

NIRMA UNIVERSITY
FOUNDATION PROGRAMME
Bachelor of Design, Department of Design
Year I, Semester II

L	T	P	C
		3	2

Course Code	DSK 123
Course Title	Basic Typography

Course Learning Outcomes (CLO):

To understand and become sensitive to the use of type, type families and their variations. To do explorative printing on different surfaces.

Syllabus:

Teaching hours:45

- Introduction to type and its history
- Type as a form and means of communication
- Type in our environment
- Learning to see and recognize typefaces, type families and know about type designers
- Construction of type with hand
- Structure and anatomy of type; x-height, ascenders, descenders, counter, cap-height, baseline etc.
- Typographic variables like kerning, tracking, leading, spacing etc
- Semantics of type, legibility and readability issues in type
- Introduction of printing techniques

Suggested Readings:

1. Carter Ron, Day Ben Meg Phillip, Typographic Design: Form and Communication, John Wiley & Sons 1999
2. Allen Hurlburt, The Grid, John Wiley & Sons 1999

w.e.f. Academic year _2017 and onwards

Key: L= Lecture, T= Tutorial, P= Practical, C= Credit