

NIRMA UNIVERSITY
COMMUNICATION DESIGN PROGRAM
Bachelor of Design, Department of Design
Year II, Semester IV

L	T	P	C
		4.5	3

Course Code	DSK221
Course Title	Typography III- Type Design

Course Learning Outcomes (CLO):

At the end of the course, student will:

1. Build capabilities to design letter forms
2. Develop an understanding about need of type forms in contemporary contexts- use of traditional, contemporary and experimental calligraphy
3. Have exposure to traditional, contemporary and experimental calligraphy
4. Be skilled in use of various calligraphic tools such as pencil, rotring - aerograph pens, cut-nibs, paint brushes etc. and introduction to various (mediums) such as inks, poster colours, water colours on various surfaces being explored

Syllabus:

Teaching hours: 67.5 hours

Unit I Introduction to various writing cultures

Teaching hours: 6 hours

Unit 2. Module – Calligraphy

Teaching hours: 12 hours

- 2.1 Calligraphic experiments using various tools, medium and surface
- 2.2 Creating Calligraphic patterns – Calligrams
- 2.3 Decorative aspect/s of Calligraphy
- 2.4 Study of Classical Roman Calligraphy and Devanagari Calligraphy styles

Unit 3. Type Design

Teaching hours: 18 hours

- 3.1 Introduction to font/type design software
- 3.2 Understanding physical characteristics of a Letterform- serifs, x-height, ascenders, descenders, upper and lower case, thick/thin/italic variations etc.
- 3.3 Optical and mechanical spacing in between the letters of a word-word space, alignments etc.

Unit 4. Designing Letterforms

Teaching hours: 31.5 hours

- 4.1 Designing and constructing a Roman Letterform
- 4.2 Letterform design- understanding positive and negative spaces in and around it

Suggested Reading

1. An A-Z of Type Designers, Neil Macmillan
2. Designing Type, Volume 10, Karen Cheng

w.e.f. Academic year _2018 and onwards

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