



**UNIVERSITI TEKNOLOGI MARA**

**CDT303: COMMERCIAL CERAMIC**

<b>Course Name (English)</b>	COMMERCIAL CERAMIC <b>APPROVED</b>
<b>Course Code</b>	CDT303
<b>MQF Credit</b>	3
<b>Course Description</b>	The course focuses on the basic aspects that are related to commercialization in the ceramic market. Students will be exposed to the basics of commercial product aspects such as product marketing study, product promotion and production value. An academic visit is required to enhance the students' commercialization knowledge on ceramic products.
<b>Transferable Skills</b>	1. Basic entrepreneurship in ceramic. 2. Knowledge and skill in drawing and ceramic process 3. Computer-aided design skill
<b>Teaching Methodologies</b>	Lectures, Studio, Discussion, Presentation, Small Group Sessions
<b>CLO</b>	CLO1 Build the basic commercialization concepts in enhancing practice skill on ceramic production. (P3) CLO2 Employ the problem-solving method with scientific skill through product marketing study, product promotion, and production value for achieving a quality ceramics design. (C3) CLO3 Demonstrate the management and entrepreneurial skill in production ceramic based on current commercialization aspects (A3)
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Topic 1: Introduction to Ceramic Commercial</b> 1.1) Ceramic product in the current market 1.2) Project Theme and Brief 1.3) Setting up a Studio	
<b>2. Topic 2: Product Invention and Innovation (Product Potentiality &amp; Innovation)</b> 2.1) Established products in the market (innovation product) 2.2) Product Presentation and Accessories	
<b>3. Topic 2: Product Invention and Innovation (Product Value)</b> 3.1) Ideation 3.2) New Product development 3.3) Sketching of Ideas and Working Drawing 3.4) Critic Session	
<b>4. Topic 3: Product Marketing Study (Product Research)</b> 4.1) Mockup or Prototype 4.2) Development Product Ideation 4.3) Type of Product	
<b>5. Topic 3: Product Marketing Study (Design Shape, Form &amp; Functionality)</b> 5.1) Trending Product Study; Subject, Form and Function	
<b>6. Topic 3: Product Marketing Study (Physical Aspect and Popularity)</b> 6.1) Graphical Material (Logo, Label, Packaging and Other Accessories) 6.2) Design Portfolio and Research 6.3) Commercial ceramic Product Presentation	
<b>7. Academic Visit</b> 7.1) Market Study and Product Survey in the established outlets	

<b>8. Topic 4: Ceramic Form &amp; Function (Product Development and Comparability)</b> 8.1) Traditional and contemporary form and function as the product development references
<b>9. Topic 5: Product Value (Production and Market Value)</b> 9.1) Product measurement and calculation. 9.2) Product features and technical
<b>10. Topic 5: Product Value (Continue)</b> 10.1) Product Calculation and Market Price
<b>11. Topic 6: Studio Project (Studio Process)</b> 11.1) Design Analysis (Technical process) 11.2) Form Development
<b>12. Topic 6: Studio Project (Studio Development)</b> 12.1) Prototype development 12.2) Design Critics
<b>13. Topic 6: Studio Project (Design Portfolio and Research Documentation)</b> 13.1) Prototype Analysis 13.2) Design Critics
<b>14. Topic 6: Studio Project (Commercial Product Presentation)</b> 14.1) Product Development 14.2) Finishing

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Final Project	Commercial Potential Design	5%	CLO3
	Final Project	Final Drawing	5%	CLO3
	Final Project	Commitment and Discussion	5%	CLO3
	Final Project	Report Writing	5%	CLO3
	Final Project	Design Portfolio Compilation	10%	CLO3
	Final Project	Workmanship	10%	CLO3
	Final Project	3D Form Development (Series of Prototype)	10%	CLO3
	Final Project	Final Form Display and Presentation	10%	CLO3
	Presentation	Mood Board	5%	CLO1
	Presentation	Research Idea	5%	CLO1
	Visual Assessment	Drawing Idea	10%	CLO2
	Visual Assessment	Design Concept (Detailing and Information)	10%	CLO2
	Visual Assessment	Design Skill and Accuracy	10%	CLO2

Reading List	Reference Book Resources	<ul style="list-style-type: none"> <li>• Jo Connell 2002, <i>The Potter's Guide to Ceramic Surfaces</i>, Krause Publication USA</li> <li>• Duncan Hoosan, Anthony Quinn 2012, <i>The Workshop Guide to Ceramics</i>, Quarto Publishing United Kingdom</li> <li>• Ghazali Daimin, Azhar Abdul Jamil, Mohd Hafizul Idham 2012, <i>Panduan Asas Perniagaan Dalam Industri Seni Reka Grafik</i>, Universiti Teknologi MARA Press Shah Alam</li> <li>• MEDEC 1990, <i>Asas Keusahawanan</i>, Institut Teknologi MARA Shah Alam</li> <li>• Susan Peterson 1992, <i>The Art and Craft of Clay</i>, Prentice Hall New Jersey</li> <li>• Dale Swant 1994, <i>How to Make Money in Your Ceramic Business</i>, Scott Publication USA</li> <li>• Peters, Paula 2009, <i>The Ultimate Marketing Toolkit</i>, Second Ed., Adams Business Massachusetts</li> <li>• Parrish DuDell, Michael 2013, <i>Shark Tank; Jump Start Your Business</i>, Hyperion New York</li> </ul>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	