

# Advance Typography

## Unit 1

Semantic Typography - Type manipulation, three-dimensional typography, expressive typography, typographic poster etc. our verbal culture is documented and expressed through typography. In the publication design assignment, create a functional organization of complex information through effective hierarchy and typographic expression.

## Unit 2

Type Design – Designing grid for a new typeface, various considerations experimenting with various styles and sizes, gain broader experience in the selection and arrangement of type for effective legibility and readability and enhance skills for shaping verbal messages through typographic design

## Unit 3

Text and Image, Composition of visual information using grid structures to integrate text / image, informational / expressive aspects of Graphic Design, hierarchical relationships of visual elements, methods of text layout to enhance communication. Text and Image considers the inter-relationships between pictures and words and how they communicate visually and literally using design principles and elements

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## Unit 4

Emphasis is placed on series, sequences and narrative using print-oriented media. Page layout and pagination are considered in the context of publication design challenges. Some exposure to off-set printing technology (digital image file types, CMYK and Pantone color systems, paper terminology and binding structures) is imparted through an applied project.

For all the units the final execution may be done using computer keeping in view for reproduction.

Produce a portfolio:

### **Recommended Books:**

1. Typographies: A Manual of Design Hardcover – March 1, 2001-by Emil Ruder
2. Type Team: Perfect Typeface Combinations Paperback – March 16, 2015-by Tony Seddon.
3. Type: A Visual History of Typefaces & Graphic Styles Hardcover – September 15, 2013-by Alston W. Purvis, Jan Tholenaar
4. The Evolution of Type: A Graphic Guide to 100 Landmark Typefaces Hardcover – August 14, 2015-by Tony Seddon
5. New Perspectives in Typography Paperback – October 13, 2015-by Scott Williams
6. Typographic Design Paperback – Import, 29 Sep 2014-by Rob Carter

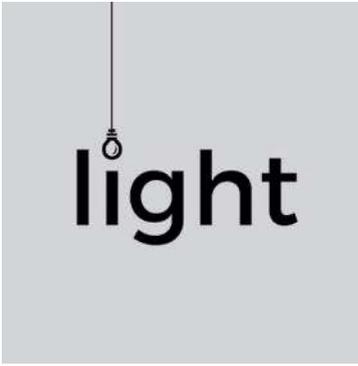
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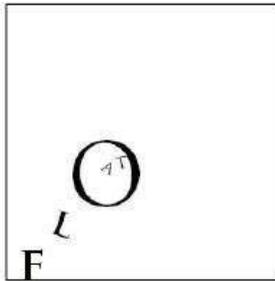
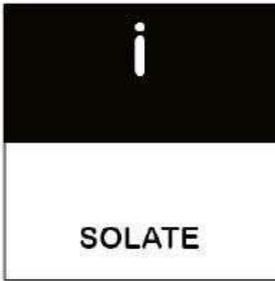
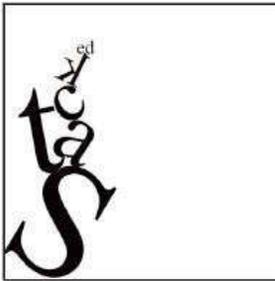
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FILL



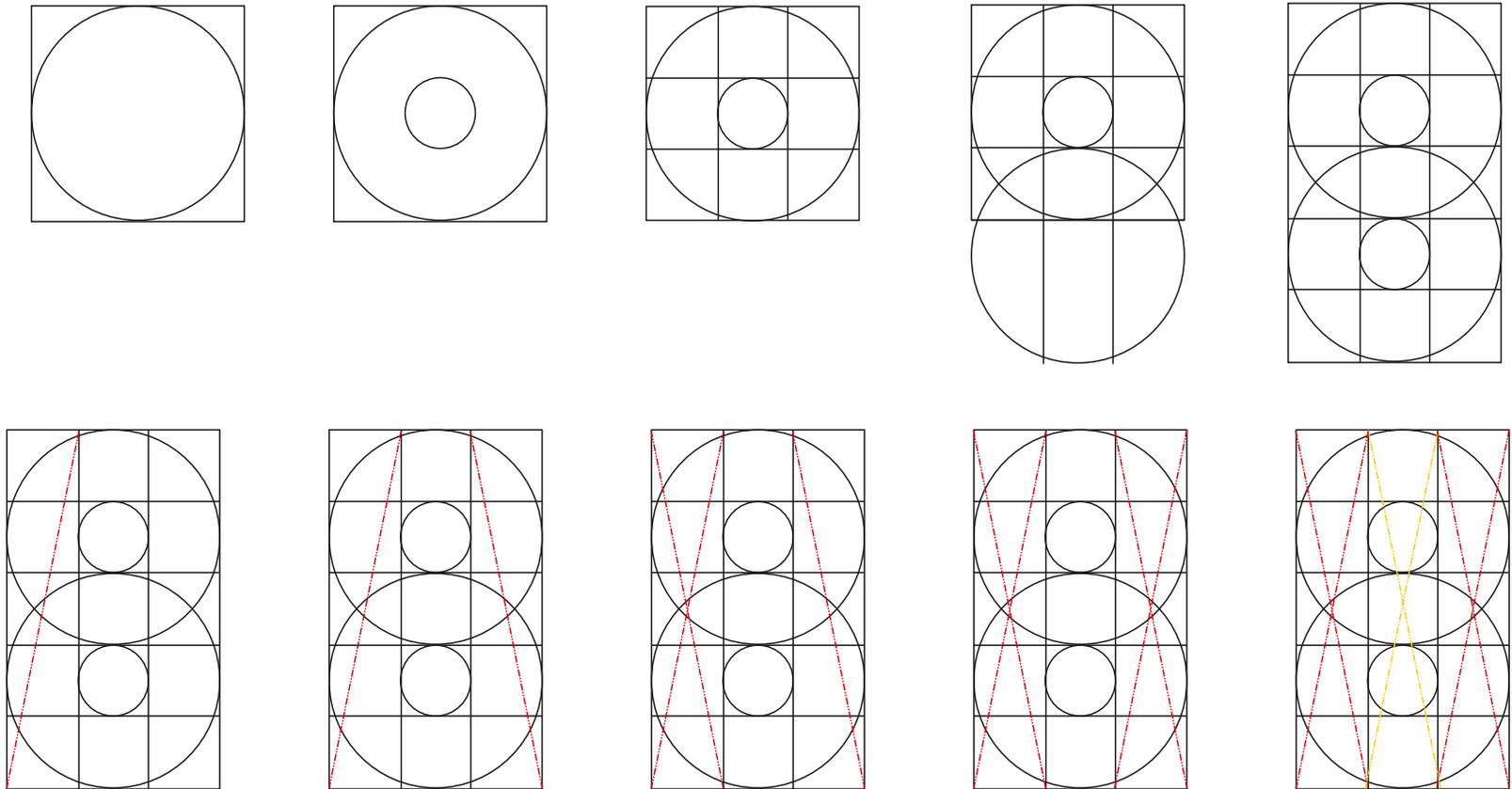
LIGHT



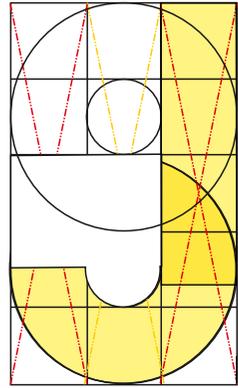
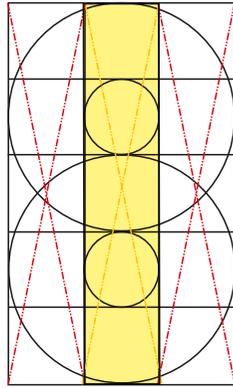
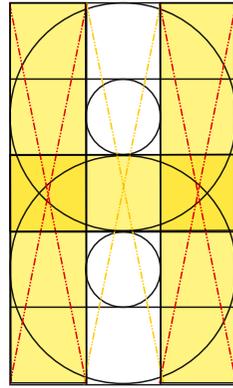
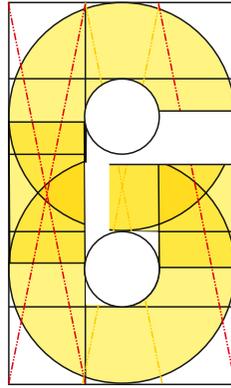
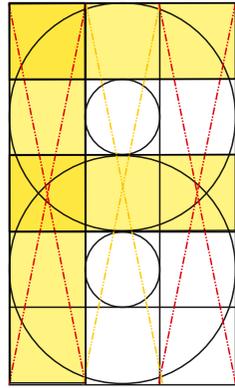
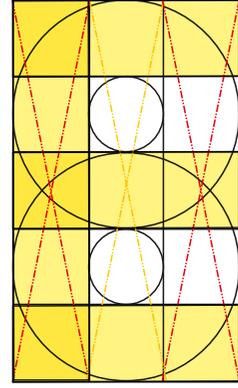
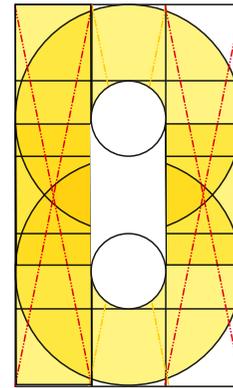
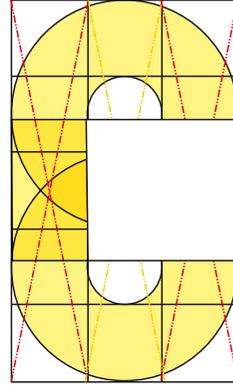
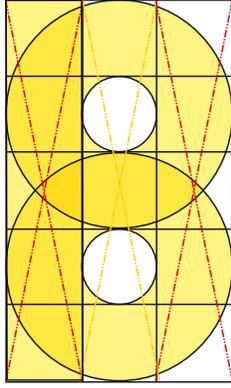
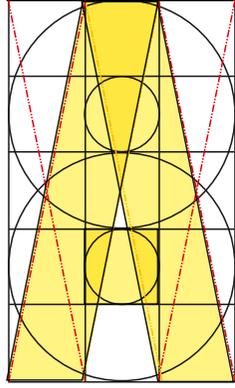
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## Unit 2

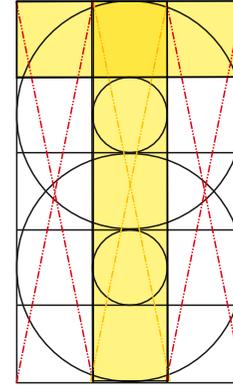
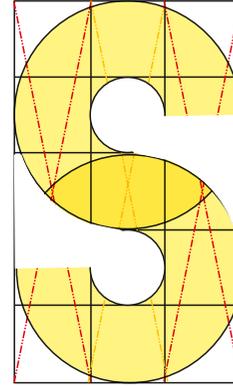
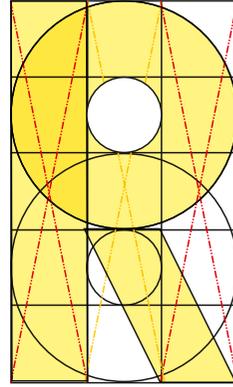
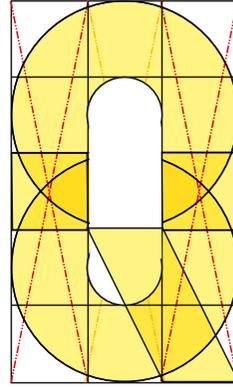
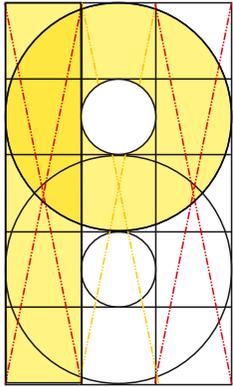
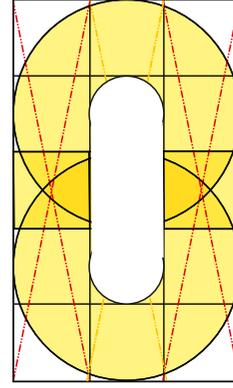
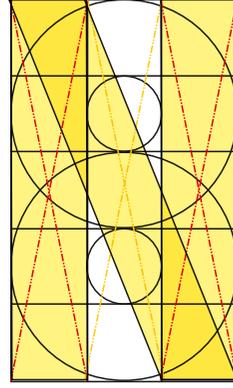
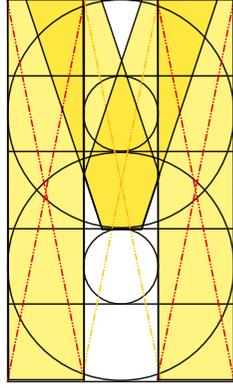
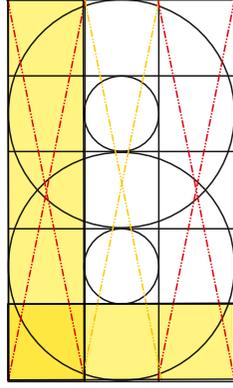
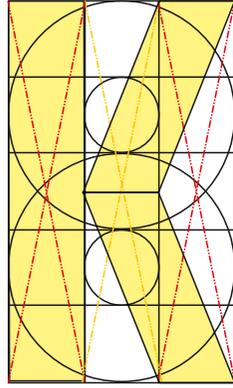
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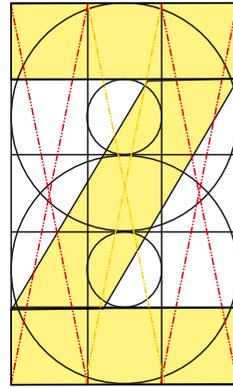
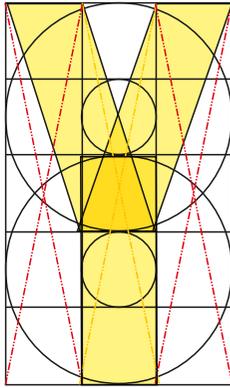
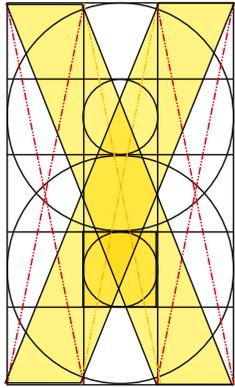
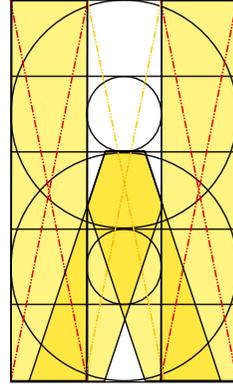
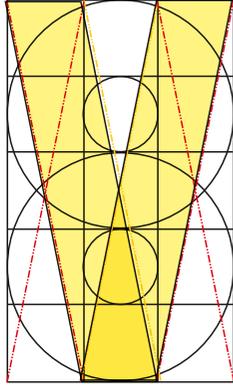
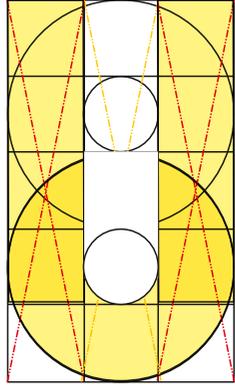
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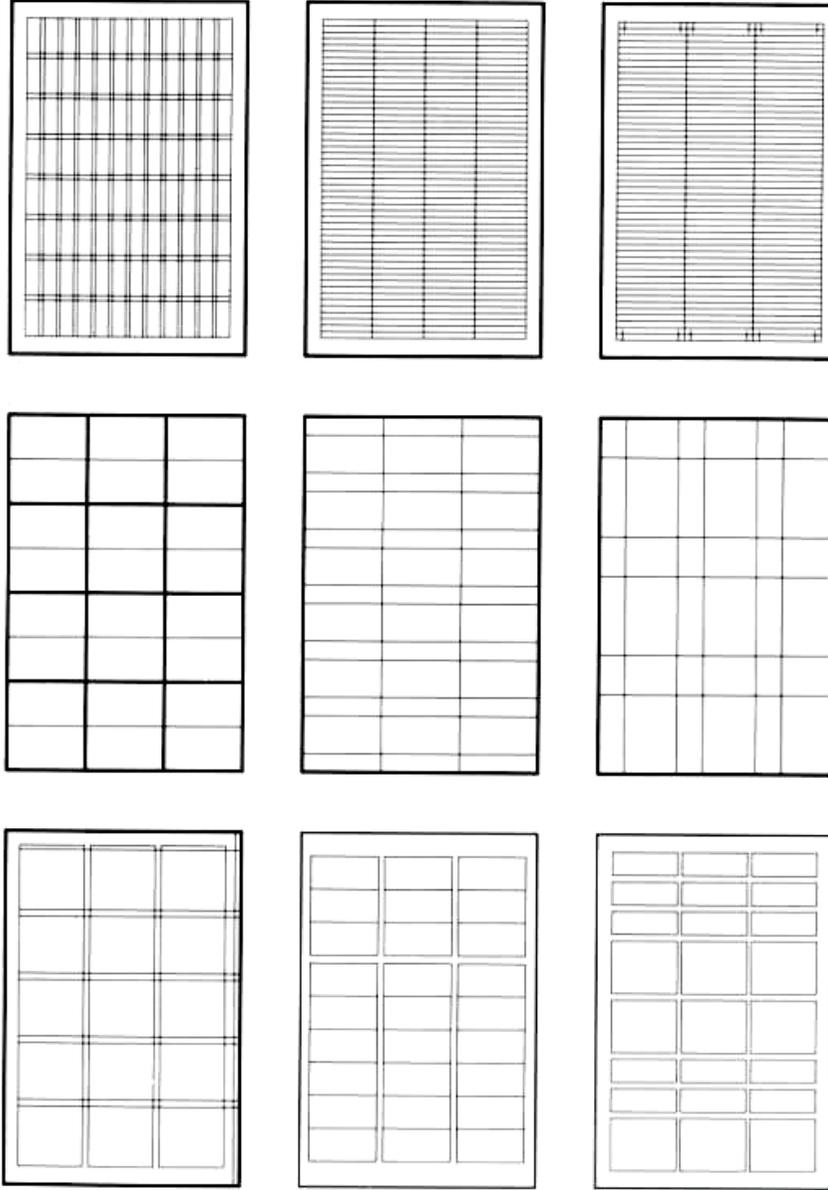
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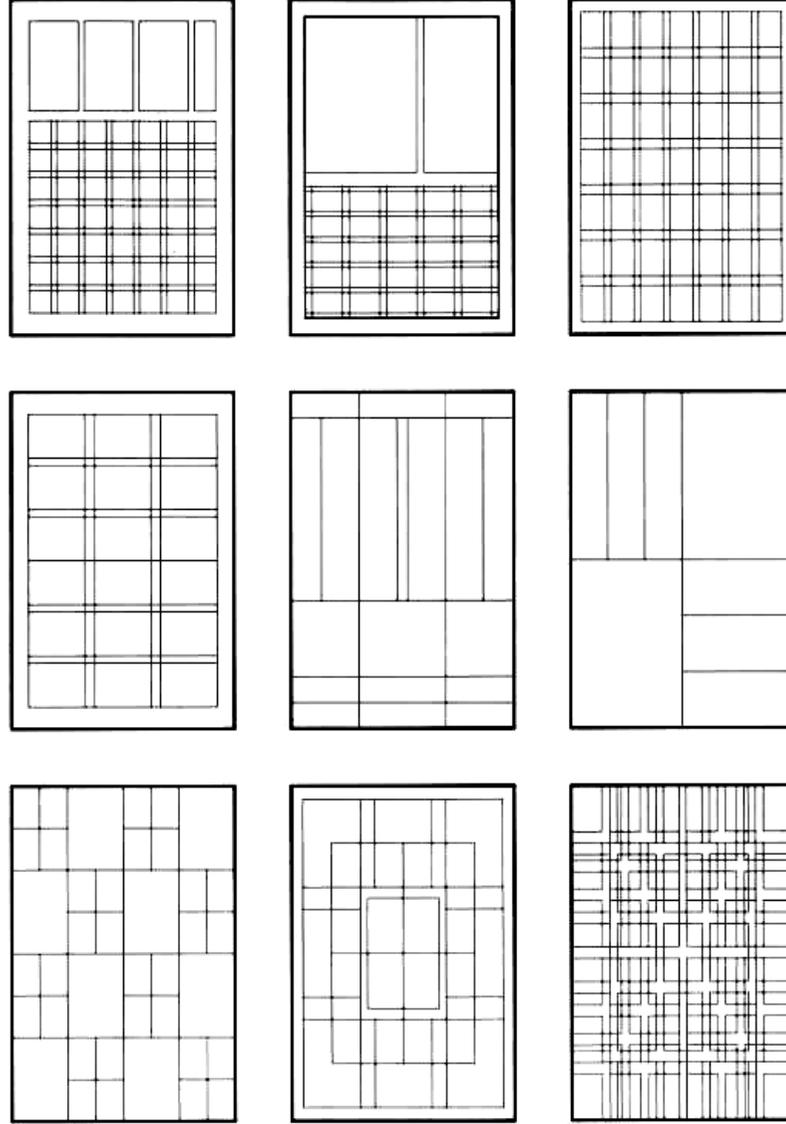
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grid structures

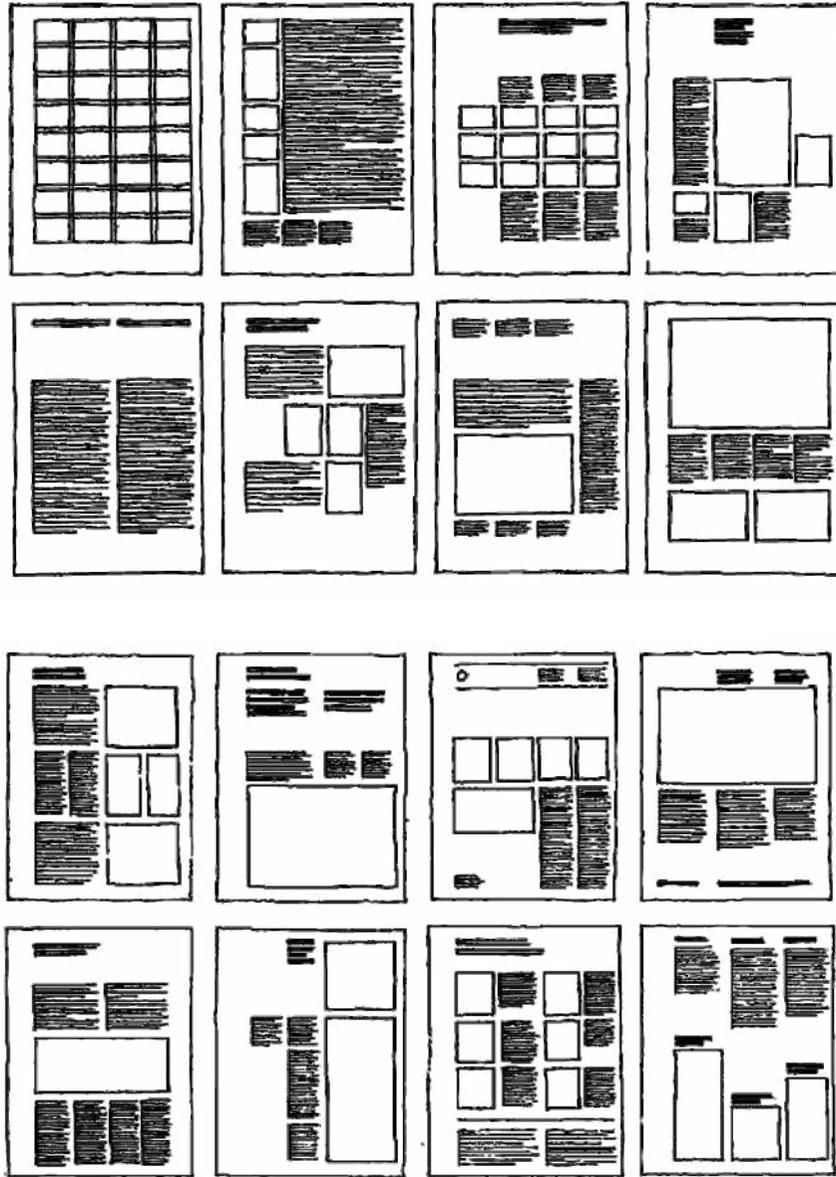


# Advance Typography

## grid structures



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business Feature

## The business of GOING GREEN

ACROSS THE WORLD, THE NEED TO SUPPORT BURGEONING POPULATIONS AND DEVELOPMENT WHILE LIMITING ADVERSE IMPACTS ON THE ENVIRONMENT HAS BEGUN DRIVING A PARADIGM SHIFT IN POLICY AND INVESTMENT, BUSINESS EDITOR SAFUR RAHMAN WRITES

**W**hether it's a new wave of sustainable energy, or a new wave of green buildings, or a new wave of green cars, the world is beginning to see a shift in the way we think about business. The world is beginning to see a shift in the way we think about business. The world is beginning to see a shift in the way we think about business.

**\$243b** global clean energy investment in 2009

**\$186b** global clean energy investment in 2008

**\$94.4b** clean energy investment in 2008, in 2009

**INITIATIVES ENVIAGE SUSTAINABLE ENVIRONMENT TO SUPPORT LONG-TERM GROWTH**

Businesses are beginning to see a shift in the way they think about business. The world is beginning to see a shift in the way we think about business. The world is beginning to see a shift in the way we think about business.

EXORA LIFE & STYLE

DO VITAMIN SUPPLEMENTS REALLY WORK?

## SIZING UP CONSCIOUSNESS BY ITS BITS

Researcher says it could be better for our health consciousness in early in 2009

**O**ur health consciousness is beginning to see a shift in the way we think about business. The world is beginning to see a shift in the way we think about business. The world is beginning to see a shift in the way we think about business.

**“**It has to be said that our health consciousness is beginning to see a shift in the way we think about business. The world is beginning to see a shift in the way we think about business. The world is beginning to see a shift in the way we think about business.



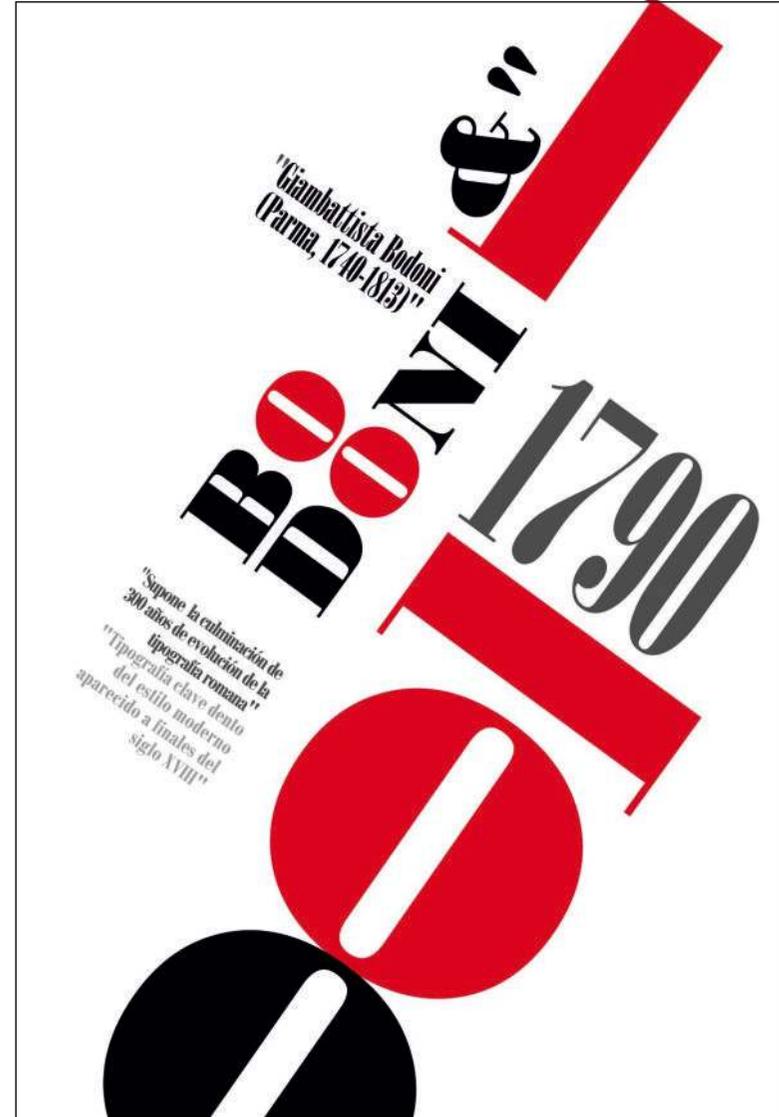
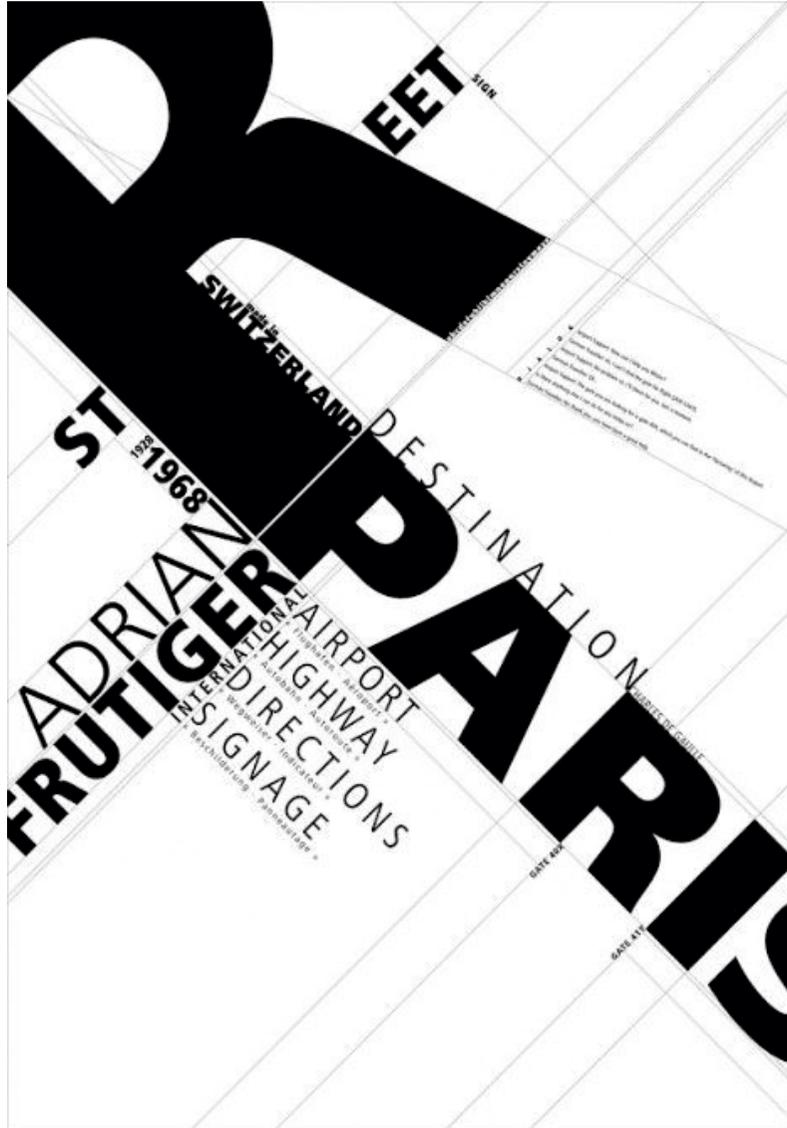
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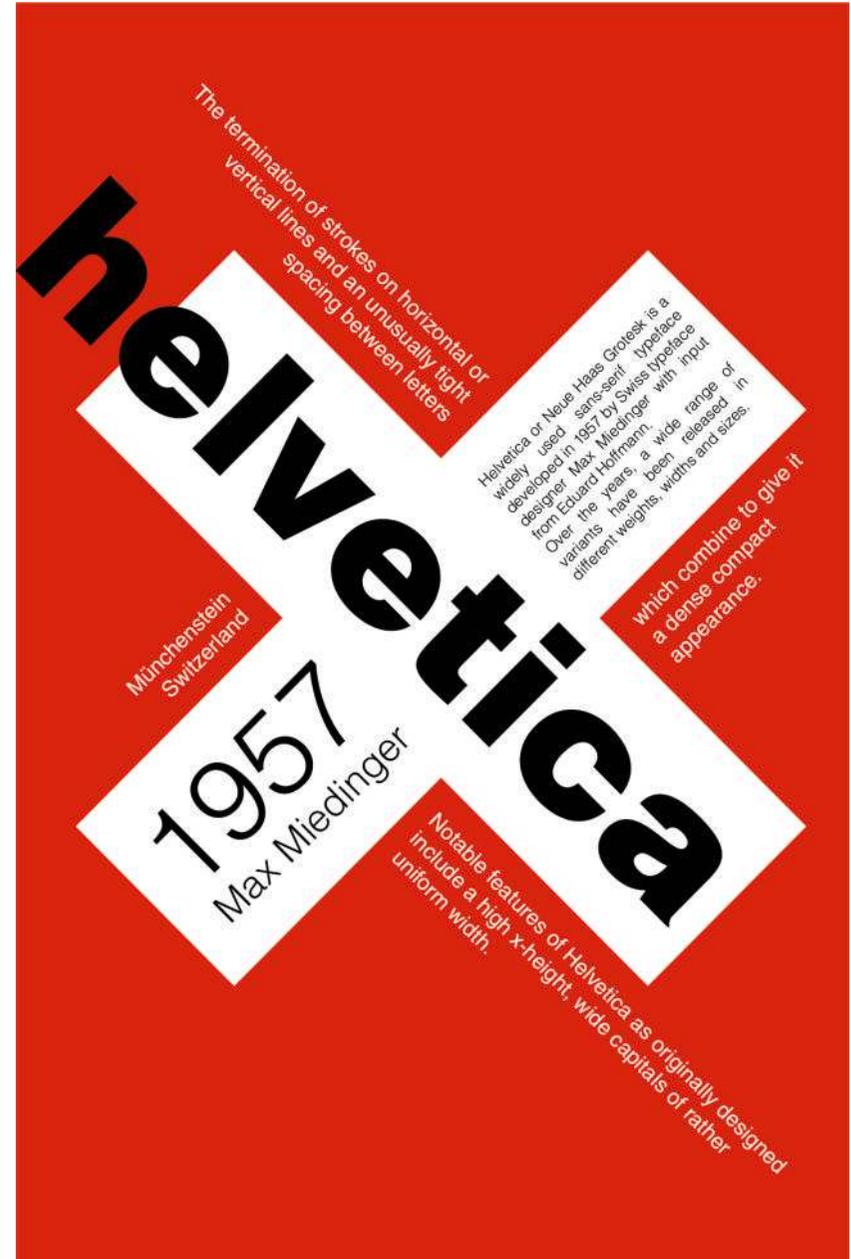
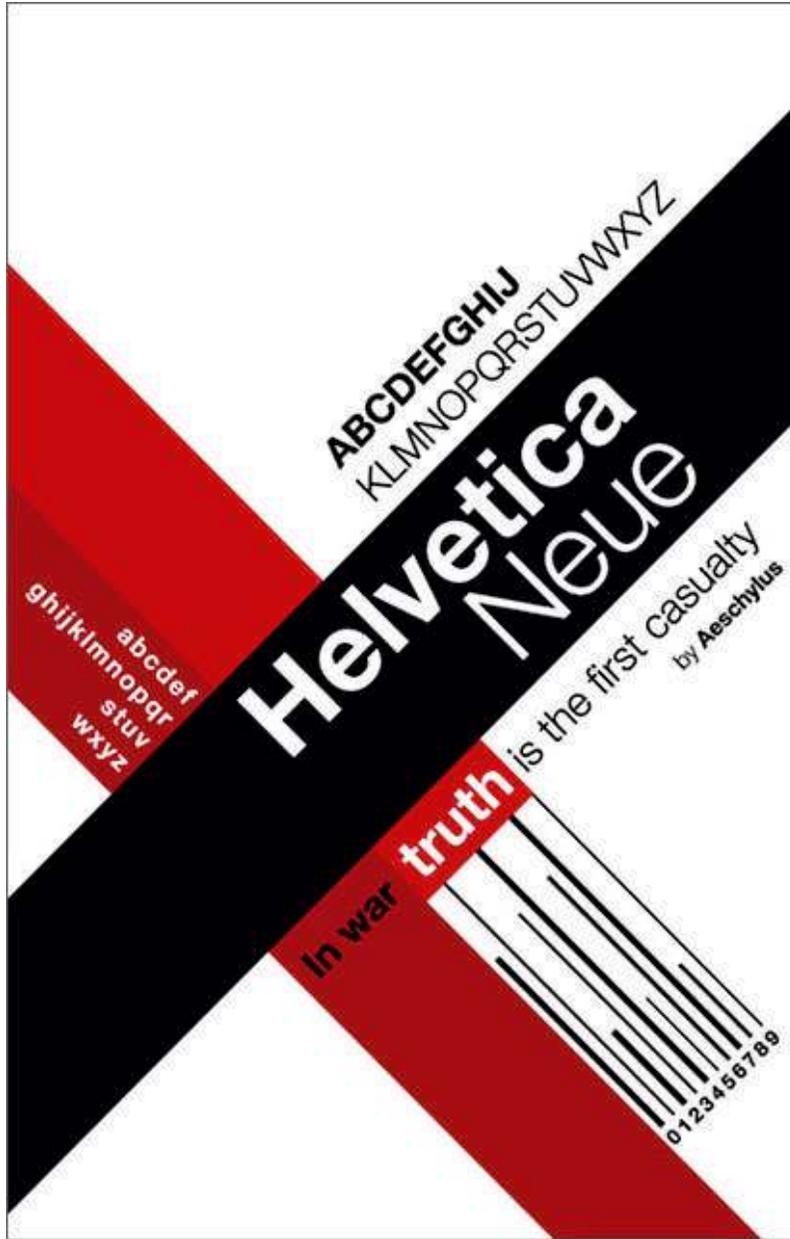




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