NIRMA UNIVERSITY
INSTITUTE OF DESIGN
COMMUNICATION DESIGN
Semester III

Institute:	**INSTITUTE OF DESIGN**
Name of Programme:	**BACHELOR OF DESIGN**
Course Code:	2DD103CC25
Course Title:	**Typography and Layout Design**
Course Type:	■**Core**/Value Added Course/ Departmental Elective/Institute Elective/University Elective/(Open Elective/ Any other)
Year of introduction:	**Academic Year 2025-26**

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Course Learning Outcomes (CLOs)

At the end of the course, students will be able to:

1. Analyze and apply the fundamental principles of typography. BL2, 3
2. To understand and develop sensitivity to the use of calligraphy, letterforms and their variations. BL 2, 3
3. Understand the relationship between type, image, space, and use this capability to make engaging and innovative layouts. BL 2, 3, 4
4. Develop a comprehensive understanding of typefaces, type families and their characteristics for making type selections and appropriate use in layout design. BL 4

Total Teaching Hours: 90

Units	Contents	Teaching Hours
Unit 1	**Introduction to Calligraphy** • History of Writing • Introduction of basic strokes for Latin/Devanagari scripts • Exploration of different tools available - natural and human-created **Hand Lettering** • Construction of letter forms with strokes	36
Unit 2	**History of Typography** • Type Classification • Type Anatomy	18

6

	• Type families & type designers	
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Unit 3	**Typography and Expressions**	18
	• Semantics of type, legibility and readability issues in type as well as effective typographic usages and applications.	
	• Understanding type as a form to create effective composition.	
Unit 4	**Typography and Layout**	18
	• Understand in depth the various type styles and their distinctive characteristics for application in Design	
	• Principles of layout	
	• Develop skills to organize and arrange type and visuals in layouts	
	• Visual Hierarchy in Layouts	

Self -Study	
Suggested Readings/ References	**Reading list** 1. Bringhurst, Robert. *The Elements of Typographic Style.* United States: Hartley & Marks, 1992 2. Carter, Ron, Day, Ben, & Meggs, Phillip. *Typographic Design: Form and Communication*. United States: John Wiley & Sons, 1999. 3. Palav, Achyut Ramchandra. *Chancerygraphy Roman Calligraphy Book*. India: Self-Published, 2023. 4. Williams, Scott & Kubel, *Henrik. New Perspectives in Typography*. United Kingdom: Laurence King, 2015. 5. Lupton, Ellen. *Thinking with Type*. United States: Princeton Architectural Press, 2004 (Revised in 2010) **Viewing list** • Typography and Expression https://www.youtube.com/watch?v=WYj-7IrjC4c • Typography Day Posters 2021 https://www.dsource.in/resource/typography-day-posters-2021/posters • Typography Day Posters 2022 https://www.dsource.in/resource/typography-day-posters-2022/posters
Suggested Field Visit:	**Visit at TTF, Type Foundries and Letterpress**

w.e.f. Academic Year 2025-26 and onwards