Dr. Liu Zhao: A passionate designer, teacher and researcher

Dr. Liu reflects on her experience as GRANSHAN judge during AtypI Warsaw 2016 in particular, a role that allowed her to engage with diverse perspectives on type design from around the world.

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Dr. Liu Zhao, a distinguished figure in type and visual communication design, has long been a pivotal force in the field. As the Script Chair for the Chinese Script Group at the GRANSHAN Type Design Competition, her contributions have shaped the appreciation and understanding of Chinese typography on a global scale. In addition to her work with GRANSHAN, Dr. Liu reflects on her experience as a judge at ATypI Warsaw 2016, a role that allowed her to engage with diverse perspectives on type design from around the world.

She also emphasized the importance of honoring traditional conventions in type design while encouraging young designers to refine their skills and participate in competitions.

> **AI can play a crucial role in simplifying type design processes, particularly in intricate scripts like Hànzì**
>
> Dr Liu Zhao

Dr. Liu Zhao's insights and experiences offer a compelling lens through which to view the interplay of tradition, innovation, and artistry in type design. Her work continues to inspire and influence the global community of designers and researchers dedicated to this timeless craft.

Catch all the presentations now on the GRANSHAN YouTube (https://www.youtube.com/@granshan_foundation/videos) channel!

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