



GUJARAT TECHNOLOGICAL UNIVERSITY

Bachelor of Design Syllabus (Communication Design)

Subject Code: 10140102

Subject Name: Typography - II

WEF Academic Year:	2024-25
Semester:	4
Category of the Course:	PCC

Prerequisite:	Basic knowledge of Graphic Design software and principals.
Rationale:	The course aims to provide understanding of elements of typography by exploring and creating a custom font.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level*
01	Develop a well aware and detailed understanding of typography and its practical application.	U
02	Stepwise creating a type phase and applying it with industry relevant mediums by creating customized fonts.	U, A
03	Demonstrate knowledge of the Basic Theories and Principles of typography and motion graphics.	U, R
04	Demonstrate an inquisitive, explorative, experimenting and self-motivated attitude in nurturing one's own learning through this design process.	U
05	To enable design aspirants to illustrate their ideas with more accuracy and details with a finished motion graphics as an outcome.	U

*Revised Bloom's Taxonomy (RBT)

Teaching and Examination Scheme:

Teaching Scheme (In Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Practical		
				ESE (E)	PA/CA (M)	ESE (V)	PA/CA (I)	
0	2	4	4	0	30	50	20	100



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Course Content:

Unit No.	Course Content	No. of Hours	% of Weightage
1	Unit I: Font Anatomy Students will explore advanced technology and understand the designing of typeface based on reference and research incorporating the structural and technical understanding.	20	25
2	Unit 2: Application Creating and analyzing concepts of Leaflet Design, Magazine Design, Book Design, etc. Development of ability to integrate page layout with visualized grid and arrangement with appropriate Type-Font with images / illustrations.	20	25
3	Unit III: Industry specific execution understanding, creating and applying advanced Typography in relationship to actual use in designing of Text Book, Magazine, one- and two-page bulletins, etc.	20	25
4	Unit IV: Motion graphics Using the created font and creating motion graphics with the form modification and abstraction.	30	25
Total		90	100

Suggested Specification Table with Marks:

Distribution of Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
30	15	15	15	10	15

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:

(a) Books:

Reference Book:

- Letters of Credit: A View of Type Design Book by Walter Tracy
- The Visual History of Type: A Visual Survey of 320 Typefaces Book by Paul McNeil
- Designing Fonts: An Introduction to Professional Type Book by Chris Campe
- Typographic Design: Form and Communication Book by Ben Day, Philip B. Meggs, and Rob Carter
- Typography Essentials: 100 Design Principles for Working with Type Book by Ina Saltz



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- Theory of Type Design
- Letters of Credit: A View of Type Design Book by Walter Tracy
- Thinking with Type Book by Ellen Lupton
- Shaping Text: Type, Typography and the Reader Book by Jan Middendorf
- Designing Type Book by Karen Cheng

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