UNIVERSITI TEKNOLOGI MARA

DTC766: CERAMIC DESIGN

Course Name (English)	CERAMIC DESIGN APPROVED
Course Code	DTC766
MQF Credit	4
Course Description	This course focuses on the individual projects through experimentation, exploration, discovery materials, process and technology towards the production of new products with primary focus given to the aspect of understanding and rational design of ergonomic and user requirements. Research involves marketing trends, technology, culture and production constraints encouraging flexible attitude and awareness of design, as well as developing wider applications in the general methodology. Recent advances in prototyping technologies provide designers with more direct means for transforming concepts into physical form. This shift in the relationship of the `one-off' to the `multiple' creates space for a high level of formal experimentation and material investigation. Due to the high degree of technical learning required for the successful creation of prototypes, the design projects will primarily be collaborative with the real industries.
Transferable Skills	Demonstratethe ability to dream, imagine and visualize
Teaching Methodologies	Lectures, Studio, Field Trip, Discussion, Presentation, Workshop, Journal/Article Critique
CLO	CLO1 At the end of the course, students should be able to: 1. integrate the intellectual capabilities and organize design based on industrial ceramic practices on par with the thinking of scholars hypothesis (C5,P5,A4) 2. categories and make manipulate the design process that relate with the industrial and consumer needs. (C5,P5,A4) 3. sketch and propose ideas professionally complete with technological developments. (C5,P5,A4)
Pre-Requisite Courses	No course recommendations

Topics
1. 1. Study design: collect information, problem and issues through resea 1.1) 1.1. Data collection 1.2) 1.2. Product design bench marking 1.3) 1.3. Market requirement
2. 2. Form & Design concept generation on individual research ideas (desi 2.1) 2.1. Research & Development 2.2) 2.2. Ideation and working drawing 2.3) 2.3. Proportion 2.4) 2.4. Volume 2.5) 2.5. Lexicon of form
3. 3. Study design in 3D drawing and exploration of materials and techniq 3.1) 3.1. Design structure and technical drawing 3.2) 3.2. 2D to 3D prototyping
4. 4. Practical Study: Making products in line with the rational analysis 4.1) 4.1. Design 4.2) 4.2. Ergonomics 4.3) 4.3. Trend 4.4) 4.4. New Technology 4.5) 4.5. Production Constraints
5. 5. Focus on the perfection of products and the final presentation. 5.1) 5.1. Product inspections 5.2) 5.2. Product promotion by designers proposals

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment

Assessment Type	Assessment Description	% of Total Mark	CLO
Portfolio/Log Book	Project Proposal Resource, Analysis & Design	30%	CLO1
Presentation	Design Concept Design Development, Prototype & Production	30%	CLO1

Reading List

Recommended Text

- **Richard Zakin, *Ceramics: Mastering the Craft*, 2 Ed., 16 [ISBN: 978-0-87341-8]**
- **Anderson Turner 2001, *Creative Ideas for Clay Artists A Collection of Articles from Ceramics Monthly*, 1 Ed., 3, The American Ceramic Society Ohio [ISBN: 978-1-57498-1]**
- **Janet Mansfield, *Ceramics in the Environment*, Australia [ISBN: 978-1-57498-2]**

Article/Paper List: This Course does not have any article/paper resources

Other References: This Course does not have any other resources