UNIVERSITI TEKNOLOGI MARA

ADS690: ART AND DESIGN SEMINAR

Course Name (English)	ART AND DESIGN SEMINAR APPROVED
Course Code	ADS690

MQF Credit	2

Course Description	This course is designed to enhance student's employability skills in order to prepare them for the industry. Students are prepared for career readiness with employability skills that are often intergraded between academic and technical skill to build and maintain a successful in industry. It will provide student with the guideline and time to create advanced digital portfolio as a preparation for their future career (employment purposes), where its concentrate on preparing the Artist/Designer's Portfolio. They will learn to build their confidence by defining their self-image with the knowledge of personal grooming, standard social conduct and ethics. Hence, systematic efforts should be made to develop soft skills during the studies. Positive attitudes have to be developed in the students by properly guiding them and setting up examples of good attitudes by demonstrated behaviors. Some important soft skills / core competencies to be developed are: individual behavior, interpersonal behavior, intellectual behavior, motivation behavior and managerial behavior will be discussed to further exposed students with sufficient information beforehand. As the time move on through the final semester, the entire ongoing final degree project will be added to complete the Artist/Designer's Portfolio. This course can guide the student in organizing a professional portfolio and using it as a tool in career development. The evaluation and demonstration of portfolio presentation methods are depending on the student's specific area of study.

Transferable Skills	Visual & Verbal Presentation

Teaching Methodologies	Lectures, Seminar/Colloquium, Tutorial, Discussion, Small Group Sessions

CLO		
	CLO1	Discuss informative data describing their work and personal strength, verbally or visually with relevant references.
	CLO2	Demonstrate personal branding, grooming, standard social code of conduct and etiquette in projecting leadership, positive self-image and winning personality.
	CLO3	Explain Artist/Designer's Portfolio professionally according to the industry requirements in relevant employment.
	CLO4	Present Artist/Designer's Portfolio professionally in digital and printed format, with relevant skills and knowledge according to the chosen career path.

Pre-Requisite Courses	No course recommendations

Topics
1. Introduction to the course 1.1) Course Learning Outcomes 1.2) Portfolio Design Project Brief 1.3) Course Assessment Plan and Rubric
2. Employment preparation 2.1) CV writing 2.2) Application form 2.3) Presentation skills 2.4) Interview techniques

3. Communication Skills
3.1) Communication and it's important
3.2) Type of communication – verbal, nonverbal, e-mail, written and talking
3.3) Effective Verbal and written communication skills
3.4) Persuasive Speaking, Challenges, and Designs
3.5) Persuasion, Evidence Proof, and Argument

4. Personal Branding and Grooming
4.1) Character Building
4.2) Winning Personality
4.3) Personal Values
4.4) Social Etiquette
4.5) Attire Formal – Corporate / Business

5. Designer's Portfolio
5.1) Type of portfolio
5.2) Portfolio contents
5.3) Industry standards for portfolios
5.4) Marketing Strategy / Selling yourself
5.5) Time management and multitasking

6. Portfolio Development
6.1) The component of portfolio
6.2) The compilation of document and evidence
6.3) Resume/CV Design
6.4) Design interface of Portfolio
6.5) Employer's need
6.6) Product Branding & Identity
6.7) Advertising & Promotion

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	Group Presentation	30%	CLO1
	Individual Project	Individual Presentation	30%	CLO3
	Presentation	Portfolio Presentation	20%	CLO2
	Presentation	Portfolio Presentation	20%	CLO4

Reading List	Reference Book Resources	• **Amina Horozic 2014, *Breaking in: Over 100 Product Designers Reveal How to Build A Portfolio That Will Get You Hired*, Tuk Tuk Press United States [ISBN: 10: 098366431]** • **Hilary Collins 2010, *Creative Research: The Theory and Practice of Research for The Creative Industries*, AVA Publishing [ISBN: 10: 294041108]** • **David W. G. Hind, Stuart Moss 2005, *Employability Skills*, Business Education Publishers [ISBN: 9781901888409]** • **Danielle Currier, *No Plastic Sleeves: Portfolio And Self-Promotion Guide For Photographers And Designers*, Taylor & Francis LTD United Kingdom [ISBN: 10: 024081090]** • **Frances Trought 2011, *Brilliant Employability Skills*, Prentice Hall [ISBN: 9780273749936]** • **James Schofield 2014, *Presentation Skills in 7 simple steps*, HarperCollins UK [ISBN: 9780007556809]** • **Theo Theobald 2013, *Creating Success : Develop Your Presentation Skills*, Kogan Page Ltd. [ISBN: 10: 074946702]**
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	