

AMPT03 TECHNOLOGY OF TYPOGRAPHY & TYPESETTING

1. Definition, concept and scope
2. Printing type, definition, it's two-dimensional and three-dimensional concept.
3. Dimensions of printing types.
4. Printers Measurement and Systems: Point System, other units of measurements and application.
5. Physical structures of printing types, their characteristics.
6. Design featur and design principles of printing types, fundamental and finishing strokes of types.
7. Classification of printing types based on serifs, point sizes, cases, faces, series, families, etc.
8. Identification of printing types, principles of size and design identification. 9. Suitability of different types for different processes and publications.
9. Calculations relating to type sizes and dimensions of printing pages.
10. A brief account of the work and role of the type-setting department within a printing press. The transformation from hand-setting to phototype-setting.
11. House Style, Good and bad copy; methods of casting off; methods of copy mark-up and copy preparation procedures Reader's marks; word breaks; proofing stages.
12. Composing Tools and Equipment, Basic composing tools for hand composition, spacing material; locking- up devices; proofing presses, kinds of rules.
13. Imposition, Sheetwork, Half-sheet work, Work and tumble & Work and twist. The regular schemes up to 32 pages (upright and landscape).
14. Planning of composition department, Floor plan and arrangement of equipment.

References Books:

1. Theory & practice of composition By A.C. Goel
2. Composing & typography Today By B.D. Mehendirutta.
3. Letter Press Printing Part 1, 2, By C.S. Mishra