

## **New Course Syllabi formulated (2017):**

### **For M.Des. II year (3<sup>rd</sup> Semester students):**

#### **Web Typography (1-2-2-6)**

##### **Course Contents:**

Introduction to elements and principles of web typography; Development of Cold-type technology (photocomposition), Web Typography versus Print Typography. Definition of Fonts; types of Web fonts and their applications; types of Screen fonts and their applications, Responsive Typography; Web type recognition; . File formats. Layout and Communication. Typesetting (font selections, font sizing, rhythms, measures, combining web fonts, grid frameworks). Web font design case studies.

##### **Texts/References:**

1. E. Spiekermann, E.M. Ginger, *Stop Stealing Sheep and find out how type works*, Adobe Press, 2 edition, San Francisco, CA, 2002.
2. R. Bringhurst, *The Elements of Typographic Style*, Hartley & Marks, 2 edition, dist. by Consortium, 1996.
3. E. Lupton, *Thinking with type a critical guide for designers, writers, editors, & students*, Princeton Architectural Press, 2 ed. Revised and expanded, New York, 2010.
4. A. Haley, *Typography, Referenced : A Comprehensive Visual Guide to the Language, History, and Practice of Typography*, Rockport Publishers, 2012.
5. K. Cheng, *Designing Type*, Yale University Press, United States, 2006.
6. S. Apfelbaum, J. Cezzar. *Designing the Editorial Experience : A Primer for Print, Web, and Mobile*, Rockport Publishers, 2014.
7. A. Pipes, *How to Design Websites*, Laurence King Publishing, 2011.
8. S. Norris, C.D. Maier, *Texts, Images, and Interactions : A Reader in Multimodality*, De Gruyter Mouton, 2014.
9. K. Elam, *Grid Systems: Principles of Organizing Type*, Princeton Architectural Press, 1 ed, New York, 2014.