



Activity report of Seminar on Helvetica-Mother of all fonts

1. Name of the Seminars/conferences/workshops: Seminar & Film Show on Helvetica-Mother of all fonts
2. Organized by: Department of Advertising, Sales Promotion & Sales Management (ASPV)
3. Aim of the Seminars/conferences/workshops: The aim of the seminar was to give the students an overview of the evolution of fonts, the use of fonts in various areas through lecture session and film show.
4. Date : 14th July, 2017
5. Duration in hours (approximate): 2 hours
6. Number of Participants (approximate): 58
7. Name of Speakers with title of their speech, designation and Affiliation:

Name of Speakers	Title of the speech	Designation	Affiliation
Sm. Puja Sengupta	Helvetica- Mother of all fonts	Senior Consultant (Design), Capgemini India Pvt. Ltd. Kolkata (Dpt. Alumni)	-

8. Sponsoring agency: Nil
9. Sponsored amount: Nil
10. Outcome of the Seminars/conferences/workshops: The students were overwhelmed by the film show which projected Helvetica as the mother of all fonts and how it led to the development of all other fonts that are in use. The lecture session was enriching as it provided insight into history of the development of fonts.



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