



GUJARAT TECHNOLOGICAL UNIVERSITY

Bachelor of Design Syllabus (Communication Design)

Subject Code : 10130105

Subject Name : Typography - I

WEF Academic Year :	2024-25
Semester :	3
Category of the Course :	Core

Prerequisite:	Typography
Rationale :	The course aims to provide understanding and introduction to the world of typography and how it has evolved over the years and importance of it in today's scenario.

Course Scheme :

Teaching Scheme			Total Credits	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Practical		
				ESE (E)	PA(M)	ESE (V)	PA (I)	
0	2	2	3	0	30	50	20	100

Course Content:

Sr. No.	Course Content	No. of Hours	% of Weightage
1	Identifying the Anatomy of Typeface	8	14
2	Lettering and Designing a single letter	8	14
3	Lettering and Designing a single word	8	14
4	Conversion of Lettering for Typography	8	14
5	Decorative Type designing	8	14
6	Expressive Typography	8	14
7	Usage of Lettering in Print Media	8	16
	Total	56	100



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Reference Book :

- Sandra, B Ernst. (2007). The ABC's of Typography – A practical guide to the Art and Science of Typography, Art Direction Book Company.
- Jong, Cees de., et al. (2005). Creative Type: a Sourcebook of Classic and Contemporary Letterforms. Thames & Hudson.
- Heller, Steven, and Gail Anderson. (2011). New Vintage Type: Classic Fonts for the Digital Age. Thames & Hudson.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level*
01	Utilize anatomy of a Typeface for creating new typefaces through lettering activity	
02	Understand the of basic Graphic Design rules to develop the manipulative-cum-illustrative mindset	
03	Understand the of the differences between Lettering & Typography and use the same as per the need	
04	Develop manipulative-cum-illustrative approach in Lettering which could be implemented for vector conversion	
05	Create the own Typeface for specific design purposes	

*RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create

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