

**NIRMA UNIVERSITY**  
**INSTITUTE OF DESIGN**  
**COMMUNICATION DESIGN**  
**Semester III**

<b>Institute:</b>	<b>INSTITUTE OF DESIGN</b>
<b>Name of Programme:</b>	<b>BACHELOR OF DESIGN</b>
<b>Course Code:</b>	2DD301CC25
<b>Course Title:</b>	<b>DESIGN PROJECT I: Fundamentals of Graphic Design</b>
<b>Course Type:</b>	■ <u>Core</u> / Value Added Course/ Departmental Elective/ Institute Elective/University Elective / Open Elective/ Any other)
<b>Year of introduction:</b>	<b>Academic Year 2025-26</b>

<b>L</b>	<b>T</b>	<b>Practical component</b>				<b>C</b>
		<b>LPW</b>	<b>PW</b>	<b>W</b>	<b>S</b>	
			<b>6</b>			<b>3</b>

**Course Learning Outcomes (CLO):**

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

1. Be conversant with the use of typography, visuals, colour and formats used for communication material. BL 2, 3
2. Gain ability to create material for print and digital production for varied purposes. BL 3
3. Discern the subtle and distinct characteristics of typefaces, both Latin and Vernacular, to be able to utilise appropriate typefaces and type styles to create effective layouts for communication material in multilingual formats. BL 3, 4
4. Innovatively utilise grids, formulate structures and formats for use in publications, retail and commercial print and digital media. BL 4, 5.

**Total Teaching hours: 90**

<b>Units</b>	<b>Syllabus</b>	<b>Teaching Hours</b>
<b>Unit 1</b>	<b>Understanding the evolution of Type</b>	<b>30</b>
	<ul style="list-style-type: none"> <li>• Understanding Design features of Type. Study, analysis and comparison of typefaces.</li> <li>• Design features of Vernacular Type.</li> <li>• Essentials of layout, grids, hierarchy and complexity of typographic systems.</li> </ul>	
<b>Unit 2</b>	<b>Study of Graphic applications</b>	<b>30</b>
	<ul style="list-style-type: none"> <li>• Working with images, understanding image resolution, image formats.</li> <li>• Understanding colour systems for print and digital production.</li> <li>• Understanding printing processes: Silk-Screen, Offset, Flexo and Gravure.</li> </ul>	

**Unit 3      Layouts and page-making****30**

- While using Latin as well as Vernacular type.
- Working with text, pictures, graphics and colour.
- Understanding the Pre-press System. Creating Print-ready Artworks.

**Self-Study**

<b>Suggested Readings and references</b>	<ol style="list-style-type: none"><li>1. Lupton, Ellen. <i>Thinking with Type</i>, Third Edition: A Critical Guide for Designers, Writers, Editors, and Students. United States: Princeton Architectural Press, 2024.</li><li>2. Williams, Scott. <i>New Perspectives in Typography</i>. United Kingdom: Laurence King, 2015.</li><li>3. Lupton, Ellen &amp; Phillips, Jennifer Cole. <i>Graphic Design – The New Basics</i>. United States: Princeton Architectural Press, 2015.</li><li>4. Gordon, Bob. <i>Making Type Look Good</i>. United States: Watson-Guptill, 2001.</li><li>5. Coles, Stephen. <i>The Geometry of Type</i>. The Anatomy of 100 Essential Typefaces. United Kingdom: Thames &amp; Hudson, 2016.</li></ol> <p><b>Viewing List</b></p> <ul style="list-style-type: none"><li>• Visual Design Primer - The Grid <a href="https://www.dsource.in/course/visual-design-primer-grid">https://www.dsource.in/course/visual-design-primer-grid</a></li><li>• Digital Typography – Part 2 <a href="https://www.dsource.in/course/digital-typography-2">https://www.dsource.in/course/digital-typography-2</a></li></ul>
<b>Suggested field visit</b>	Visit to Offset Printing press and study of offset printing for publications, packaging and print media.

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