

*Student Batch: M.Des, Textile Design, 2nd Semester  
Spring Semester December 2019 – April 2020  
NID Ahmedabad*

**About the Course:**

Textile designers need to communicate their work creatively and innovatively. Knowing basic graphic communication skills helps them understand and organize and visually present their work better.

**Course Objectives:**

- To sensitize the students to a different visual order of text and image so as to convey and communicate the intended message effectively.
- To encourage students to select the appropriate software and organize their materials such as text, images, illustrations, samples and diagrams to communicate effectively.
- To familiarize students with the characteristics of the type.
- To sensitize them to typography as means of communication and the basic principles of type hierarchy.

**Course Contents**

- The study of typographic elements and their inter-relationship (size, word space, kerning for easy readability and communication)
- Introduction to the grammar of types (such as semi-colon, italics, upper case, lower case, brackets, dash, hyphen, N-dash, M dash, punctuation, double space, window words, window assignments on different justification leading and style alignment)
- Organizing typographic information system of hierarchy, grid and layout, development of style sheets, synchronizing image and text assignment on sample grids and layouts.
- Exploring emotive interpretation of type and word to communicate

**Methodology**

- Theoretical inputs - to introduce the understanding of software, types, images, paper sizes, printing, production technology, color and print production management.
- Crash assignments done individually
- Presentation and discussions

Day-wise Course Plan:

Course Instructions: 10 – 12 Feb. 2019

Timings: 10 a.m. – 12:30 p.m.

Assignments Reviews & discussions: 13 – 15 Feb. 2019

## 10<sup>th</sup> Feb 2019

- 6 basic visual elements of typography and their inter-relationships  
(3 demonstrative case studies: Upper & Lower Case magazine spreads  
Eye Magazine spreads)

*# Trigger Discussion cum presentation assignment for students as part of class:  
Designing the index spread of their document*

- Demonstrative videos: Evolution of typefaces (7 basic typestyles)  
Visual Samples of different typefaces (from each typestyle) for discussions (KMC  
Book Source: TYPEFACES: THE COMPLETE WORKS by Adrian Frutiger)

*# Trigger Hands-on Assignment for students: to finalize with Aalok ji*

## 11<sup>th</sup> Feb 2019

- Visual Grammar of Typography, Legibility and Readability (demonstration of Type measures, sizing letters and text, type pairing from the book, 'Thinking with Type' by Ellen Lupton)

*# Trigger Hands-on Assignment for students: to finalize with Aalok ji*

- Visual Grammar of Grids, Layout and Visual Hierarchy for Basic Typesetting in Print  
(Demonstration of effective grids-layout-hierarchy with type and images:  
'Information is Beautiful' book Info-Graphic examples  
'Typographie' book by Eric Gill)

*# Trigger Hands-on Assignment for students: to finalize with Aalok ji*

## 12<sup>th</sup> Feb 2019

- Colour and Typography (demonstration)  
*Trigger Hands-on Assignment for students: to finalize with Aalok ji*

## 13<sup>th</sup> – 15<sup>th</sup> Feb 2019:

*Application of all learnings of 3 days sessions in the main assignment of designing the textiles craft documents. Each student would have to show the progress of document spreads, etc. and discuss in length and breadth with the faculty.*