INSTITUTE OF DESIGN
Nirma University
Communication Design, Semester VI

Institute:	**Institute of Design**
Name of Programme:	**Bachelor of Design**
Course Code:	**3DD109MC26**
Course Title:	**Publication Design**
Course Type:	(■ Core/ ☐ Value Added Course/ ☐ Departmental Elective/ Institute Elective/ University Elective/ Open Elective/ Any other)
Year of introduction:	**Academic Year 2026-27**

L	**T**	**Practical component**				**C**
		LPW	**PW**	**W**	**S**	
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Course Learning Outcomes (CLO):

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

1. Study the evolution of scripts and their use in contemporary print material (BL 2)
2. Apply the principles of Typographic systems, hierarchy, grids, imagery to create functional print and digital material (BL 3)
3. Evaluate and use appropriate combinations of typefaces, layout, printing process, suitable for the character of a publication, and the purpose of the content (BL 5)
4. Adapt type in multilingual contexts, for physical and digital formats (BL 6)
5. Design cohesive material for effective search, retrieval and retention of complex, multi-layered information (BL 6)

Contents **Total Teaching hours: 90 Hrs.**

Units	**Content**	**Teaching hours**
Unit 1	**Introduction to Type and Print material** • Indian and non-Latin scripts • Ancient and traditional publications • Reproduction, Printing, materials, binding techniques • Design of print material in multiple languages	**12 Hrs.**
Unit 2	**Grid Systems and Book Design** • Principles of publication design for books, newspapers, magazines, journals, newsletters, e-books, maps, forms, directories, dictionaries, *Panchang*, ephemeris, instructional and educational material • Systems of organisation: Pagination, grids, column structures, spaces, margins, sizes etc • Information Hierarchy and layout systems	**12 Hrs.**

	• Typographic detailing: Use of special characters, hyphenation, extra characters, Expert Sets, Variable Type • Controlling Type: Optimal values in justification, Hyphenation zone, Kerning, Tracking, and other type parameters • Standards for formatting editorial content: The Chicago Manual of Style, MLA Style, Scientific Style Guides	
Unit 3	**Publication Design for the Print media** • Design of complex Information material for use in physical form (printed products such as annual reports, scientific reference books, ephemeris, instructional manuals, medical literature) • Working with bilingual and multilingual publications	**30 Hrs.**
Unit 4	**Publication Design for the Digital platforms** • Design of complex information material for use across digital devices and platforms, in multicolumn formats, display systems and screen resolutions • Adapting layouts for print and digital displays	**36 Hrs.**

Self Study	**Maintain a journal of the following:** • Collect publications across genres, different regions and across various timelines • Understand how publication design has evolved with changing technology, and different mediums • Study Indian and multilingual publications such as *Panchang*, Indian ephemeris, Directories, Vernacular language textbooks, newspapers and periodicals
Class Test	1
Suggested Readings/ References	**Books** 1. Ambrose, G., & Harris, P. (2008). *Grids*. AVA Publishing SA. 2. Bringhurst, R., Hartley, J., & Marks, P. (2019). *The elements of typographic style*. Hartley & Marks. 3. Gill, B. (2001). *Unspecial effects for graphic designers*. Harper Collins Design International. 4. Gordon, B. (2001). *Making digital type look good*. Watson-Guptill Publications. 5. Hurlburt, A. (1982). *Grid: A module system for the design and production of newspapers, magazines and books*. John Wiley & Sons. 6. Lupton, E. (2010). *Thinking with type: A critical guide for designers, writers, editors, and students*. Princeton Architectural Press **More books and E-Books** 1. Santa Maria, J. (2014). *On web typography*. A Book Apart. 2. Latin, M. (2018). *Better web typography for a better web*. Smashing Media AG.

	3. Rutter, R. (2014). *Web typography: A handbook for designing beautiful and effective responsive typography*. A Book Apart. **Web resources** https://webtypography.net/ https://alistapart.com/article/how-we-read/
Suggested field visits	Visit to Print press, magazine and media houses.

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