

**NIRMA UNIVERSITY**  
**Communication Design Programme**  
**Bachelor of Design, Department of Design**  
**Year II, Semester III**

| L | T | P   | C |
|---|---|-----|---|
|   |   | 4.5 | 3 |

|                        |  |
|------------------------|--|
| <b>Course Code</b>     | <b>DSK211</b>                            |
| <b>Course Title</b>    | <b>Typography II &amp; Layout Design</b> |
| <b>Credits</b>         | <b>3</b>                                 |
| <b>Teaching hours:</b> | <b>67.5 Hours</b>                        |

**Course Learning Outcomes (CLO):**

At the end of the course students will:

1. Understand in depth the various Font Styles and their distinctive characteristics for application in Design
2. Use grids for laying out text and image material for Publication & Communication Design purpose
3. Create innovative and functional layouts for specific applications

**Syllabus:**

The course will introduce the learners to the science of Typography & readability in various contexts of its use- Publications Design, Advertising Design, Wayfinding etc. through lecture presentations and assignments. The course will also help learners understand the value of various typefaces and the contexts of their use, based on their design and visual value.

- Understand Grids used for Publication Design
- Understanding technicalities of typographic matter and inter-related rules of sizes of text, images and the functions of spacing, layout design and readability.
- The learning of the use of Columns & Grids introduced in Semester II would be further enhanced with respect to scale and context of use.
- Introduction to Design of simple leaflets, booklets, etc.

**Suggested Readings:**

1. *Making and Breaking the Grid* by Timothy Samara
2. *Thinking with Type* by Ellen Lupton
3. *Typographie: A Manual of Design* by Emil Ruder
4. *New Perspectives in Typography* by Scott Williams

w.e.f. Academic year \_2018 and onwards

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