

Indian Institute of Technology, Kanpur

Proposal for a New Course

1. Course No: DES6XX

2. Course Title: **Typography**

3. Per Week Lectures: 2 (L), 0 (T), 3 (P), 0 (A)

Credits ($3 \times L + 2 \times T + P + A$): 9

Duration of Course: Full Semester

4. Proposing Department/IDP: Department of Design

Other Departments/IDPs which may be interested: HSS

Proposing Instructor(s): Subhajit Chandra

5. Course Description:

Typography is the art and technique of arranging type to facilitate effective communication. It is written or visual manifestation of spoken sound. This course provides a foundational understanding of typography as visual medium of design and its applications with the special focus on print and digital media.

6. Objectives

The typography course aims to provide a thorough idea of letterforms, type-forms and typographic practices. The intention of the course is to understand the principles of letter design, and how to use them in different media. The objective of the course is to understand the role of letterforms and type in different medium. The course provides an understanding of the letterform design for print and digital media and equip the students with the skills to design their typographic work.

7. Contents (preferably in 5–10 broad titles)

S. No	Lecture Module	Descriptions	No. of Classes
1	Module 1	Definition, scope, and role of typography in communication, how it is different from Calligraphy, its importance and applications, Understanding of Glyph, Letter, Type, Typeface and Font.	4
2	Module 2	Introduction to type classification, Latin and Non-Latin Typography.	2

3	Module 3	History of typography, Evolution of type, Printing technologies and their impact on type, Key movements.	8
4	Module 4	Anatomy of letterforms, understanding and studying various typefaces, Display and Body text. *	8
5	Module 5	Principles of Typography, Design of Cont. text. Applications – posters, signages, books, motion graphics, etc. *	8
6	Module 6	Typography for the print and the digital media, effect of technology on changing practice of typography, digital typography and new possibilities. *	4

* Studio sessions are part of these modules. The remaining sessions and studio hours will be used to work on the assignments/projects as needed. Typography materials will be required for these classes.

Pre-requisites:

None (Basic familiarity with design processes is desirable)

Learning Outcomes:

- Historical and theoretical perspective on typography
- The influence of technical developments on typographic production
- The history of typeface design and typography
- Specialist knowledge of typography and its use in different areas/medium

Assessment Criteria and Weightage:

- End Semester Exam: 30%
- Assignments (Q. 5): 50%
- Presentations (Q. 2): 20%

8. Short Summary for Course Booklet

This course introduces students to the fundamentals, history and practice of typography, with an emphasis on print and digital media. It develops skills in letterform design, type composition and layout with Latin and non-Latin typefaces. The course adopts a practice-oriented approach to help students understand the role of typography in communication.

9. References:

1. Ellen Lupton. *Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students*. New York: Princeton Architectural Press. 2010.
2. Emil Ruder. *Typographie: A Manual of Design*. Verlag Niggli AG. 2001.
3. Philip B. Meggs. *Type & Image: The Language of Graphic Design*. New York: Van Nostrand Reinhold. 1992.
4. Robert Bringhurst. *The Element of Typographic Style*. Hartley & Marks, Publishers. 2004.
5. Rob Carter, Ben Day, and Philip Meggs. *Typographic Design: Form and Communication*. New Jersey: John Wiley & Sons, Inc. 2002.

10. Any other remarks

The course adopts a hybrid structure of lectures (conceptual grounding) and studios (design application/practice) to develop observation, creativity and application skills.

Dated: _____ Proposer: _____

Dated: _____ DUGC/DPGC Convener: _____

The course is approved / not approved

Chairman, SUGC/SPGC

Dated: _____