آواز

SOUND

the similar phonetics

اُستاد

IVSAA

dedicated to my teachers

CONCEPT

The new system of learning basic alphabets in primary education is far different from what and how I'd learnt A, B, C. I was exposed to this new method when my daughter started schooling. Pronouncing the letters completely differently from what I had taught her at home before she started going to school. It was a bit amusing initially, but I realized the difference and how it helped her learn words and build sentences at later stage.

When the **'HYBRIDITY'** project was introduced, I had Typography in mind to begin with, and during the process the **'PHONETICS'** of the alphabets intrigued me to merge Urdu and English letterforms together but according to the similar sounds of both written dialect.

آخر نہ رکے پتا سب!

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THANK YOU

presented by ume laila hasan