



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Diploma in Engineering

Level: Diploma

Branch: Printing Technology

Course / Subject Code : DI02058021

Course / Subject Name : Text Generation

w. e. f. Academic Year:	2024-25
Semester:	2 nd
Category of the Course:	PCC

Prerequisite:	Basic knowledge of different printing process and graphic design
Rationale:	For printing technologists, it is necessary to have skills in working with text. In the printing industry, every printed product consists of various styles and forms of the text portion. The aim of this course is to develop the skill of typesetting with its suitability of design, subject, and the printing process, proofreading.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	Use appropriate typeface for typesetting by applying knowledge of type analogy.	R, A, E
02	Select appropriate fonts, spacing, and line lengths	R, A, E
03	Use copy fitting procedure to fit given data and handle the data	R, A, E
04	Proof the document using various proofing mark	R, A, E
05	Use typographical elements for the given graphic product	R, A, E

*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		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
3	0	2	4	70	30	20	30	100



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Course Content:

Unit No.	Content	No. of Hours	% of Weightage
Unit – I Type Anatomy	1.1 Typeface 1.2 Development of various typeface, letterforms, face groups, type family 1.3 Type Classification and its variation 1.4 Uppercase versus lowercase, Parts of type, weight, leading, width, style, text, display, decorative, non alphabetic 1.5 Function of type composition appropriateness, readability Vs. legibility, type color, tight spacing, loose spacing, unbalance spacing 1.6 History of manufacturing metal type. 1.7 Mechanical typesetting and phototypesetting 1.8 Cold type and hot metal typesetting 1.9 Type measurement and point system. Use of different variations like bold, italic, condensed, expanded, color type, screen type, onscreen reverse, decorative type, display type,	12	25
Unit – II Computerized typesetting	2.1 Fonts 2.2 Digital letterforms: outlined, bitmapped, 2.3 Font format: postscript, open type, true type, Macintosh fonts, web fonts, Unicode underlying technology - ASCII Format, RTF format, Unicode program-specific text files, fonts for windows and MAC operating system 2.4 Character versus glyph, character map, 2.5 Font compatibility issues, pitfall with fonts 2.6 Appropriate software for word processing 2.7 Working with typography templates 2.8 Installing and activating fonts 2.9 Adobe type manager 2.10 Kerning tables 2.11 Spacing: letter spacing, word spacing, line spacing, paragraph spacing, page sizes, and line length, long lines	12	25
Unit – III Copy fitting	3.1 Concept of Copy fitting or casting off 3.2 Verbal copy, copy for marking, dummy, copy for	08	18



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and data interfacing	printing, layout, imposition 3.3 Types of copy fitting: manual copy fitting and digital copy fitting 3.4 Concept of interfacing 3.5 Mounting Text 3.6 Using the structured manuscript 3.7 Using tagged manuscript 3.8 Using XML format manuscript 3.9 Linking layout to text database 3.10 Working with text editing parallel with layout work 3.11 Collecting documents, images, and fonts, working with server, storing the file in a structured way, naming files and folders, metadata, file managers, digital asses management		
Unit- IV Proofing	4.1 Need of proofing 4.2 Different proofing processes: soft proof, hard proof, contract proof, machine proof, digital proof, shade card, 4.3 Preflight software 4.4 Proofreading marks and needs 4.5 Requirement and qualification of a proofreader	05	12
Unit- V Structural elements of Design	5.1 Introduction to different typographical elements 5.2 Chapter headings, subheadings, Extracts, outline formats and table contents, navigation tools, page numbers or folios, running heads, jump lines, end marks, captions and legends, footnotes and endnotes, indexes, bibliographies 5.3 creation of tables and indexes 5.4 creation of style sheets 5.5 language specific issues	08	20
Total		45	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
15	35	20	NA	NA	NA

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



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References/Suggested Learning Resources:

(a) Books:

1. The complete manual of typography - James Felici - Peachpit1249 Eighth Street Berkeley, CA 94710, 2012 ISBN-13: 978-0-321-77326-5
2. Design elements typography fundamentals - Theraja B. L. - Rockport Publishers, United States of America in 2012 ISBN 978-1-59253-767-9
3. Thinking with type - Ellen Lupton - Princeton architectural press, Newyork, 2010 ISBN:1-56898-448-0

(b) Open source software and website:

1. ilovetypography.com
2. typographyserved.com
3. typographicposters.com
4. designshack.net
5. friendsoftype.com
6. designobserver.com
7. blogs.adobe.com/typography
8. typophile.com

Suggested Course Practical List:

S. No.	Practical Outcomes (PrOs)	Unit No.	Approx. Hrs. required
1	Design a sketch of type and its different parts	I	02*
2	Design a sketch and show different anatomy of type	I	02
3	Test the readability and legibility of content	I	02
4	Measure the type and leading using pica scale	I	02
5	Prepare a typeface chart of different fonts	II	02
6	Implement text setting, alignment paragraph setting using software	II	02
7	Type chapter in regional language with different type, spacing, alignment, etc.	II	02*
8	Prepare artwork design for large display advertisement	II	02*
9	Apply different marks like bleed marks, crop marks, folding marks, registration marks to design	II	02*
10	Install font in windows operating systems	II	02
11	Identify different pitfalls with fonts and solve issues.	II	02
12	Calculate the number of pages required for a given manuscript.	III	02*



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S. No.	Practical Outcomes (PrOs)	Unit No.	Approx. Hrs. required
13	Copy fitting the manuscript in given pages by traditional copy fitting methods	III	02
14	Copy fitting the manuscript in given pages by digital copy fitting methods	III	02
15	Make a chart of Proofreading marks	IV	02*
16	Proofread any five-page document using proofreading marks	IV	02*
17	Correct mistakes and proofread the documents again	IV	02*
18	Preflight check the documents using the software.	IV	02*
19	Create a master page for the book using software	V	02*
20	Apply text wrapping using the software.	V	02
21	Prepare a Table of Content for any books and set an indent	V	02
22	Create a template for the book	V	02
23	Prepare a child book using software	V	02
24	Prepare imposition scheme for 8 pages of a given size and form in a half sheet work (work and turn style)	V	03
25	Prepare imposition scheme for 16 pages of a given size and form in a half sheet work (work and tumble style)	V	03
26	Prepare full sheet imposition scheme for 8 pages of a given size	V	02
27	Design of two-page layout using software indicating verso and recto, bleed for cover page	V	02
28	Design invitation card	V	02
29	Design label for a specific product	V	02
30	Create a logo of your initial	V	02
Minimum 28 Practical Exercises			30 Hrs.

S. No.	Equipment Name with Broad Specifications	PrO. No.
1	Computers Windows 11 or Windows 10, 64-bit, with latest Updates Intel Core i3/5/7/9 or AMD Ryzen 3/5/7/9/Thread ripper, EPYC Open CL 1.2-enabled video card with 3+ GB VRAM 8+ GB or more recommended 512 GB or more hard disk space	1 to 28



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S. No.	Equipment Name with Broad Specifications	PrO. No.
	1280 x 720 screen resolution at 100% (96 dpi) DVD drive optional (for box installation); Internet nodes	
2	Color printer A3 Color Laser Printer, Copy and Scan Print speed up to 30 ppm (black), 50 ppm (color) USB 2.0, Ethernet, Hardware Integration Pocket Black and white printer Laser printer Multi-function Monochrome Black, toner cartridge Copy and scan print speed up to 30 ppm (black) USB 2.0, Ethernet, Hardware Integration Pocket	1 to 28
3	CorelDRAW Graphics Suite 2020 or above	1 to 12
4	Illustrator Software version CC2020	12 to 28
5	Adobe PageMaker 7.0 version	14 to 24

Suggested Project List: -

1. Prepare a report on workflow and functioning of different departments and also study their data interfacing system after visiting a newspaper pre-press house.
2. Prepare a college newsletter and print it.
3. Prepare posters for different college and departmental events.
4. Visit any well-known graphic designer and discuss skill requirements for designing and prepare a report.
5. Collect the data on the most widely used font and prepare a report on it.
6. Collect 10 books, recognize fonts, and font sizes used in them. Prepare a short report on it.
7. Conduct a survey of any two regional newspapers or famous novels on readability and legibility



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8. Visit different free font websites and download different fonts and classify them into different typographical groups.
9. Prepare a children's book, select a type suitable for this work also use graphics to support the text but focus on typography.
10. Make a poster on the greenhouse effect in A3 size. You may use graphics to support the text but it should primarily be a typographical design. Try to achieve typographic expressions by experimenting with orientation, size, position, space, weight, width and style of the chosen font. Choose appropriate colors to support the theme of the poster
11. Prepare designs on the save environment concept and publish them on various social media, college websites, notice board etc.

Suggested Activities for Students:

Students should perform following activities in group and prepare reports of about 5 pages for each activity. They should also collect/record physical evidences for their (student's) portfolio which may be useful for their placement interviews:

1. Make a poster on a social issue in A3 size. You may use graphics to support the text but it should primarily be a typographical design. Try to achieve typographic expressions by experimenting with the orientation, size, position, space, weight, width, and style of the chosen font. Choose appropriate colors to support the theme of the poster
2. Find examples of various fonts and alignments from printed sources like newspapers, magazines, brochures, newsletters, etc., and analyze them. Also, try to find out the font that this book has been set in.
3. Choose any two words and in two different compositions arrange each word to express its meaning (one word per composition). Do not use any graphics or images. Your design should be 6 x 6 inches in black and white.
4. Select a poem or a short story and illustrate words from it like love, freedom, justice, success, dream, etc. The chosen graphics and fonts should help in communicating the meaning of the word.
5. Prepare a type specification catalog of any ten fonts with different variations.
6. Use different online free software like canva, greeting island to make different posters, calendars, logos, etc.
7. Prepare one you-tube post for logo designing
8. Prepare one Instagram reel for colorful logo designing
9. Design different stationery for nearby NGO



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10. Design different brochures on different state government and central government schemes for going green and circulate by various social sites.

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