

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

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Course Code	CDPR 312E
Course Title	Type Design

Course Learning Outcomes (CLO):

At the end of the course the students will:

1. Compose new 'type forms' and apply them in contemporary contexts
2. Design letterforms for a new font style with key characters that define the type style
3. Perceive and develop a keen sense of form that is useful for aesthetic and functional considerations.
4. Apply the previous learning of type design to analyze and explore forms of Roman and Indian scripts

Syllabus:

Teaching hours: 105

Unit 1: Form Generation

Teaching hours: 24

- 1.1 Generating concepts for font creation
- 1.2 Designing a basic character set as a foundation
- 1.3 Creating a mood board reflecting ideas for character and features of font

Unit 2: Form Refinement

Teaching hours: 30

- 2.1 Understanding Proportions
- 2.2 Achieving uniformity and consistency of characters

Unit 3: Digitization and functionality of characters

Teaching hours: 51

- 3.1 Construction of letterforms using software
- 3.2 Addressing the technical aspects with the software -spacing, kerning, alignments, measurement, ligature
- 3.3 Iterations and checking the functionality of fonts
- 3.4 Applications of typeface based on context
- 3.5 Making specimens of the font

Suggested Readings:

1. *Calligraphy Manuals* by Aksharaya Organisation Mumbai (<http://www.aksharaya.org/>)
2. *An A-Z of Type Designers*, Neil Macmillan, Yale University Press, 2006
3. *Designing Type, Volume 10*, Karen Cheng, Laurence King Publishing, 2006