



# 01

## Introduction to the Program

While the written word is revered, consumers all over the world are fascinated by typography. Each letter is intended to convey a specific emotion. It is not only their physical appearance, but also their interpersonal relationship. There is a lot that goes into

There are three clear student learning outcomes/design outputs of the course, and they will be in:

1. **Appreciation (History & Criticism)**
2. **Practice**
3. **Research**

The origins of the letter form, the visual representation of a sound, and the evolution and movement of type faces over time will all be covered in history of typography. This foundation will provide us with insight into current practises too.

A type design student has a lot to offer in terms of practise.

Beginning with the conceptualization and creation of new fonts for its various applications. Since the digital medium is now the dominant medium, type design must be more dynamic than ever. Letter forms can also be an art form with practise. Calligraphy also has the unique ability to experiment and create a new movement while preserving old traditions.

Researching type forms, lettering, and calligraphy is an area that is underutilised. Many ancient scripts are endangered, and some are extinct. Many traditions will be revived as a result of research. Anticipating trends and potential roadblocks. Working with various governments to study languages and their cultures is integral to the program.

They will be skilled enough to pursue their professional ambitions as:

1. Typographer
2. Type Designer
3. Art Director
4. Typography Educator
5. Calligrapher

The idea is to create practitioners of and become specialized in typography. This is a one-of-a-kind programme that provides an overview of the world of type design. The course is also designed to give students the freedom to pursue their passion projects.

# 02

## Eligibility for Admission

Students with the following specializations are encouraged to apply.

- Bachelor's in Design (B. Des),
- Bachelor's in Architecture (B. Arch),
- Bachelors in Fine Arts (BFA) [Fine Arts or Applied Arts]
- Bachelor's in Business Administration (BBA),
- Bachelor's in Media Management (BMM)
- Bachelor's in Engineering (BE)

Any student with a Bachelor's degree is eligible for admission.

The admission is subject to

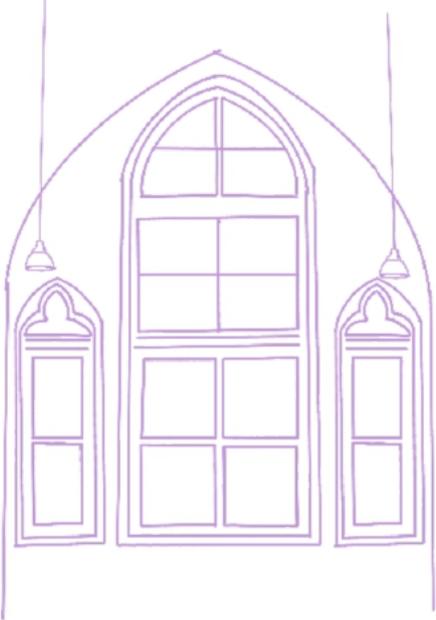
- A Common Entrance Test
- Portfolio
- Interview

It is preferred that the students are familiar with using softwares such as Adobe Photoshop, Adobe Illustrator, Glyphs and Fontlab.

# 03

## Career Outcomes

Students who complete this course are trained to be leaders in the world of scripts. They can become independent type designers who create and commercialise new type faces. They could also be employed by businesses involved in the field of digital information. Typography educators, who will train the next generation of type evangelists, will also be nurtured in the program. Generalists such as content graphic designers are also options for graduates of this course. Calligraphy is a well-known art form, and some graduates may go on to become calligraphers who exhibit in galleries. An interdisciplinary approach has been outlined in this program keeping the graduate's flexibility in mind, allowing them to understand other forms while still pursuing their passion.



## 04

## Semester 1 Course Structure

Sr. No.	Type	Course code	Course	Lecture credits	Tutorial credits	Studio credits	Total credits	Total Hours
1.1	Core	DES 601	Evolution of Letters & Tools	2	1	0	3	60
1.2	Core	DES 603	Composition Sensibility	2	1	0	3	60
1.3	Research	HUM 601	Academic Writing & Ethics	1	1	0	2	45
1.4	Studio	DES 605	Grammar of Calligraphic Styles	2	0	4	6	150
			Choose any 2 out of 3					
1.5	Choice based (Within program)	DES 607	Indian Calligraphy	2	0	0	2	30
1.6	Choice based (Within program)	DES 609	Calligraphy & New Media	2	0	0	2	30
1.7	Choice based (Within program)	DES 611	Traditions of hand-lettering	2	0	0	2	30
	Choice based (Outside program)		Choose any 1 from pool				2	
			<b>Total Semester 1</b>				<b>20</b>	

## 1.1

# Evolution of Letters & Tools

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	1	0	3	No	Yes	No
Hours	30	30	0	60			

## ● Introduction:

The course will cover fundamental understanding of the concept of letters. The course will span the evolution of communication to reach a more mature system of communication and documentation, namely letters. The cohesive relationship of tools, medium and surfaces. The journey of techniques over ages will be a part of the discourse to make the scholar sensitised to the practice.

## ● Learning Objectives:

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

1. Demonstrate their understanding of the fundamental concepts of Letters and Scripts
2. Explain the nuances of Indian communication systems
3. Explain the different script systems popular in the world today.

## ● Course Content:

1. Script as concept
2. Evolution of Communication
  - a. Mark Making to Semiology
  - b. Indian Classification of Communication  
(Lipi, Vaikhari, Madhyama, Pashanti, Para, Mauna)
3. Script System of the world today
  - a. Alphabetic
  - b. Phonetic
  - c. Pictography
4. History of Writing Materials: Western; Far-Eastern; Indian
  - a. Tools
  - b. Medium
  - c. Surfaces

# 1.2

## Composition Sensibility

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	1	0	3	Yes	Yes	No
Hours	30	30	0	60			

- Introduction:

The course will cover the understanding of space and its relationship to letters. It is not only the communication of letters but the space that it dwells in. The context of What, How and Who. What is the communication. How will we effectively communicate. Lastly, Who are we communicating to. The course will have a nuanced approach to the space in and around the type.

## ● Learning Objectives:

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

1. Develop spatial sensitivity and sensibility
2. Apply knowledge in other communication media
3. Understand user/reader's point of view in a particular medium

## ● Course Content:

1. Elements of Composition Space Dot Line Curves
2. Layout
3. Letter as an element in space
4. Paragraph Setting
5. Readability
6. Spacing in relation to point-size:
  - a. Letter
  - b. Word
  - c. Line
  - d. Paragraph

## 1.3

# Academic Writing and Ethics

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	1	1	0	2	No	Yes	No
Hours	15	30	0	45			

## ● Introduction:

Academic writing is an important skill for students to learn in preparation for assignments in the coming semesters. The course also aims to help students hone their original, academic voice before writing their dissertation in the final year. Students will engage with readings critically in this course by evaluating the various contexts of various types of research texts and understanding the stylistic conventions of academic writing.

## ● Learning Objectives:

1. To introduce students to critical skills in reading and writing for effective communication for research.
2. To prepare students for types, conventions and structures of academic writing.
3. To make students aware of ethical practices to be observed in academic writing.
4. To make students aware of plagiarism and the consequences of indulging in plagiaristic practices.

## ● Course Content:

1. **Writing practices**
  - i. The importance of academic writing for knowledge creation
  - j. Developing critical reading skills and conducting literature review
  - k. Developing abilities to correctly precis long texts
2. **Academic writing basics**
  - g. Developing research questions, research proposals, abstracts for conferences
  - h. Evidence-based arguments and conventions of academic writing
  - i. 'Standing on the shoulders of giants": the necessity, conventions and styles of providing citations and attributions
  - j. Range of academic writing and their structures – essays, research papers, review papers, research proposals, dissertations, books etc.
3. **Attributes of Good Writing**
  - i. Writing to be read
  - j. Writing for popular media and importance of communicating with lay audiences.
4. **Editing**
  - a. First and subsequent drafts
  - b. Editing basics and concision skills
5. **Use of technology for effective writing**
  - a. Open Educational Resources (OERs) for learning & Research
6. **Ethics of academic writing**
  - a. Conventions and styles of providing citations and attributions
  - b. Avoiding plagiarism in various forms
  - c. Consequences of plagiaristic practices

## 1.4

## Grammar of Calligraphic Styles

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	0	4	6	No	Yes	Yes
Hours	30	0	120	150			

### ● Introduction:

Calligraphy is the art of writing with concern and beauty. This being a discipline has a specific technique that needs to be understood. Therefore the need of stressing on grammar. The scholar will be taught the advanced and delicate aspects of the craft.

## ● Learning Objectives:

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

1. Visualize different calligraphy styles in different cultures
2. Decode and execute the calligraphy styles.

## ● Course Content:

Studying it in terms of Century-wise Styles

1. Grid
2. Proportions
3. Stylization
4. Anatomy
5. Mannerism of Tools

## 1.5

## Indian Calligraphy

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	0	0	2	No	Yes	No
Hours	30	0	0	30			

- Introduction:

The wealth of an Indian multi script culture is the strength of the course. The strain of similarity in the diversity is what the discourse will be all about. The course will encourage hands on experience in the script of the student's choice. The outcome of this course will be to create fearless calligraphers who can understand and opine on the rich buffet of the scripts this country has on offer.

## ● Learning Objectives:

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

1. Explore various Indian scripts
2. Execute the basic calligraphy of any Indian script
3. Learn Systematically the methods of Indian Calligraphy
4. Engage in a hands-on experience

## ● Course Content:

1. Making Tools
2. Making Guidelines
3. Basic Strokes
4. Shape Similarity Analysis
5. Complete Letters
6. In Indian Context: Letters and Numerals
7. Vowels and Consonants
8. Conjunct Consonant Clusters

## 1.6

## Calligraphy &amp; New Media

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	0	0	2	No	Yes	No
Hours	30	0	0	30			

- Introduction:

Technology provides exponential possibilities to create types of letter forms. The practitioner will learn to sensitively handle calligraphic mannerisms through software. The course will help develop multiple calligraphic effects to create a bank new calligraphic forms.

## ● Learning Objectives:

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

1. Explore various Indian scripts
2. Execute the basic calligraphy of any Roman script
3. Learn Systematically the methods of Roman Calligraphy
4. Engage in a hands-on experience

## ● Course Content:

1. Making Tools
2. Making Guidelines
3. Basic Strokes
4. Shape Similarity Analysis
5. Complete Letters
6. In Roman-Latin Context: Letters and Numerals
7. Uppercase, Lowercase
8. Ligatures

## 1.6

# Traditions of Hand-Lettering

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	0	0	2	No	Yes	No
Hours	30	0	0	30			

## ● Introduction:

India has a rich tradition of hand lettering. JJ has created practicing calligraphers who have found fame in the field. This course aims to leverage this wealth of knowledge. The course will connect the technical aspects with historical and spiritual contexts of these traditions.

## ● Learning Objectives:

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

1. Explore the traditional craft of Hand-Lettering
2. Engage in a hands-on experience

## ● Course Content:

1. Sculpting Letters
2. Engraving Letters
3. Gilding Letters
4. Using Brush: Flat-brush hand-lettering



## Semester 2 Course Structure

Sr. No.	Type	Course code	Course	Lecture credits	Tutorial credits	Studio credits	Total credits	Total Hours
2.1	Core	DES 602	Evolution of Type as concept	3	0	0	3	45
2.2	Core	DES 604	Digital Typography	3	0	0	3	45
2.3	Research	DES 606	Graphonomics	2	0	0	2	30
2.4	Studio	DES 608	Stylisation & Exploration	2	0	4	6	150
			Choose any 2 out of 3					
2.5	Choice based (Within program)	DES 610	Typography & New Media	2	0	0	2	30
2.6	Choice based (Within program)	DES 612	Graffiti	2	0	0	2	30
2.7	Choice based (Within program)	DES 614	Typoetry	2	0	0	2	30
	Choice based (Outside program)		Choose any 1 from pool				2	
			<b>Total Semester 2</b>				<b>20</b>	

# 2.1

## Evolution of Type

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	3	0	0	3	No	Yes	No
Hours	45	0	0	45			

### ● Introduction:

The course introduces the type as a concept and further type as a technology. It covers the very idea from type as an impression to movable to a digital. It covers the history of type from impressions to digitization. This will enable student to make innovative type technology.

## ● Learning Objectives:

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

1. Demonstrate their understanding of type as a concept
2. Explain the technological progression of Type
3. Describe how this evolution is the basis of any innovation today.

## ● Course Content:

1. Type as a concept
2. Sumerian cuneiform writing
3. Indus Valley Seals
4. Wood Type
5. Movable Typefaces
6. Gutenberg
7. Hot Metal
8. Cold Metal
9. Linotype
10. Monotype
11. Typewriter
12. Photo Type Setting

## 2.2

## Digital Typography

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	3	0	0	3	No	Yes	No
Hours	45	0	0	45			

- Introduction:

The course will cover various font formats, their application and functions, learning about type setting and nuances of layouts in context to digital media.

## ● Learning Objectives:

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

1. Explore in detail the digital type formats.
2. Create their unique typographic applications in new media with these fundamental

## ● Course Content:

1. Type as a concept
  - a. Type Formats
2. Fonts
  - a. OS
  - b. PS
  - c. TrueType
  - d. Dot Matrix
  - e. Open Type Layout
3. Unicode Base Fonts

## 2.3 Graphonomics

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	0	0	2	Yes	Yes	No
Hours	30	0	0	30			

### ● Introduction:

This course will create scientific understanding handwriting as a fine motor activity and methods of handwriting analysis. Through this course students will understand handwriting acquisition and practice. Students will develop a perspective for creating new ways of learning to hand write.

## ● Learning Objectives:

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

1. Understand the scientific perspective of handwriting
2. Understand the psychology behind handwriting and handwriting acquisition
3. Develop new educational aids and application for pre-primary children
4. Develop new educational aids and application for multilingual learners

## ● Course Content:

- Research in handwriting
  1. Stroke Directionality
  2. Marching Mannerism of Scripts
  3. Ductus in Handwriting
  4. Methods of Handwriting Analysis
  5. Ergonomics of Handwriting
  6. Psychology/Neurology
  7. Inter-sensory Activity: Hand-Eye & Brain coordination

## 2.4

## Stylisation &amp; Exploration

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	0	4	6	No	Yes	Yes
Hours	30	0	120	150			

- Introduction:

Systematic ways of exploring new styles which will open up possibilities of creating new letter form hands-on. It will sensitize the student about the nuances of the structures of letter form. This course will lead to knowledge of systematic way of type design.

## ● Learning Objectives:

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

1. Use letter forms to trigger creativity by changing angles
2. Explain in detail the anatomy of letter
3. Incubate new ideas to create type designs

## ● Course Content:

1. Experimentalization of Grid
2. Experimentalization of Tools
3. Experimentalization of Shapes of Letters
4. Group Synthesis: Letter, Word, Sentence, Paragraph.

## 2.5

# Typography for New Media

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	0	0	2	No	Yes	No
Hours	30	0	0	30			

## ● Introduction:

The students will learn the application and functions of type faces in new medias. It begins with the selection of typeface and ends unto composing the content in relevance to that particular media. Students will be able to use typography effectively in new medias.

## ● Learning Objectives:

The students will learn the application and functions of typefaces in new medias. It begins with the selection of typeface and ends unto composing the content in relevance to that particular media. Students will be able to use typography effectively in new medias.

## ● Course Content:

Type Setting in various medias

- a) Print publications
- b) Web page
- c) Blogs
- d) Apps

(Preferred Software Prerequisites for this course: relevant Software)

## 2.6 Graffiti

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	0	0	2	No	Yes	No
Hours	30	0	0	30			

- **Introduction:**

Student will be introduced to the world of graffiti and will learn to express through various materials on 2d and 3d surfaces. Student will make confident typographic graffiti.

## ● Learning Objectives:

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

1. Express letter as a form and as an art
2. Explore the history of graffiti in the context of India and the world
3. Understand of Graffiti is a visual statement

## ● Course Content:

1. Expressive Calligraphy
2. Expressive Lettering
3. 2D & 3D surfaces
4. History of Graffiti
  - a. India
  - b. World
5. Graffiti Masters
6. Making Tags (Signature)
7. Graffiti in Expression

## 2.7 Typoetry

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	0	0	2	No	Yes	No
Hours	30	0	0	30			

### ● Introduction:

Introduces one to concrete poetry and visual poetry. Students will learn to interpret poetry typographically.

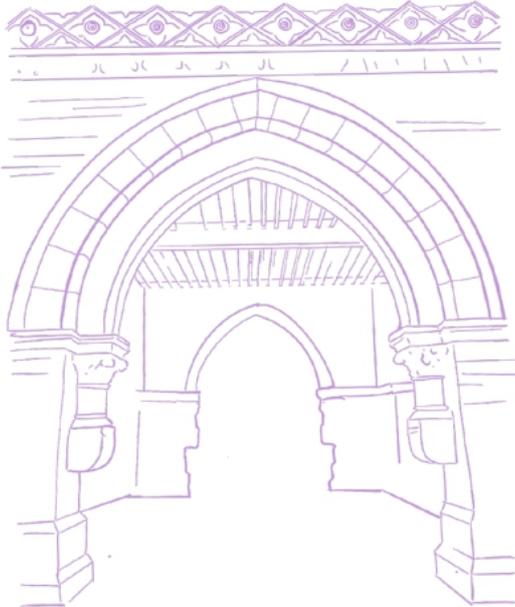
## ● Learning Objectives:

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

1. Appreciate the visual or typographic elements of poetry
2. Exploring poets from across the world and their work
3. Sensitize themselves to literature, meaning-making and creativity.
4. Create their own typoetry

## ● Course Content:

1. Concrete Poetry
  - a. Guillaume Apollinaire
  - b. E E Cummings
2. Visual Poetry
  - a. Japanese
  - b. Chinese
3. Redacted Poetry
  - a. Tagore
  - b. Multilingual Poetry



## Semester 3 Course Structure

Sr. No.	Type	Course code	Course	Lecture credits	Tutorial credits	Studio credits	Total credits	Total Hours
3.1	Core	DES 701	Future Type-tech	3	0	0	3	45
3.2	Core	DES 703	Emotion in Typography	2	1	0	3	60
3.3	Research	DES 705	Multiscript Integration	1	1	0	2	45
3.4	Studio	DES 707	Minor Project	2	0	4	6	150
			Choose any 2 out of 3					
3.5	Choice based (Within program)	DES 709	Signage System	2	0	0	2	30
3.6	Choice based (Within program)	DES 711	Contemporary Type Practices	2	0	0	2	30
3.7	Choice based (Within program)	DES 713	Sacred Calligraphy	2	0	0	2	30
	Choice based (Outside program)		Choose any 1 from pool				2	
			<b>Total Semester 3</b>				<b>20</b>	

## 3.1

## Future Type-tech

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	3	0	0	3	No	Yes	No
Hours	45	0	0	45			

- Introduction:

Students will move from motion typography to transient typography. The course will further introduce them to typography in new and upcoming technologies such as Holograms, VR, etc which allows them to remain with the pace of the rapidly changing industry requirements.

## ● Learning Objectives:

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

1. Develop awareness of future type technology
2. Develop skills for the future of the field
3. Develop ability to visualize and ideate with new technology.
4. Equip and empower themselves to handle creative challenges for the future

## ● Course Content:

1. Variable Font Technology
2. Kinetic Typography
3. Virtual Reality Typography
4. Augmented Reality Typography
5. Open Science Resources/Software

(Preferred Software Prerequisites for this course: Type Design Softwares)

## 3.2

## Emotion in Typography

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	1	0	3	Yes	Yes	No
Hours	30	30	0	60			

- Introduction:

Typography is the art of expression of the written-word through emotions. This will be a unique course that will look at typography through the well documented and studied Nava Rasas. The students will discuss and deliberate the emotions required contextually for the typographic projects. The course will study historic documents and their emotive personas.

## ● Learning Objectives:

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

1. Develop a sensitivity towards effective communication
2. Understand how emotions are conveyed through various types and arrangement in Typography
3. Critically appreciate how identity is specifically presented through typography

## ● Course Content:

1. Expressive Typography
2. Typography and Identity
3. Navarasas:
  - a. Rati (Love)
  - b. Hasa (Humour)
  - c. Soka (Sorrow)
  - d. Krodha (Anger)
  - e. Utsha (Energy)
  - f. Bhaya (Fear)
  - g. Juguptsa (Disgust)
  - h. Vismaya (Wonder)
  - i. Vairagya/Sama/ Nirveda (Detachment)

## 3.3

## Multiscript Integration

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	1	1	0	2	Yes	Yes	No
Hours	15	15	0	30			

- Introduction:

The need to keep the spirit, ethos, mood of an original typographic project in a different script is without losing anything in the process is the need of hour. This will help the belongingness of a communication. In the Global village integrating scripts to convey the same feeling as the original can create a seamless harmony.

## ● Learning Objectives:

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

1. Develop a comparative visual understanding of two different scripts behavior
2. Develop a understanding of the relation between typefaces
3. Create multi-script logos and multi-script fonts

## ● Course Content:

1. Multiscript Orthography
2. Weightage Matching
3. Multiscript/Font Transcreation
4. Logo Multiscript Transcreation

## 3.4 Minor Project

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	0	4	6	No	Yes	Yes
Hours	30	0	120	150			

- **Introduction:**

This course is designed to allow the students to tailor make their own project which come out of their explorations. Faculty will guide them through the project. It could be a pilot project or a research paper.

## ● Learning Objectives:

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

1. To be able to write and present an academic paper
2. To aim to produce new knowledge that can help in the understanding of the Typography
3. To explore possibilities of Major Project Research or Capstone Project
4. To participate in seminar/conference/symposium environments
5. To adhere to the highest standards of academic integrity.

## 3.5 Signage System

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	0	0	2	No	Yes	No
Hours	30	0	0	30			

### ● Introduction:

The world is constantly moving and as they are doing so, they are interacting with typefaces. Way finding is as an art as much as it is a science. Behaviour and habits will be a part of the discourse. Colour, contrasts and forms will be studied in various environments. This is the need of the cosmopolitan society.

## ● Learning Objectives:

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

1. Appreciate how outdoor typography works in wayfinding
2. Understand the importance of signage systems in human life

## ● Course Content:

1. Outdoor Readability
2. Colour Scheme and contrast
3. Type Selection
4. Bi-scriptal/ Tri-scriptal/ Multi-scriptal
5. Interactive Human Behaviour

## 3.6

# Typography as Contemporary Art

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	0	0	2	No	Yes	No
Hours	30	0	0	30			

## ● Introduction:

Self-expression through the word will be explored as an art. Spoken word is an artistic movement that is taking the world by storm, this course will parallelly develop a movement of the written word. Typographic installations and performance art with typography in the core. Experiments to deconstruct and reconstruct will be the central theme of this course.

## ● Learning Objectives:

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

1. Developing awareness of how typography is used as a medium of expression
2. Explore different concepts in different cultures and point of views
3. Use this knowledge and art to explore self-expression

## ● Course Content:

1. Typographic Installations
2. Typographic Interpretations through various materials
3. Site-specific Installations
4. Typographic Performance Art
5. Typography as Tattoos

## 3.7

## Sacred Calligraphy

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	0	0	2	No	Yes	No
Hours	30	0	0	30			

- Introduction:

Our country boasts of a rich spiritual tradition. The scholars will explore the spiritual practices in eastern traditions and use their knowledge to better their communication and sharpen their expression. The physical relationship with the ethereal is a tapestry that will cover this course. Spiritual thought will be interpreted through the medium of letter forms.

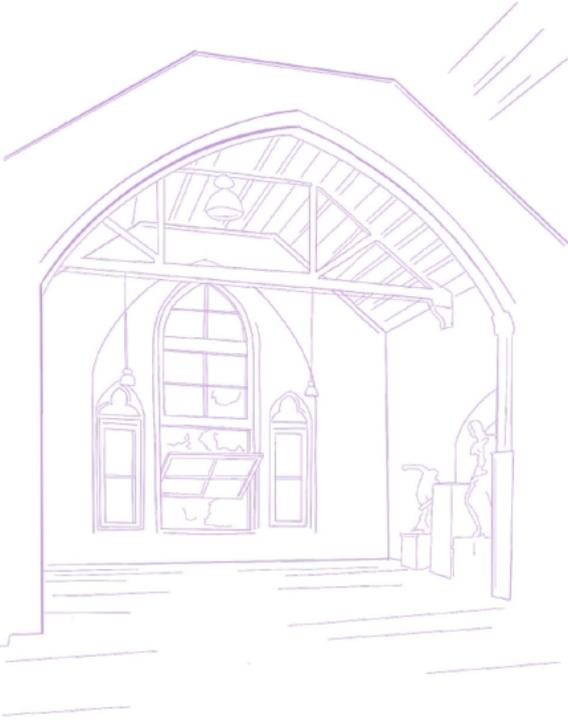
## ● Learning Objectives:

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

1. Explore the spiritual practices in the Eastern traditions
2. Use their knowledge as a form of self-therapy

## ● Course Content:

1. Siddham Calligraphy
2. Beej Akshara from Yantra
3. Eastern Practices:
  - a. Magic Letters of Chinese Kanji
  - b. Tibetan Mantras
4. Calligraphy and Spirituality
5. Calligraphy as a therapeutic tool



# Semester 4 Course Structure

Sr. No.	Type	Course code	Course	Lecture credits	Tutorial credits	Studio credits	Total credits	Total Hours
4.1	Research	DES 702	Dissertation	0	0	8	8	240
4.2	Studio	DES 704	Capstone Project	0	0	8	8	240
4.3	Seminar	DES 706	World Typography	2	0	0	2	30
4.4	Seminar	DES 708	Business of Typography	2	0	0	2	30
			<b>Total Semester 4</b>				<b>20</b>	

## 4.1

## Dissertation

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	0	0	8	8	No	Yes	Yes
Hours	0	0	240	240			

- Introduction:

The Dissertation is the culmination of the research track. Each semester students have built in various skills and analytical techniques to be able to develop and present an original work of research under the guidance of a mentor.

## ● Learning Objectives:

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

1. Define and outline a research area by asking a specific question
2. Identifying the most important issues
3. Organize and present the results of their research work critically, convincingly, and articulately, while adhering to standardized guidelines for their essay

## ● Project format:

The goal of the project is to put students' independent research and academic writing skills to the test. The written research project and a defense in front of a review panel will be used to help determine their final grade. The research project will contain the standard 5 chapters of a typical dissertation, which includes:

1. Introduction
2. Literature Review
3. Methodology
4. Data Analysis
5. Conclusion

## 4.2

## Capstone Project

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	0	0	8	8	No	Yes	Yes
Hours	0	0	240	240			

- Introduction:

The capstone project provides a unique opportunity to conduct independent research and develop an innovative solution to a real-world problem. The capstone project is intended to boost students' learning with significant hands-on experience. Students work in small groups to develop innovative solutions to real-world problems, all the while gaining valuable experience similar to the demands and responsibilities of the workplace. This gives students the opportunity to practice their leadership and management skills while also understanding the consequences of their decisions in an experimental space.

## ● Learning Objectives:

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

1. Integrate prior knowledge and experience to inform information gathering and analysis
2. Synthesize information into a novel interpretation that has the potential to add value to the discipline/professional field.
3. Effectively communicate the project's design and outcomes in the context of their educational and professional goals and aspirations.
4. Reflect on their academic and/or professional abilities and limitations with the focus on improvement

## ● Project format:

A capstone project can be submitted and presented in a variety of formats, such as a multimedia presentation, film, performance, event or paper. A student also has to submit a paper summarizing the problem, research and solution delivered too. Students can work in collaborative projects with sponsors, government, or self-define their objectives for themselves.

## 4.3 World Typography

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	0	0	2	No	Yes	No
Hours	30	0	0	30			

- **Introduction:**

This course will cover unexplored scripts of the world. Scripts and Type forms that were once vibrant and are endangered or extinct now. Emphasis to type forms of the Global south will form an undercurrent for the course.

## ● Learning Objectives:

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

1. Explore the orientation of different cultures
2. Discuss various contemporary typographic practices and experiments
3. Explain the nuances of a particular culture's style

## ● Course content:

Contemporary Orientation & New experiments in Typography:

1. Far Eastern
2. Indian
3. Middle Eastern
4. Western

## 4.4

## Business of Typography

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	0	0	2	No	Yes	No
Hours	30	0	0	30			

- Introduction:

With multiple downloadable formats available today this course will cover the commercial angle of the world of typography. Students will get to learn the opportunities and threats they may envisage in this journey. Making a perfect pitch, costing and resource allocation will also be covered.

## ● Learning Objectives:

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

1. Create self-sufficient entrepreneurs
2. Learn the current legal framework to protect their work.
3. Explore the various ways to promote their work.
4. Learn the skills necessary to sell their work.
5. Develop their skills for communication and networking.

## ● Course Content:

1. Creating Portfolio
2. Business Management
  - a. Building your studio
  - b. Pitching
3. Career as Freelance
4. Finance
  - a. Pricing
5. Licensing and Royalty
6. Networking & Communication Skills