

8. Typography

Synopsis

This module introduces calligraphy, the basic principles of typography, and applications of typography.

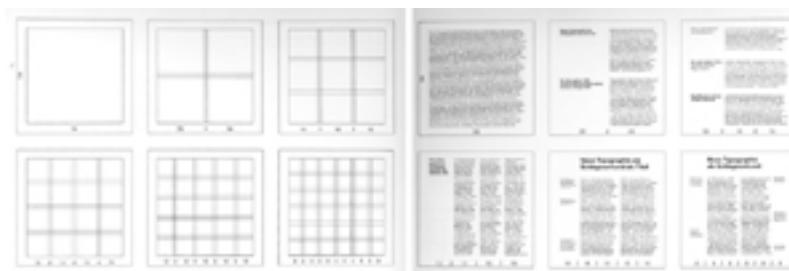
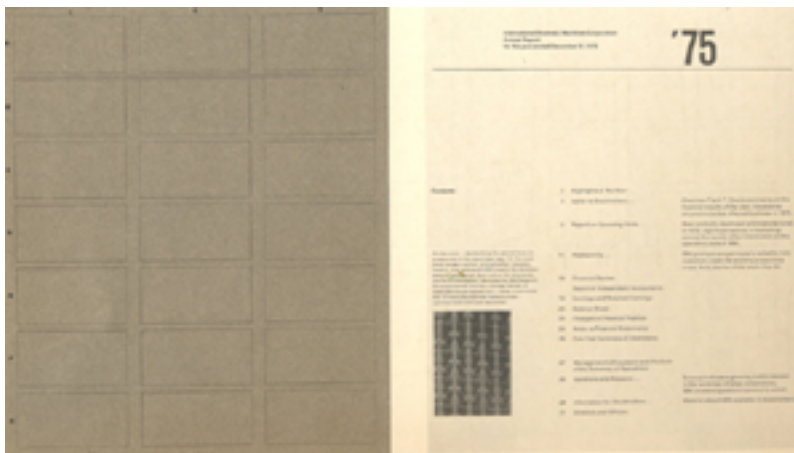
Lectures

- 8.1 Calligraphy
- 8.2 Basic Principles of Typography
- 8.3 Typography Applications

8.3 Typography Applications

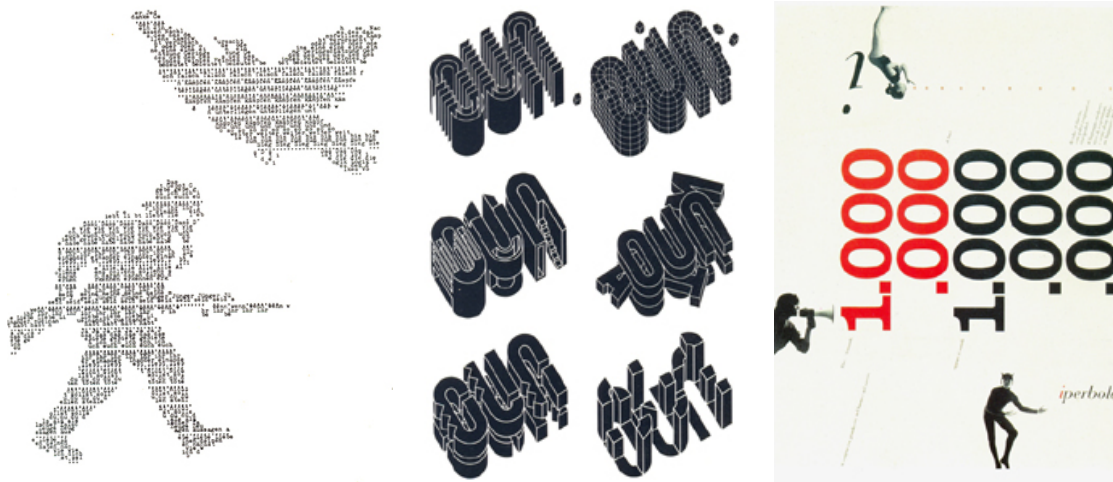
Grids and Layout

A grid is an underlying structure of rows and columns that helps in bringing a sense of order in the layout.

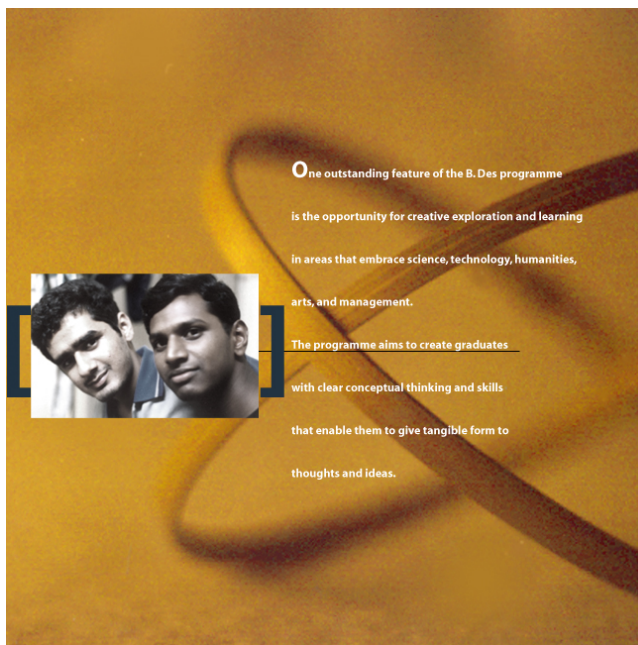
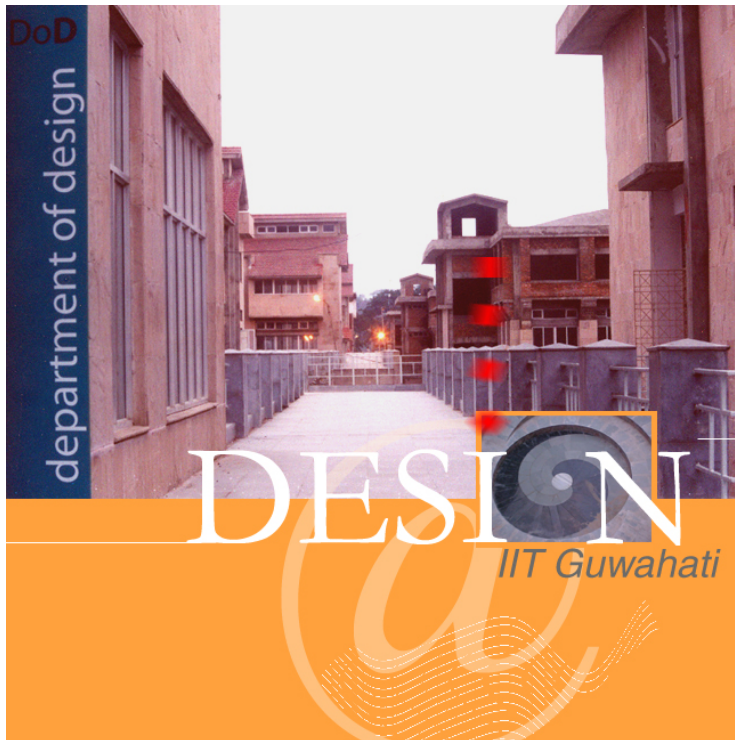


Approaches to typography

This section provides an exposure to different typographic layouts and the work of some eminent typographers.







References

The Elements of Typographic Style, Bringhurst Robert, Hartley and Marks, 1996
Basic Typography: Design with Letters. Rüegg Ruedi, Van Nostrand Reinhold, 1989

Exercises