

For UCEED New course curricula (October 2015):

DD 325 Typography (0-2-4-4)

Preamble:

This course is an introductory course to typography which will be relevant across all streams of Design. It will be introduced for students of the BDes and MDes programs. It is anticipated that it will encourage students to pursue higher level of studies in this field in the subsequent Typography based or direct Type Design projects related to the stream of communication design.

Syllabus:

- Definition of Typography, its importance and applications
- Anatomy of letterforms, Classification of typefaces
- History of Typography, Understanding and studying various typefaces including digital type
- Typography in Indian languages – a basic introduction
- Briefly on Typeface Semantics and Pragmatics (meaning making through Expressive Type)
- Compositions using Type & Layout, Type & Colour, Type & Image, Type & Expression and applications in posters, signage designs, other editorial designs in publications such as newspapers, books etc.

Texts/References:

1. J. Craig, I. K. Scala and W. Bevington, *Designing with type : The Essential Guide to Typography*, Watson Guptill, 2006.
2. R. Bringhurst, *The Elements of Typographic Style*, Hartley and Marks, Vancouver, 2008.
3. A. S. Lawson, *Anatomy of a typeface*, David R Godine, 2010.
4. R. McLean, *The Thames and Hudson Manual of Typography*, Thames and Hudson, London, 1992.
5. B. S. Naik, *Typography of Devanagari*, Mumbai, Directorate of Languages, 1971.
6. R. Ruegg, *Basic Typography: Design with Letters*, Van Nostrand Reinhold, New York, 1989.
7. E. Ruder, *Typography : A Manual of Design*, Arthur, Niggli, 2002.
8. H. Schmidt, *Typography Today*, Seibundo Shinkosha, Tokyo, 1980