

NIRMA UNIVERSITY
COMMUNICATION DESIGN PROGRAMME
Bachelor of Design, Department of Design
Year III, Semester V

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Course Code	CDPR 311
Course Title	Publication Design

Course Learning Outcomes (CLO):

At the end of the course the students will:

1. Design books, journals, reports creatively
2. Determine layout of pages using grids that are synchronized for printing production processes
3. Apply design principles of Publication Design for enhancing communication
4. Demonstrate and develop various graphic design concepts for Publication material

Syllabus:

Teaching hours: 90

Unit 1: Introduction to Publication Design

Teaching hours: 10

- 1.1 Different types of Publications
- 1.2 Understanding constituent parts of a specific publication like book/newspaper/magazine etc.

Unit 2: Layout Principles

Teaching hours: 60

- 2.1 Understanding grids - margin, columns, gutter space etc.
- 2.2 Explorations in Layout design using CRAP Principles (contrast, repetition, alignment, proximity)
- 2.3 Designing pages and various parts of the book/newspaper/magazine etc.
- 2.4 Working with type (typeface selection, leading, kerning, baseline, drop letters, indents, page numbering etc.
- 2.5 Working with images (RGB/CMYK, image size, resolution, cropping, resizing, editing etc.)
- 2.6 Design system for the publication
- 2.7 Create hierarchies of information for ease in communication for Users

Unit 3: Printing and Production

Teaching hours: 20

- 3.1 Artwork development
- 3.2 Preparing for print/digital platforms

Suggested Readings:

1. *The Elements of Typographic style*, by Bringurst Robert, Harley and Marks, Point Roberts, Washington, 1992
2. *Grid: A module system for the design and production of newspapers, magazine and books*, Hurlburt Allen, John Wiley and sons, 1982
3. *Unspecial Effects for Graphic Designers* by Bob Gill, Harper Collins Design International, 2001

