

# Online Course Plan

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

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Name of the Discipline: **Graphic Design**  
Batch: **B.Des 2019 batch, semester 3, Graphic Design**  
Course Category: **SD**  
Duration: **3 Weeks**  
Credits: **6.0**

**Academic Semester** | (Covid-19 Times)  
August 2020 - December 2020

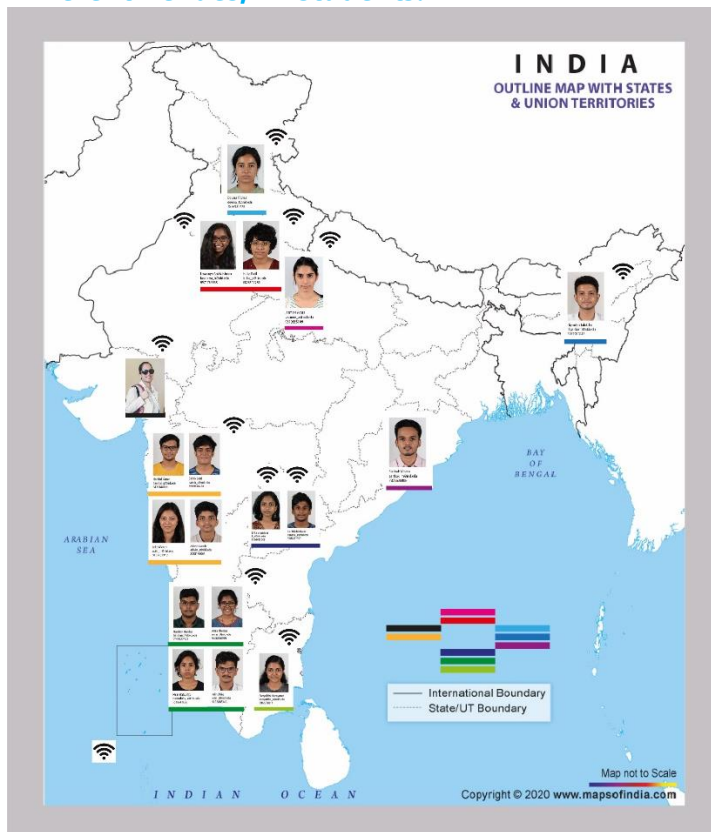
Mode of Delivery:  
**Presentations + Demonstrations (Tangible + Screen-based) + Discussions via Online Google Meets of Google Classroom**

Submissions and Activities for Assessments:  
**8 Hands-on assignments, 2 Students' presentations based assignments, 2 Graded Typography Quizzes**

**Total Assignments in the Course: 10 ASSIGNMENTS | 2 Typography Quizzes**

Venue for Course Faculty to conduct classes:  
**GD Classroom, NID Ahmedabad**

## Different Venues, 17 students:



Courtesy: Maps of India, The Outlined Political Map of India, 2020

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## Relevance

Typography is an omnipresent medium through which the spoken word is given a visual form. 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, with an overdose of visual and written communication, it has become imperative for any graphic design student to understand the elements of typography, and more importantly be able to practice it effectively.

## Online Course Objectives

- **To make students understand the basic elements of roman letter forms and their historical evolution.** The syllabus also involves considering the pragmatic concerns involved in selecting and combining type (Type Pairing). For this, students will get to understand the rich historical, cultural, and aesthetic stories of familiar typefaces. Assignments include applying the anatomy of letterforms and their visual manifestations – by *inculcating* all understanding about letterforms, type styles and classification, proportions and hierarchy, type kerning, type pairing & hands-on individual exercises.
- **To make students understand the basic typographic elements and apply them to create emphasis and information hierarchy.** This includes time-tested conventions and best practices in setting type, as governed by principles of hierarchy and spatial organization. Assignments involve basic typesetting exercises to represent words and small text samples.
- **To make students gain an understanding of arranging type (and images) in predetermined formats, with focus on the printed word(s).** The related assignments will help students focus on the details of page composition and the relationship of space to clarity, legibility, aesthetics and advanced typographic functions including theoretical issues.

## Online Course Contents

- Basic Type Grammar - **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 & Schedule

**For Week 1 and Week 2:**

**The online course presentations, demos will be conducted in the graphic design classroom, 1 letterpress session in the NID Print Labs.**

*Timings: 2:30 PM - 5:30 PM*

*Mode of classes:*

**Google Meets organized through the official Google Classroom of Fundamentals of Typography**

*Venue of Instructor:*

**GD Classroom**

Contact Hours: (to be planned this logistically alongwith students according to every next day morning slot Graphic Design History)

**Studio timings on assignments, extended discussions with course faculty, graded Typography Quiz for both the weeks (Week 1 and Week 2) and presentations by students as part of an assignment would be conducted in GD classroom.**

**For Week 3:**

**This week is for students to finish and fine-tune all course assignments to be submitted on the last two days of this last third week of the course for the course to conclude.**

Studio timings on assignments, extended discussions with course faculty, graded Typography Quiz for both the weeks (Week 1 and Week 2) and presentations by students as part of an assignment would be conducted in GD classroom. Contact Timings would be Mode of classes: Google Meet

*Timings: 2:30 PM - 5:30 PM*

*Mode of classes:*

**Google Meets organized through the official Google Classroom of Fundamentals of Typography**

*Venue of Instructor:*

**GD Classroom**

Contact Hours: (to be planned this logistically alongwith students according to every next day morning slot Graphic Design History)

- **Students are suggested to read the reading materials, handouts that will be submitted for them in the course drive by the faculty everyday.** These handouts are for self-study along with the hands-on assignments that the faculty would be giving. Collect your queries for additional discussions with faculty in the next day contact hours.
- **Per day Attendance per student will be recorded.** Regularity will help you all manage time and also enjoy the rigour and learning as part of the course.
- **KMC's e-resources for self study** during and after the typography course is mentioned as a detailed list at the end of this course plan (after evaluation criteria).

**Evaluation Criteria**

Sr. No	<b>Evaluation Criteria</b>	Description
1	<b>Conceptual Clarity &amp; Comprehension</b>	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	<b>Exploration &amp; Improvisation</b>	Ability to inquire or investigate thoroughly in order to learn or discover. Diversity and range of explorations. Ability to perform extempore.
3	<b>Problem Solving &amp; Lateral Thinking</b>	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	<b>Originality &amp; Visualization</b>	Ability to generate ideas that are not imitations. Ability to imagine and articulate in the form of visuals.
5	<b>Teamwork, Participation and Time Management</b>	Ability to finish to quality assignments as part of groups/teams. Sense of Harmony and ownership and management of tasks within team and strengthening its dynamics.

## References from KMC's e-database:

The screenshot shows the NID e-database interface. At the top, there is a navigation bar with the NID logo and name in Hindi and English. Below this is a search bar with a search history and clear session option. The main content area is titled 'Cart' and displays a list of bibliographic records. The records are organized into columns: Title, Author, and Call Number. Each record has a checkbox on the left for selection. At the bottom of the list, there are buttons for 'Select All', 'Clear All', 'Reserve', 'Remove', 'Save', 'Email', and 'Export As...'. A dropdown menu for 'Full View' and a text box for 'Perform operations on: Selected records' are also visible.

	Title	Author	Call Number
<input type="checkbox"/>	Basic typography / John R. Biggs	Biggs, John R.	655 BIG
<input type="checkbox"/>	Basic typography: a design manual/ James Craig	Craig, James	686.22544 CRA
<input type="checkbox"/>	Designing type / Karen Cheng.	Cheng, Karen	686.224 CHE
<input type="checkbox"/>	Designing with type : a basic course in typography / James Craig	Craig, James	686.224 CRA
<input type="checkbox"/>	Thinking with type : a critical guide for designers, writers, editors & students / Ellen Lupton	Lupton, Ellen	686.22 LUP
<input type="checkbox"/>	Type and typography the designers type book / Ben Rosen	Rosen, Ben	655.24 ROS
<input type="checkbox"/>	A type primer / John Kane	Kane, John	686.224 KAN
<input type="checkbox"/>	Typography, basic principles: influences and trends since 19th century / John Lewis.	Lewis, John	655.2 LEW
<input type="checkbox"/>	The use of type; : the practice of typography / John R. Biggs	Biggs, John R.	655.25 BIG

The present course abstract and plan is set in **Segoe UI** typeface family.

About: [Segoe UI](#)