

Course Abstract

Name of the Course: **FUNDAMENTALS OF TYPOGRAPHY**

Name of the Discipline: Graphic Design

Usual time of occurrence: Graphic Design – B.Des – Semester - III

Course Category: **SD**

Duration: **3.0 Weeks**

Credits: **6.0**

Relevance

Typography is the art, science and craft of manipulating the visible form of language that generates a meaningful communication design outcome. Along with color and form, it is one of the three pillars of communication design. Typography as a skill and as a technology has evolved and expanded beyond imagination in the last five centuries – from hot metal to linotype, to digital type available at the stroke of a keyboard. In today's world, therefore, it has become imperative for any graphic design student to understand the origin, evolutions (old to new technologies), elements, principles and visual design approaches applied in the field of typography; with a focus on practice based applications of these in communication design themes involving typography.

Objective

- To make students understand the basic elements and optics of roman letterforms. How to design compositions with letterforms with manual typesetting techniques would be a significant part of the foremost orientation sessions.
- To make students understand the basic typographic elements and apply them to create emphasis, contrast and information hierarchy.
- To make students gain an understanding of arranging type (and images) in pre-determined formats, with focus on the printed word(s).
- From meaning-making perspective, make students apply hands-on the possibilities of extending imagery in design through typography (for instance, letterform compositions as metaphors that extend the meaning of images as part of pre-determined layouts and formats).

Course Contents

- Basic Type Grammar – anatomy of letterforms and their manifestations
- Building Blocks - typographic elements their functions and inter-relations
- Form, Function & User - organizing typographic information, meaning making and layouts in context

Methodology

The course will be conducted in the graphic design studio. Computer based assignments shall be conducted in IT lab / graphic design lab. The methodology/delivery mechanism will include individual and group assignments, self-study (library work), and discussions & critiques on presentations. Special demonstrations on cold type technology in PrintLabs, NID – hands-on composing and related critique and discussions will be organized. Interactions with Industry practitioners (when feasible) would be organized.

Sr. No	Evaluation Criteria	Description
1	Conceptual Clarity & Comprehension	Level of understanding and comprehension, linking new learning to the existing knowledge for better organization of information. Ability to understand concepts comprehensively, remember and articulate them.
2	Exploration & Improvisation	Ability to inquire or investigate thoroughly in order to learn or discover. Diversity and range of explorations. Ability to perform extempore.
3	Problem Solving & Lateral Thinking	Ability to adopt a methodological approach to solve design problems. Attitude to think on a broader framework and correlate such thoughts to own work.
4	Originality & Visualization	Ability to generate ideas that are not imitations. Ability to imagine and articulate in the form of visuals (applying elements and principles of typography in pre-determined formats)
5	Teamwork, Participation, Time Management and Attendance	Efficiency and ability to effectively combine activity of a group and time management.