

<b>COURSE TITLE</b>	<b>TYPOGRAPHY</b>
<b>COURSE CODE</b>	<b>05BA0206</b>
<b>COURSE CREDITS</b>	<b>2</b>

**Objective:**

- 1 Understand the history and evolution of typography.
- 2 Recognize and apply the principles of typographic design.
- 3 Explore typefaces, font classification, and usage.
- 4 Analyze the relationship between typography and visual communication.
- 5 Apply typographic principles in digital and print media for animation, VFX, and game projects.

**Course Outcomes:** After completion of this course, student will be able to:

- 1 Students will be able to identify and explain typographic terminology and history.
- 2 Students will be able to apply typographic principles to enhance visual communication.
- 3 Students will be able to effectively use typography in motion graphics, games, and UI.
- 4 Students will be able to utilize industry-standard tools to create typographic compositions.
- 5 Students will be able to critique and refine typographic work based on design principles.

**Pre-requisite of course:**NA

**Teaching and Examination Scheme**

<b>Theory Hours</b>	<b>Tutorial Hours</b>	<b>Practical Hours</b>	<b>ESE</b>	<b>IA</b>	<b>CSE</b>	<b>Viva</b>	<b>Term Work</b>
0	2	0	50	30	20	0	0

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
<b>Total Hours</b>		

### Suggested List of Experiments:

Contents : Unit	Topics	Contact Hours
1	<b>Introduction to Typography</b> Definition and evolution of typography, History of type, Influence of printing and digital technology, Anatomy of type, Type classification: Serif, sans-serif, display, script, etc, Typography Principles and Layout: Alignment, hierarchy, spacing, kerning, leading, Grid systems, Contrast and readability, Importance of typography in design and visual storytelling Type in Motion & Interactive Media: Typography in animation, motion graphics, and UI/UX, Kinetic typography, Typography in games and VFX Practical examples and analysis	15
2	<b>Digital Typography Tools and Applications</b> Working with Adobe Illustrator, Photoshop, After Effects, and other type tools Custom font creation basics, Typography for web and mobile interfaces, Project and Case Studies: Case studies of successful typographic design in animation, film, and games, Practical assignments, Project-based learning to apply typographic knowledge	15
<b>Total Hours</b>		<b>30</b>

### Textbook :

- 1 Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students, Ellen Lupton, Princeton Architectural Press, 2024

### References:

- 1 Typography Essentials: 100 Design Principles for Working with Type, Typography Essentials: 100 Design Principles for Working with Type, Ina Saltz , Rockport Publishers, 2011
- 2 The Elements of Typographic Style, The Elements of Typographic Style, Robert Bringhurst, Hartley & Marks, 2002

### Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	30.00	25.00	15.00	10.00	0.00

### Instructional Method:

- 1 Tutorial, Practical, Boardwork

**Supplementary Resources:**

- 1 [www.typography.com](http://www.typography.com)
- 2 [www.typewolf.com](http://www.typewolf.com)
- 3 [https://proedu.com/blogs/photoshop-skills/the-art-of-photoshop-typography-for-photographers?  
srltid=AfmBOooXEzHEP0rui5jPEUqPC4dxicLVIqDmhGYoI7qRPsyAH2USW-bT](https://proedu.com/blogs/photoshop-skills/the-art-of-photoshop-typography-for-photographers?srltid=AfmBOooXEzHEP0rui5jPEUqPC4dxicLVIqDmhGYoI7qRPsyAH2USW-bT)
- 4 <https://youtu.be/AXpxZMRM1EY?si=iRQk9FCoES-KX8yR>
- 5 <https://www.udemy.com/course/graphic-design-theory-typography/>