

6. Shreya, L**., Shahid M**. (2021). Understanding the Development in Indian Calligraphy with Focus on Devanagari. *Typography Day 2021*. IDC IIT Bombay, India.

7. Kulkarni N., **Shahid M.** (2021) System Mapping: Understanding the Value Chain of Organic Farming in Sikkim, India. In: Chakrabarti A., Poovaiah R., Bokil P., Kant V. (eds) Design for Tomorrow—Volume 3. Smart Innovation, Systems and Technologies, vol 223. Springer, Singapore. https://doi.org/10.1007/978-981-16-0084-5_68

8. **Shahid M.,** & Udaya Kumar, D. (2018). Study of Visual Semantic Attributes Responsible for Effective Communication in Bollywood Movie Titles. (M. Frangopoulos, & E. Zantides, Eds.) *Punctum. International Journal of Semiotics,* IV(1), 135-164. doi:10.18680/hss.2018.0009

9. **Shahid M.,** Udaya Kumar D. (2018) Study of Visual Ergonomic Issues in Title Design in Popular Hindi Cinema Posters. In: Ray G., Iqbal R., Ganguli A., Khanzode V. (eds) Ergonomics in Caring for People. Springer, Singapore.

10. **Shahid M.** et al. (2018) Number Plate Design for Bicycles: An Approach from Aesthetic and Ergonomic Perspective. In: Ray G., Iqbal R., Ganguli A., Khanzode V. (eds) Ergonomics in Caring for People. Springer, Singapore.

11. **Shahid, M.,** & Udaya Kumar, D. (2017). Design Practices in Bollywood Poster Design: An Overview from 1930s - Present. In A. Sharma, & J. Rajeswaran (Ed.), Creativity and Cognition in Art and Design (pp. 24-35). New Delhi: *Bloomsbury India*. (ISBN: 978-93-86349-88-0) (Best paper award).

12. **Shahid, M.,** & Udaya Kumar, D. (2017). Opportunities for New Digital Typefaces Inspired from Lettering in Bollywood Film Titles and Street Graphics in India. *Typography Day 2017*. Department of Integrated Design, University of Moratuwa, Sri Lanka.

13. **Shahid, M.,** Udaya Kumar, D., & Chandra, S. (2016). External Semantic Elements and its Importance in Title Design in Popular Bollywood Film Posters. In P. Amado, V. Quelhas, & J. B. Pereira (Ed.), 6.º Encontro de Tipografia (6th Typography Meeting) (pp. 99-108). Livro de Atas. Aveiro: Universidade de Aveiro.

14. **Shahid, M**., Prasad, B., & Udaya Kumar, D. (2015). Title Design in Bollywood Film Posters: A Semiotic Analysis. In A. Chakrabarti (Ed.), *ICoRD'15 – Research into Design Across Boundaries Volume 1. 34*, pp. 291-301. Bangalore: Springer. (DOI: 10.1007/978-81-322-2232-3_26)

15. **Shahid, M.**, Udaya Kumar, D., & Madhukailya, M. (2015). 'ABHIKSHNA' Reality & Illusion: A Comparative Cultural Study of Bihar & Uttar pradesh. *Journal of Higher Education and Research Society , III* (2). (ISSN: 2349-0209)

16. **Shahid, M.**, Chandra, S., & Udaya Kumar, D. (2015). Lettering and Calligraphy in Bollywood Movie Titles. *'Kalakshar' Design Innovation in Calligraphy and Languages*. Varanasi: Department of Applied Art, Faculty of Visual Arts, BHU.

17. **Shahid, M**., & Udaya Kumar, D. (2014). Title Design in Hindi and Bengali Film Posters. *Typography Day 2014*. Symbiosis Institute of Design, Pune.

### AWARD & RECOGNITIONS

1. Panelist for the **Craft & Design Exchange Forum** being held at the Aatmanirbhar Bharat Centre for Design (ABCD) housed in the historic Barrack of the red Fort, Delhi, 2024.

2. *Session chair*, 9th International Conference on Research into Design, 9-11 January 2023.

3. *Best Typography Poster design award*, Typography day 2023, BHU & IDC, IIT Bombay.

4. *Best Typography Poster design award*, Typography day 2021, IDC, IIT Bombay.

5. *Certificate of Commendation* for noteworthy contribution in bringing excellence to the MIT-ADT University Pune.

6. *Best paper* award at *International Conference on Creativity and Cognition in Art and Design 2017* organised by National Institute of Design (NID), India and National Institute of Mental Health and Neurosciences (NIMHANS).

7. Designed the **logo for National Institutional Ranking Framework (NIRF)**, Ministry of Human Resource Development, Government of India, 2015.

8. *Best Typography Poster design award*, Typography day 2017, Colombo, Sri Lanka.

9. *Departmental winner (1st runner-up) in poster competition* in Research Conclave' 16 organized by Students' Academic Board, IIT Guwahati.

10. *ClassTopper in Master of Design*, 2011-2013, Indian Institute of Technology, Guwahati.

11. *Second topper in Bachelor of Design*, 2004-2008 Batch, National Institute of Fashion Technology, Kolkata.

12. *Graduation Show Winner* under the category 'Best Use of Woven Structure' at National Institute of Fashion Technology, Kolkata in 2008.

13. Short animation *Film 'ABHIKSHANA' was nominated* in 9th Annual 24FPS International Animation Award'2012.

14. *Winner for IITG CLUB logo design* competition, 2013.

15. *Gold Medal in All India Painting Competition* organized by Vijay Informations, Guidance Centre for FineArt Education, Hyderabad in 1996.

16. Participated in *'National Integration & Art in Education Meet'* organized by Navodaya Vidyalaya Samiti and my poem was selected and published in proceeding book.

## ADMINISTRATIVE POSITIONS HELD

1. Institute Academic Advisory Committee (IAC) member from 18th June 2024 onwards.

2. SPGC member, 2022-2024.

3. Member **Institute Grievance Committee**, IIT Hyderabad from 5th March 2021 to till date.

4. Lacal Management Comittee (LMC) member from 19th October 2022 to till date.

5. Member **Board of Studies, Graphic Design (2018-2020 )** , MIT Institute of Design, Pune.

6. Committee member for **DAT (Design Aptitude Test), 2019**, Institute of Design, MIT-ADT University Pune.

7. **Department Postgraduate Programme Committee (DPPC), PhD representative,** Department of Design, Indian Institute of Technology Guwahati for the academic year 2015-2016.

8. **General Secretary**, Married Scholars' Hostel, Indian Institute of Technology Guwahati, 2015-2016.

9. **Member of the PhD Council** of the Students' Academic Board (SAB), Indian Institute of Technology Guwahati during the academic year 2015-2016.

## OTHER ACADEMIC AND EXTRACURRICULAR ACTIVITIES

1. Involved in designing new M.Des by Practice (online) course curriculum, Department of Design, IIT Hyderabad.

2. Panel Member for the interviewing of candidates appearing for the various programmes sponsored by Ministry of DoNER, conducted by National institute of fashion Technology Kolkata.

3. Part of design team and did the visual branding for the 6th International Conference on Research into Design 2017 (ICoRD'17) organised by Department of Design, IIT Guwahati in collaboration with CPDM, IISc Bangalore.

4. Exhibition design for Research Conclave 2016, organized by Student Affairs Board, IIT Guwahati.

5. Part of the management team for International Ergonomics Conference (HWWE)-2014 organized by Department of Design, IIT Guwahati.

6. Part of the core design team for 'International Conference on Magnetic Materials and Applications (MagMA-2013)' organized by Department of Physics, IIT Guwahati.

7. Event Head for Exhibition Design for 'International Conference on Typography-Typography Day-2013' organized by Department of Design, IIT Guwahati.

8. Part of the core design team for the 'Inter IIT Sports Meet 2013' organized by IIT Guwahati.

9. Part of Design team for 'QIP Workshop on Graphic Design' organized by Department of Design, Indian Institute of Technology Guwahati in 2012.

10. Anti-ragging poster design for Students' Affairs, IIT Guwahati.

11. Logo design for Married Scholars' Hostel, IIT Guwahati.

12. Poster design for Research Conclave 2016.

## WORKSHOPS & SHORT TERM COURSES CONDUCTED

1. Resource person for a workshop on **"Development of Graphic Stories Based Critical Life Skills"** organised by Cell for National Centre for Literacy, NCERT in collaboration with IIT Hyderabad, 12-16 February 2024.

2. Resource person for a workshop on **"Startup Branding"** in 4th All India DIC Meet organised by IIT Hyderabad, funded by Ministry of Education.

3. Three days **TEQIP workshop** titled "**Visual Tools and Techniques for Effective Communication**" from 16-18 November 2020.

4. A workshop under **Faculty Development Program** on "Art of Being an Effective Researcher" at NIT Srinagar on the topic "**Understanding visual design principles for effective communication**" on 27th March 2021.

5. One-day workshop on "**Craft Research and Documentation**" at Fashion and Lifestyle Accessory Design Department NIFT Mumbai on 6th November 2020.

6. Two days' workshop at MIT Institute of Design, MIT-ADT University, Pune, India on "**Professional design Practices: paper Writing**".


**WORKSHOPS & SHORT TERM COURSES ATTENDED**

1. AICTE sponsored short term course on **'Design: Education, Research & Innovation (DERI)'** held at IIT Guwahati, organized by Department of Design during 2nd to 6th February 2015.

2. National Course on **'Creative Learning Methods in Technical Education Design'** conducted under the Technical Education Quality Improvement Programme sponsored by the Ministry of Human Resource Development, Government of India, held on 11th to 15th November 2014.

3. National Workshop on **'Technical writing'** conducted under the Technical Education Quality Improvement Programme sponsored by the Ministry of Human Resource Development, Government of India held on 6th to 7th December 2014.

4. Workshop on **'Ergonomics and Design Issues'** during International Ergonomics Conference-'Humanizing Work and Work Environment 2014' organized by Design Innovation Centre, Department of design, IIT Guwahati.

5. Workshop on **'Type and Symbol Creative Explorations'** conducted by Prof. Ravi Poovaiah and Prof. Girish Dalvi during Typography Day 2015, organized by Industrial Design Centre, IIT Bombay.

6. Workshop on **'Typographic Expression in India'** conducted by Prof. Mahendra Patel and Prof. Ranjana Dani during Typography Day 2014, organized by Symbiosis Institute of Design, Pune.

7. Workshop on **'Design Semantics'** organized during International Conference on Research into Design, ICoRD'15' held during 7-9 January, 2015 at National Science Seminar Complex, Indian Institute of Science, Bangalore.

8. Workshop on **'Statistical Methodologies for Research in Design'** organised by Department of Design, IIT Guwahati during November 7th - 12th, 2016.

9. National workshop on **'Visual Display Design: Scientific Way of Representation'** conducted by Department of Design, IIT Guwahati under the Technical Education Quality Improvement Programme sponsored by the Ministry of Human Resource Development, Government of India held on 14th to 16th March 2016.

10. Workshop on **'Arabic Lettering & Islamic Patterns'** conducted by Azza Alameddine, an independent designer from Lebanon during Typography Day 2017, Colombo, Sri Lanka.

11. '**SIG Decision Making Workshop**' by Sandro Wartzack, Thomas Luft & Julie Le Cardinal during the 6th International Conference on Research into Design 2017 (ICoRD'17) organised by Department of Design, IIT Guwahati in collaboration with CPDM, ISc Bangalore.

12. Mission **"Udaan"** 2019-20 a faculty enrichment program organised by Career Development Centre, MIT School of Corporate and Leadership, MIT-ADT University Pune.


**INTERNATIONAL & NATIONAL CONFERENCES ATTENDED**

1. Speaker at International Museum Day-2024, on **"Arts Crafts and Museum Education"** organised by

ICOMOS India and Salarjung Museum, 2025.

2. Paper presenter, 17th International Conference on Design Principles & Practices, organised by Polytechnic Institute of Lisbon, Portugal, 29-31 March 2023.

3. 9th *International Conference on Research into Design 2021*, organised by CPDM, IISc Bangalore from 09-11 January 2023.

4. 8th *International Conference on Research into Design 2021*, organised jointly by IDC, IIT Bombay and CPDM, IISc Bangalore from 7-10 January 2021.

5. International conference on *Designing for Children with focus on 'Play and Learn'* organised by IDC School of Design, IIT Bombay from 28-30 January 2021.

6. Speaker at International conference on typography *"TypeWknd 2020"* USA. https://2020.typewknd.com/speakers/.

7. International conference on typography, *Typography Day 2013* organized by Department of Design, IIT Guwahati in collaboration with the Industrial Design Centre (IDC), Indian Institute of Technology Bombay, India.

8. Speaker at International conference on typography, *Typography Day 2014* organized by Symbiosis Institute of Design, Pune in collaboration with the Industrial Design Centre (IDC), Indian Institute of Technology Bombay, India.

9. International Conference on *'Humanizing Work and Work Environment 2014 (HWWE 2014)'* organized by Department of design, Indian Institute of Technology Guwahati, India.

10. Speaker at International Conference on *'Research into Design, ICoRD'15'* organized by Centre for Product Design & Manufacturing (CPDM), Indian Institute of Science, Bangalore.

11. International Conference on *'Humanizing Work and Work Environment 2015 (HWWE 2015)'* organized by Industrial Design Centre (IDC), Indian Institute of Technology Bombay, India.

12. International conference on typography, *Typography Day 2015* organized by Industrial Design Centre (IDC), Indian Institute of Technology Bombay, India.

13. Speaker at International Conference on *Creativity and Cognition in Art and Design 2017* organised by National Institute of Design (NID), and National Institute of Mental Health and Neurosciences (NIMHANS), Bangalore, India.

14. Speaker at International conference on typography, *Typography Day 2017* organized by Department of Integrated Design, University of Moratuwa, Sri Lanka in collaboration with the Industrial Design Centre (IDC), Indian Institute of Technology Bombay, India.

15. International Conference on '*Research into Design, ICoRD'17'* organized by Department of Design, Indian Institute of Technology Guwahati.

16. International conference on typography, *Typography Day 2019* organized by Industrial Design Centre (IDC), Indian Institute of Technology Bombay, India.

17. National Seminar and Workshop *'KALAKSHAR 2015 – Design Innovation in Calligraphy and Languages'* organized by Department of Applied Art, Banaras Hindu University (BHU), Varanasi.

18. '*Research Conclave - 2015, 2016 & 2017,* organized by Students' Academic Board, IIT Guwahati.

*TEACHING*

**COURSES CONDUCTED**

| Sn. | Title of the Course | Level |
|-----|---------------------|-------|
| 1. | Basic Typography | M.Des & B.Des |
| 2. | Elements/Fundamentals of Design | M.Des & B.Des |

| 3. | Professional Design Practice (Design Case Paper Writing) | M.Des & B.Des |
|---|---|---|
| 4. | Graphic Design History | M.Des & B.des |
| 5. | Semiotics: Sign & Symbol Design | M.Des & B.Des |
| 6. | Product Graphics & Packaging | B.Des |
| 7. | Principles of design | M.Des |
| 8. | Advanced Typography | B.Des |
| 9. | Study of Environmental Graphics | B.Des |
| 10. | Visual Branding & Identity Design | M.Des & B.Des |
| 11. | Design research Seminar | M.Des & B.Des |
| 12. | Calligraphy | Design Minor |
| 13. | Experimental Typography | M.Des |
| 14. | Basic Graphic Design | B.Des |
| 15. | Type Design | B.Des |
| 16. | History of Art and Design | M.Des |
| 17. | Research Methodologies | PhD |

### *RESEARCH GUIDANCE*

| Sn. | Title of the Project | Year | Level |
|---|---|---|---|
| 1. | Typographic ontology of Telugu script: Typeface legibility on digital mediums | 2020-Continuing | PhD |
| 2. | Reimagining Cultural Community Engagement through the application of New media for preserving Intangible Heritage of Indian Oral Pictorial Tradition in Madhubani Paintings | 2021-Continuing | PhD |
| 3. | Ink & Identity: A Comprehensive Study of Tribal Scripts Design in Northeast India | 2022-Continuing | PhD |
| 4. | Organic Farming in Sikkim | 2019 | B.Des |
| 5. | Redesign of Outlook Traveller Getaways | 2019 | B.Des |
| 6. | Visual Branding: Khivansara Constructions | 2020 | B.Des |
| 7. | Publisher Dashboard, Media.net | 2020 | B.Des |
| 8. | Brand Identity Design - Avail 30 | 2020 | B.Des |
| 9. | Designing an Assamese Unicode Typeface for digital medium | 2021 | M.Des |
| 10. | Kantengkho: A Graphic Folktale from the Hills of Naga | 2022 | M.Des |
| 11. | Reco: Recognizing shapes and patterns, exploring the possibilities of enhancing soft skills through gameplay | 2023 | M.Des |
| 12. | Saancha: A visual branding for Gond art | 2023 | M.Des |
| 13. | TekKeys: Hotkeys for Tekion | 2023 | M.Des |
| 14. | Exploring comic as a medium to initiate healthy dialogue between parents and their children entering under graduation | 2023 | M.Des |
| 15. | Reimagining Devanagari: Gothic inspired Devanagari Typeface | 2023 | M.Des |
| 16. | Cheriyal Revival: Preserving wooden tales | 2023 | M.Des |
| 17. | Unfolding Bollywood: Creating pop-up book for the iconic Bollywood posters | 2023 | M.Des |
| 18. | From Tradition to trend, a Rebranding Journey of Jagat Restaurant | 2023 | B.Des |
| 19. | Thread of Tradition: Exploring the Essence of Banjara Embroidery Craft of Telangana | 2024 | M.Des |

| 20. | Enhancing Student Well Being and Campus Culture: A Comprehensive Study and Solution driven Approach to Improving Interaction Practices Between Students of IITH | 2024 | M.Des |
|---|---|---|---|
| 21. | Shadiabad: Exploring the Scope of Board Game as a Tool to Teach History to Kids in the Context of the Heritage City of Mandu, M.P. | 2024 | M.Des |
| 22. | Chandogya: A Devanagari Calligraphy Font | 2024 | M.Des |
| 23. | From Surface to Space: An Artistic Inquiry into Three-Dimensional Typography | 2024 | B.Des |
| 24. | Interaction Between Fashion & Typography | 2024 | B.Des |

**Students' Achievements:**

1. Harsh Raj Gond has won the prestigious International Paris Design Awards 2024 for his Master of Design final year project, 'Gond Art Typeface Design,' in the Graphic Design category for Typography. https://dna.paris/winner/zoom.php?eid=71-92572-24

2. Trisha Udumudi was one among the winners of the poster design compitition, Typoday 2023, organized by BHU & IDC, IIT Bombay.

3. Harsh Raj Gond was one among the winners of the poster design compitition, Typoday 2022, organized by IDC, IIT Bombay.

4. Aalla Chakradhar received distinguished paper award at International Conference on Humanizing Work and Work Environment (HWWE) 2021.

**SPONSORED PROJECTS**

| Organisation | Institute Association | Project profile |
|---|---|---|
| Department of Atomic Energy, Gov. of India | MIT Institute of Design, MIT-ADT University Pune, India | Visual Identity Design for "NCG Vishwan Cancer Care Connect" |
| Aatma Nirbhar Bharat Center for Design, IGNCA, New Delhi | Indian Institute of Technology Hyderabad (IITH), Hyderabad, India | Cheriyal Craft |

**EDUCATIONAL RECORD**

| Examina-tion | Year of Passing | Subjects / Specialization | Grade / Percentage | Name of Institution / University |
|---|---|---|---|---|
| Xth | 1997 | General Subjects | 78.60 % | JNV Gyanpur, Bhadohi |
| XIIth | 1999 | Science (Maths+Biology) | 63.40 % | JNV Gyanpur, Bhadohi |
| UG (B.Des) | 2008 | Textile Design | 8.40 CGPA | NIFT Kolkata |
| PG (M.Des) | 2013 | Visual Communication | 9.75 CPI | IIT Guwahati |
| PhD | 2019 | Design (Visual Communica-tion) | 9.50 CPI (Course work) | IIT Guwahati |