

aakriti

ಆಕೃತಿ

Aakriti (ಆಕೃತಿ) harmonises Kannada* with the Latin script. The form of Kannada originates from palm leaf manuscripts. The use of curved shapes, rather than straight, were essential to ensure that the leaf did not break.

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* Kannada is a south-Indian script spoken by 38 million people.

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(TOP) unjad
(BOTTOM) dfine

The terminals share similarities to create a sense of unity. Throughout the design, subtle curves and arcs are used to improve harmonisation with the Kannada.



¹ RYDER 1925, Translator's introduction: "Thus, the lion is strong but dull of wit, the jackal crafty, the heron stupid, the cat a hypocrite. The animal actors present, far more vividly and more urbanely than men could do, the view of life here recommended—a view shrewd, undeceived, and free of all sentimentality; a view that, piercing the humbug of every false ideal, reveals with incomparable wit the sources of lasting joy." See also OLIVELLE 2006, pp. 26–31

² For this reason, Ramsay Wood considers it an early precursor of the mirrors for princes genre.

³ RYDER 1925, Translator's introduction: "The Panchatantra is a text-book of the word niti means

The Panchatantra is an inter-woven series of colourful fables, many of which involve animals exhibiting animal stereotypes.¹ According to its own narrative, it illustrates, for the benefit of three ignorant princes, the central Hindu principles of niti.² While niti is hard to translate, it roughly means prudent worldly conduct, or 'the wise conduct of life'.³

Apart from a short introduction – in which the author, Vishnu Sharma, is introduced as narrating the rest of the work to the princes – it consists of five parts. Each part contains a main story, called the frame story, which in turn narrates a story to another. Often these stories contain further emboxed stories.⁴ The stories thus operate like a succession of Russian dolls, one narrative opening within another, sometimes three or four deep. Besides the stories, the characters also quote various epigrammatic verses to


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ಅನುವಾದಕರ
ಗ, ಸಿಂಹ ಬಲಶಾಲಿ
ಪ್ರಜ್ಞೆಯ ಕೂರತೆ,
ಕೊಕ್ಕರ ಮೂರ್ಖ,
ಪ್ರಾಣಿ ನಟರು
ಪಾಠವು ದಕ್ಕಿಂತ ಹೆಚ್ಚು
ತಾಗೂ ಇನ್ನೂ ಹೆಚ್ಚು
ಸುತ ಪಠಿಸುತ್ತಾನೆ,
ದ ಅವಲೋಕನ
ಧಲ್ಲುಟ್ಟಿದ -
ಸಲಾಗದ,
ಭಾವಾತಿರೇಕದ
ಟೆ;
ವದ
ಸಲಾಗದ
ಯನ್ಮನು
ಸುತನಾದ." OLIVELLE
ಮನ
ಕುಮಾರಿಯ
ಗ

ಪಂಚತಂತ್ರವು ಬಣ್ಣ ಬಣ್ಣದ ಸಣ್ಣ ನೀತಿ ಕಥೆಗಳ ಒಂದು ಅನ್ಯೂನ್ಯವಾಗಿ ಹೆಣೆಯಲ್ಪಟ್ಟ ಸರಣಿಯಾಗಿದೆ, ಅವುಗಳಲ್ಲಿ ಅನೇಕ ಕಥೆಗಳು ಪ್ರಾಣಿಗಳು ಪ್ರದರ್ಶಿಸುತ್ತಿರುವ ಒಂದೇ ಪಡಿಯಚ್ಚಿನ ಪ್ರಾಣಿಗಳನ್ನು ಒಳಗೊಂಡಿವೆ.¹ ಅದರದ್ದೇ ಮೂಲ ವೃತ್ತಾಂತದ ಪ್ರಕಾರ, ಮೂರು ಮುಗ್ಧ ರಾಜಕುಮಾರರ ಪ್ರಯೋಜನಕ್ಕಾಗಿ, ನೀತಿಯ ಕೇಂದ್ರ ಹಿಂದೂ ಮೂಲ ತತ್ವವನ್ನು ಅದು ವಿವರಿಸುತ್ತದೆ.² ಯಾವಾಗಲೂ ನೀತಿ ಯನ್ನು ಅನುವಾದಿಸಲು ಕಠಿಣವಾದರೆ, ಅದು ಹೆಚ್ಚು ಕಡಿಮೆ ದೂರದೃಷ್ಟಿಯ ಪ್ರಾಪಂಚಿಕ ನಡವಳಿಕೆ, ಅಥವಾ 'ಜೀವನದ ಪರಿಚ್ಛಾನದ ವರ್ತನೆ' ಎಂದಾಗುತ್ತದೆ.³

ಒಂದು ಚಿಕ್ಕ ಪರಿಚಯವೂ ಅಲ್ಲದ ಜೊತೆಗೆ, ರಾಜಕುಮಾರರಿಗೆ ಗ್ರಂಥದ ಉಳಿದ ಕಥನಗಳನ್ನು ವಿವರಿಸಿ ತಿಳಿಸುತ್ತಿರುವಂತೆ, ಲೇಖಕರಾದ, ವಿಷ್ಣು ಶರ್ಮರನ್ನು ಪರಿಚಯಿಸಲಾಗಿದೆ - ಅದು ಐದು ಭಾಗಗಳನ್ನು ಒಳಗೊಂಡಿದೆ. ಪ್ರತಿ ಭಾಗವು ಕಥೆಯ ಚೌಕಟ್ಟನ್ನು ಕರೆಯಲ್ಪಡುವ, ಮುಖ್ಯ ಕಥೆಯನ್ನು ಹೊಂದಿದೆ, ಒಂದು ಪಾತ್ರವು ಮತ್ತೊಂದಕ್ಕೆ ಕಥನವನ್ನು ತಿಳಿಸುತ್ತಿರುವಂತೆ ಅದರಲ್ಲಿ ಮುಂದುವರಿಯುವ ಬೇರೆ ಅನೇಕ ಕಥೆಗಳನ್ನು ಹೊಂದಿದೆ.





(TOP) ರೈಲೆ
(BOTTOM) ರೀಲೆಗೆ

The terminals of the Kannada are visually distinct from the Latin. This is to ensure there is as little 'latinisation' of the script as possible.

RELATIVE PROPORTION

When typesetting the two scripts together, the decision was made to align the cap-height to the top headline of the Kannada. This improves the harmonisation between the proportion and weight.

CAP-HEIGHT

HEADLINE

J d p ಜ ಪ ಳ

Ã Ñ ñ j h p ಜೌ ಗಿ ಔ ತ್ತ

The meaning of true wealth

Chetan Bhagat

We must
teach
ourselves
to earn
Lakshmi,
not just
money.

During Diwali, we worship Lakshmi, the goddess of wealth, but although we use the word 'Lakshmi' almost as a synonym for money, they are not the same. Here, I am reminded about a panel discussion I once participated in, conducted by Oliver Stone, the director of *Wall Street* (1984). In the film, Michael Douglas played Gordon Gekko, a crafty, unscrupulous, yet dashing financier. Gekko, with his signature line 'Greed, for lack of a better word, is good', became one of the most memorable characters in US cinematic history.

I asked Oliver why he thought Gekko became so popular. He said it was because Gekko is successful, especially in terms of money. It doesn't matter that he is unethical, selfish, greedy, or a terrible human being. Americans became obsessed with material wealth in the 1980s. 'Greed is good' was just the validation they needed at the time. People didn't care about a person's values, people cared about a person's money.

At a time of year when we pray to Lakshmi, or the goddess of material wealth, it is fitting to introspect if we too are slowly becoming the same. Why else do our political leaders loot the very people who elected them? Why do they stuff their own pockets with hundreds of crores they couldn't possibly spend in their lifetimes? Why would an army general want to pocket a flat meant for a soldier's widow? Why do so many intelligent, educated, respected bureaucrats succumb to corruption?

The answer is simple: money, or rather the importance our society has begun to attach to money.



ಅ

- ಅ. The first letter of the alphabet. 2, a short vowel inherent in every consonant. 3, a termination denoting etymological functions in declensions and conjugations, as, a) 1st pers. pl. imp. ಹೋಗುವೆ, b. gen. sing. ನೀರೆ, etc. 4. a negative prefix to nouns derived from Sanskrit, as ಅ ಯೋಗ್ಯ (unworthy (fr. ಯೋಗ್ಯ)). Before a vowel ಅ becomes ಅನ್; thus ಅ-ಅಂತ=ಅನಂತ end-less.
- ಆ. A termination used in declension and conjugation in ancient Canarese. 2, cop. conj. both, and, also.
- ಅಂಶ s. n. A part, share, portion. 2, a fraction (arith). 3, a degree of latitude or longitude. -ಚಕ. An astrological diagram.
- ಅಂಶಕ s. n. A part. 2, a kinsman, coheir.
- ಅಂಶಾಲ s. n. A part of a portion: a
- ಅಂಶುಕ s. n. Cloth, dress. 2, fine cloth.
- ಅಂಸ s. n. The shoulder, shoulder-blade. -ಗೊಟ. A bull's hump.
- ಅಂಸಲ s. a. Strong, stout, lusty
- ಅಃ k. int. expressing admiration, contempt or jest.
- ಅಕ s. n. Pain, trouble; sin.
- ಅಕಚ s. a. Bald-headed.
- ಅಕಟ, ಅಕಟಕಟ, ಅಗ k. int. Alas! Oh!
- ಅಕಟಕಟ k. a. Frightful. 2, adverse, contrary.
- ಅಕಟಿಸು k. v. i. To become warped (leather).
- ಅಕರ s. a. Handless, maimed.
- ಅಕತವ್ಯ s. a. Not to be done, improper.
- ಅಕಮ s. a. Without work. n. Crime. -ಕ. Neuter or intransitive (verb, g.).
- ಅಕಲಂಕ s. a. Stainless, spotless.



SECONDARY STYLES

An important aspect of designing for a non-latin script was the development of adequate secondary styles. Aakriti has a bold and cursive Kannada to match the Latin.



THE ROOTS OF WISDOM

1.61803398874989484820458683

lie in reflection on

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misfiring judgement

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& ambivalent experience

For myself, I've found talking with people aware of their own tangled lives much more helpful in untangling mine, let alone more interesting.

TEACHER: Ah ...
our Italian language classes, in which we'll be helping
up your Italian. Last week we started at the beginning, and we
learnt the Italian for a 'spoon'. Now, I wonder how many of you can
remember what it was?

(Shout of 'Si, Si, Si,' from the class whom we see are all Italians.)

TEACHER: Not all at once ... sit down Mario. Giuseppe!

GIUSEPPE: Il cucchiaino.

TEACHER: Well done Giuseppe, or, as the Italians would say: 'Molto bene, Giuseppe'.

GIUSEPPE: Grazie signor ... grazie di tutta la sua gentilezza.

TEACHER: Well, now, this week we're going to learn some useful phrases to help us open a conversation with an Italian. Now first of all try telling him where you come from. For example, I would say: 'Sono Inglese di Gerrard's Cross', I am an Englishman from Gerrard's Cross. Shall we all try that together?

ALL: Sono Inglese di Gerrard's Cross. Teacher: Not too bad, now let's try it with somebody else. Er... Mr... ?

MARIOLINI: Mariolini.

TEACHER: Ah, Mr Mariolini, and where are you from?

MARIOLINI: Napoli, signor.

TEACHER: Ah ... you're an Italian.

MARIOLINI: Si, si signor!

TEACHER: Well in that case you would say: 'Sono Italiano di Napoli'.

MARIOLINI: Ah, capisco, mille grazie signor...

FRANCESCO: Per favore, signor!

TEACHER: Yes?

FRANCESCO: Non conosco il parlamento, signor devo me parlo sono irallano di Napoil quando il habitare de Milano.

TEACHER: I'm sorry ... I don't understand!

GIUSEPPE: (pointing to Francesco) My friend say 'Why must he say...'

(Hand goes up at back of room and a Lederhosen Teutonic figure stands)

HELMUT: Bitte mein Herr. Was ist das Won für Mittelschmerz?

TEACHER: Ah! Helmut - you want the German classes.

HELMUT: Oh ja! Danke schön. (he starts to leave) Ah das deutsche Klassenzimmer... Ach! (he leaves)

GIUSEPPE: My friend he say, 'Why must I say I am Italian from Nap when he lives in Milan?'

... friend ... if he lives in Milan he m

'one original thought is worth a thousand mindless quotings'

p.6: Wikipedia, *Panchatantra*, <<http://en.wikipedia.org/wiki/Panchatantra>>, accessed 28 June 2013

p.6: Wikipedia, ಪಂಚತಂತ್ರವು, <<http://en.wikipedia.org/wiki/ಪಂಚತಂತ್ರವು>>, accessed 28 June 2013

p.12: CHETAN BHAGAT, 'The meaning of true wealth', *What young India wants*, (Rupa Publications India Pvt. Ltd., 2012), pp.11-14

p.13: REV. J. BUCHER, *Kannada-English school dictionary*, (Basel mission book & tract dipository, 1899), p.1

p.16: GERRY LEONIDAS, email 5 February 2013, <g.leonidas@reading.ac.uk>

p. 17: 'Whither Canada?', *Monty Python's flying circus*, (BBC, 1969)

p.18: BODO WARTKE, *The multi-lingual love song*, <<http://www.youtube.com/watch?v=dPXQXUg8YmE>>, accessed 28 June 2013

p.22: DIOGENES in BANKSY, *Wall and piece*, (Century, 2007), p.23



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back to the future...

Participating on the MATD course was something unexpected in my life. It's been a great adventure, and I've learnt a lot besides the wonders of typeface design.

Thanks to my coursemates, Gerry Leonidas, Fiona Ross, Gerard Unger, Michael Twyman, James Mosley and all visiting lecturers for making this year fantastic.