



VALUE ADDED COURSE

Swarrnim Institute of Design

Branch: Bachelor of Graphic design

YEAR: 2020-2021



SWARRNIM
STARTUP & INNOVATION
UNIVERSITY
WHERE IDEAS COME ALIVE.

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Kalol Highway, Gandhinagar, Gujarat - 382422.

Course Title: Typography and Advanced Layout Design

Course Code : VACTALD

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|-------------------|-----------------------------|----------------|-----|
| PROGRAMME: | Bachelors of Graphic design | Branch: | All |
|-------------------|-----------------------------|----------------|-----|

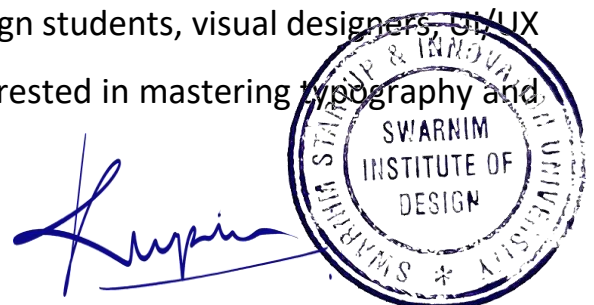
Hours: 30 hrs

Course Overview: The "Typography and Advanced Layout Design" course is structured to provide students and professionals with a thorough understanding of typography and its role in creating visually compelling and effective layouts. This 30-hour course focuses on the principles of typography, the art of arranging type, and the advanced techniques in layout design that are essential for creating professional-grade graphic designs, publications, and digital interfaces.

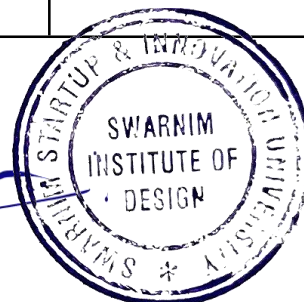
Course Objectives:

- To introduce the fundamental principles of typography and type design.
- To explore advanced techniques in layout design for print and digital media.
- To develop the ability to create visually appealing and readable compositions.
- To understand the psychological impact of typography and layout choices on the audience.
- To enhance practical skills in using design software for typography and layout.

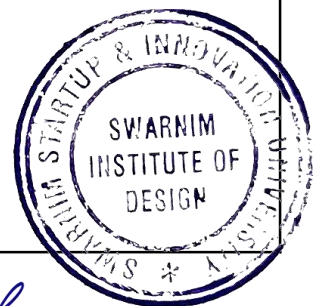
Target Audience: This course is ideal for graphic design students, visual designers, UI/UX designers, marketing professionals, and anyone interested in mastering typography and layout design.



| Course outline | | |
|----------------|---|-------------|
| Sr. No | Content | Total hours |
| 1. | Module 1: Introduction to Typography (5 hours) <ul style="list-style-type: none"> History and evolution of typography Anatomy of type: understanding typefaces and fonts Typographic classifications and styles Key principles of typography: hierarchy, spacing, alignment, and contrast The psychology of type: how typography influences perception | 05 |
| 2. | Module 2: Typeface Selection and Pairing <ul style="list-style-type: none"> Choosing the right typeface for different design contexts Typeface pairing: combining fonts effectively Readability and legibility in type selection Custom type design and creating unique typefaces Case studies of successful typographic designs | 05 |
| 3. | Module 3: Fundamentals of Layout Design <ul style="list-style-type: none"> Principles of layout design: balance, alignment, proximity, and repetition Grids and guides: creating structured and organized layouts Understanding white space and its role in design Creating dynamic compositions with type and images Hands-on exercises in layout design for print and digital media | 06 |

| Course outline | | |
|----------------|---|-------------|
| Sr. No | Content | Total hours |
| 4. | Module 4: Animation Techniques and Effects <ul style="list-style-type: none"> Advanced animation techniques: motion paths, parenting, and expressions Creating 2D and 3D animations: working with shapes, solids, and cameras Using effects and presets to enhance motion graphics Rotoscoping and compositing techniques for seamless integration of elements | 06 |
| 5. | Module 5: Storytelling and Concept Development <ul style="list-style-type: none"> The importance of storytelling in motion graphics and animation Developing concepts and scripts for animated content Storyboarding and animatics: planning the visual narrative Collaborating with clients and stakeholders to refine concepts | 04 |
| 6. | Module 6: Final Project and Production Workflow (5 hours) <ul style="list-style-type: none"> Workflow from concept to final production: organization and efficiency Rendering and exporting animations for various platforms (web, social media, film) Project development: creating a final motion graphics piece Final project presentation and critique | 05 |



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Teaching Methodology:

- Interactive lectures and software demonstrations
- Hands-on workshops in motion graphics and animation
- Creative exercises to develop design and animation skills
- Group discussions and collaborative project work
- Review and critique sessions to refine projects

Learning Outcomes: By the end of the course, participants will be able to:

- Demonstrate a solid understanding of the principles of animation and motion graphics.
- Use industry-standard software to create professional-quality motion graphics.
- Apply design principles to create visually engaging and effective animations.
- Develop and produce animated content from concept to final output.
- Communicate ideas effectively through motion graphics and animation.

Assessment:

- Quizzes and assignments to evaluate understanding of theoretical concepts
- Practical exercises in motion graphics and animation
- Final project involving the creation of a complete motion graphics piece
- Presentation and critique of the final project

Certification: Participants who successfully complete the course requirements will receive a certificate of completion in Motion Graphics and Animation.

