



UNIVERSITI TEKNOLOGI MARA

PSY543: PSYCHOLOGY OF ART AND DESIGN

Course Name (English)	PSYCHOLOGY OF ART AND DESIGN APPROVED		
Course Code	PSY543		
MQF Credit	2		
Course Description	This subject expose to the students the concept, approaches and basic theory of psychology that is related to art and design. The discussion covers the topics of self-knowledge, awareness, memory, perception, emotion, color, motivation and culture. Understanding the Self in learning self-awareness is pertinent for them to be more sensitive to environment and people, thus developing the students to cultivate good attitude by identifying strengths and weaknesses in personality and be well versed with their audience when communicating through art and design. This subject emphasizes on the power of imagination and visualization in the context of enhancing memory, thus stimulates th students to be more critical and creative in their thinking. This subject also discuss art and design as a therapy in relation to human needs.		
Transferable Skills	The student should be able to: 1. Define the knowledge of psychology and its basic concept 2. Apply the knowledge of psychology in communicating through art and design 3. Report the awareness of relationship between psychology and art & design 4. Analyze the application of psychology in art and design		
Teaching Methodologies	Lectures, Tutorial, Discussion		
CLO	CLO1 Define and apply the knowledge of psychology in communicating through art and design CLO2 Report the awareness of relationship between psychology and art & design CLO3 Analyze the application of psychology in art and design		
Pre-Requisite Courses	No course recommendations		
Reading List	<table border="1"><tr><td>Reference Book Resources</td><td><ul style="list-style-type: none">• Amer Shakir Zainol, Mohamad Khalil Amran, Wan 2010, <i>Psikologi Seni & Seni Reka: Satu Pendahuluan</i>, Ed., , [ISBN:]• Burger, J.M 2008, <i>Personality</i>, 7 Ed., , Belmont, CA: Thomson/Wadsworth [ISBN:]• Ian, R. & Cary, C 2008, <i>Organizational and work Psychology: Topic In</i>, Ed., , USA: Oxford University Press [ISBN:]• Malchiodi, C.A 2003, <i>Handbook of art therapy</i>, 3 Ed., , New York: Guilford Press</td></tr></table>	Reference Book Resources	<ul style="list-style-type: none">• Amer Shakir Zainol, Mohamad Khalil Amran, Wan 2010, <i>Psikologi Seni & Seni Reka: Satu Pendahuluan</i>, Ed., , [ISBN:]• Burger, J.M 2008, <i>Personality</i>, 7 Ed., , Belmont, CA: Thomson/Wadsworth [ISBN:]• Ian, R. & Cary, C 2008, <i>Organizational and work Psychology: Topic In</i>, Ed., , USA: Oxford University Press [ISBN:]• Malchiodi, C.A 2003, <i>Handbook of art therapy</i>, 3 Ed., , New York: Guilford Press
Reference Book Resources	<ul style="list-style-type: none">• Amer Shakir Zainol, Mohamad Khalil Amran, Wan 2010, <i>Psikologi Seni & Seni Reka: Satu Pendahuluan</i>, Ed., , [ISBN:]• Burger, J.M 2008, <i>Personality</i>, 7 Ed., , Belmont, CA: Thomson/Wadsworth [ISBN:]• Ian, R. & Cary, C 2008, <i>Organizational and work Psychology: Topic In</i>, Ed., , USA: Oxford University Press [ISBN:]• Malchiodi, C.A 2003, <i>Handbook of art therapy</i>, 3 Ed., , New York: Guilford Press		
Article/Paper List	This Course does not have any article/paper resources		
Other References	This Course does not have any other resources		

