

**NIRMA UNIVERSITY**

<b>Institute:</b>	<b>INSTITUTE OF DESIGN</b>
<b>Name of Programme:</b>	<b>BACHELOR OF DESIGN</b>
<b>Course Code:</b>	3DD304ME26
<b>Course Title:</b>	<b>Type Design</b>
<b>Course Type:</b>	( <input type="checkbox"/> Core/ <input type="checkbox"/> Value Added Course/ Departmental Elective/ <input checked="" type="checkbox"/> <b>Institute Elective</b> / <input type="checkbox"/> University Elective/ Open Elective <input type="checkbox"/> Any other
<b>Year of introduction:</b>	<b>Academic Year 2026-27</b>

L	T	Practical component				C
		LPW	PW	W	S	
			8			4

**Course Learning Outcomes (CLO):**

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

1. Compose new ‘type forms’ and apply them in contemporary contexts. **BL3**
2. Design letterforms for a new font style with key characters that define the type style **BL4**
3. Perceive and develop a keen sense of form that is useful for aesthetic and functional considerations. **BL5**
4. Engage in practical application through field research, visualization techniques, and AI-augmented analysis to address real-world challenges undertaken **BL4**
5. Apply the previous learning of type design to analyse and explore forms of Roman and Indian scripts (BL5) **BL5**

**Content:**

**Teaching hours: 120 Hrs**

Units	Content	Teaching Hours
<b>Unit 1:</b>	<b>Form Study and Form Generation</b> <ul style="list-style-type: none"> <li>• Generating skeletal forms and concepts for font creation</li> <li>• Explorations with weights, widths, ligatures, joints, endings, loops, curves, stem and stroke proportions</li> <li>• Designing a basic character set as a foundation</li> <li>• Creating a mood board reflecting ideas for features of Type</li> </ul>	<b>24 hours</b>
<b>Unit 2:</b>	<b>Form Development and Refinement</b> <ul style="list-style-type: none"> <li>• Understanding Proportions</li> <li>• Master Font Design. Refinement</li> <li>• Achieving uniformity and consistency of characters</li> </ul>	<b>36 hours</b>



<b>Unit 3:</b>	<b>Digitisation and functionality of characters</b> <ul style="list-style-type: none"> <li>• Construction of letterforms using Font Design software</li> <li>• Addressing the technical aspects with the software: spacing, kerning, alignments, measurement, ligatures Iterations and checking the functionality of fonts</li> <li>• Applications of typeface based on context; Mock-ups;</li> <li>• Making specimen sheets of the Typeface</li> </ul>	<b>60 hours</b>
----------------	---	-----------------

<b>Self-Study</b>	
<b>Suggested Readings/References</b>	<b>Books</b> <ol style="list-style-type: none"> <li>1. Aksharaya Organisation Mumbai, <i>Calligraphy Manuals</i></li> <li>2. Neil Macmillan, <i>An A-Z of Type Designers</i>, Yale University Press, 2006</li> <li>3. Karen Cheng, <i>Designing Type, Volume 10</i>, Laurence King Publishing, 2006</li> </ol> <b>Online resources</b> <ol style="list-style-type: none"> <li>1. Of the Just Shaping of Letters, by Albrecht Dürer—A Project Gutenberg eBook</li> <li>2. Calligraphy Manuals by Aksharaya Organisation Mumbai (<a href="http://www.aksharaya.org/">http://www.aksharaya.org/</a>)</li> </ol>
<b>Suggested field visits</b>	NA

*Signature*