



**UNIVERSITI TEKNOLOGI MARA**

**EAD214: PRESENTATION SKETCHING**

<b>Course Name (English)</b>	PRESENTATION SKETCHING <b>APPROVED</b>
<b>Course Code</b>	EAD214
<b>MQF Credit</b>	2
<b>Course Description</b>	This course allows students to be involved in the effective skills by using the relevant media and techniques which can produce a quality design in Industrial Design sketching. The course will share the definitions of all important element: Apply the understanding of theory and the underlying principles of visual and verbal communication in art and design disciplines. The student can jot down his or her ideas to a sketch by presentation sketching.
<b>Transferable Skills</b>	Apply the relevant media techniques and method of presentation sketching of industrial design
<b>Teaching Methodologies</b>	Lectures, Studio, Demonstrations
<b>CLO</b>	<p>CLO1 Produce quality Industrial Design sketching and practice the techniques of perspective drawing.</p> <p>CLO2 Apply the relevant media techniques and method of presentation sketching of industrial design.</p> <p>CLO3 Explain and differentiate the use of tools and media in sketching techniques of industrial design.</p>
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. INTRODUCTION TO PRESENTATION SKETCHING</b>	
1.1) Lecture Synopsis: 1.2) • Briefing on schedule & 1.3) learning plan 1.4) • Topic Introduction 1.5) (Presentation Sketching) 1.6) • Materials Information 1.7) • Books & references 1.8) • Lecture and presenting 1.9) sample of works (Slide 1.10) Presentation)	
<b>2. PERSPECTIVE DRAWING</b>	
2.1) Lecture Synopsis: 2.2) • 1 point/2 point/3 point 2.3) perspective drawing 2.4) • Eye level view/ Bird's eye 2.5) view/ Worm's eye view	
<b>3. ELEMENTARY SHAPE AND SHADING I</b>	
3.1) Lecture Synopsis: 3.2) • Block shape 3.3) • Cylinders, spheres and 3.4) cones 3.5) • Ellipse 3.6) • hatching/shading technique	
<b>4. ELEMENTARY SHAPE AND SHADING II</b>	
4.1) Lecture Synopsis: 4.2) • Shape Combinations 4.3) • hatching/shading technique	

<p><b>5. ELEMENTARY SHAPE AND SHADING III 5 Lecture Synopsis: • Shape Combinati</b></p> <p>5.1) Lecture Synopsis:  5.2) • Shape Combinations  5.3) • shading technique with Cool  5.4) Grey Marker</p>
<p><b>6. ELEMENTARY SHAPE AND SHADING IV</b></p> <p>6.1) Lecture Synopsis:  6.2) • Joining cylinders  6.3) • Tubes with curvature  6.4) • Rounding/Singular Rounding  6.5) • Multiple Rounding  6.6) • Cool Grey and</p>
<p><b>7. PLANES / CROSS SECTIONS I</b></p> <p>7.1) Lecture Synopsis:  7.2) • Curving a surface  7.3) • Cross-section a volume  7.4) • Drawing curved shape  7.5) • Cool Grey and</p>
<p><b>8. PLANES / CROSS SECTIONS II</b></p> <p>8.1) Lecture Synopsis:  8.2) • Ideation  8.3) • Exploded view  8.4) • Cool Grey and</p>
<p><b>9. PLANES / CROSS SECTIONS III</b></p> <p>9.1) Lecture Synopsis:  9.2) • Cut-away  9.3) • Ghosting  9.4) • Instructional Drawing  9.5) • Cool Grey and</p>
<p><b>10. PLANES / CROSS SECTIONS IV</b></p> <p>10.1) Submission Assignment 3(15%)  10.2) Lecture Synopsis:  10.3) • Blending part of an object  10.4) • Combining pictures and  10.5) drawing  10.6) • Product usage and hand  10.7) posture  10.8) • Cool Grey and Color Marker  10.9) techniques</p>
<p><b>11. SURFACE AND TEXTURE I</b></p> <p>11.1) Lecture Synopsis:  11.2) • Reflections  11.3) • Gloss Plastic  11.4) • Matt Surface  11.5) • Chrome Effect  11.6) • Cool Grey, Color Marker and  11.7) pastel techniques</p>
<p><b>12. SURFACE AND TEXTURE II</b></p> <p>12.1) Lecture Synopsis:  12.2) • Gloss Plastic, Matt Surface  12.3) and Chrome Effect on  12.4) product, furniture and  12.5) transport design  12.6) • Cool Grey, Color Marker</p>
<p><b>13. DRAW A PRODUCT OF CHOICES</b></p> <p>13.1) Lecture Synopsis:  13.2) • Gloss Plastic, Matt Surface  13.3) and Chrome Effect on one  13.4) selected product design  13.5) • Produce a presentation  13.6) background  13.7) • Cool Grey, Color Marker and  13.8) pastel techniques  13.9) • Draw product design</p>

**14. Draw A Product Of Choices**

- 14.1) Lecture Synopsis:
- 14.2) • Gloss Plastic, Matt Surface
- 14.3) and Chrome Effect on one
- 14.4) selected product design
- 14.5) • Produce a presentation
- 14.6) background
- 14.7) • Cool Grey, Color Marker and
- 14.8) pastel techniques

<b>Assessment Breakdown</b>	<b>%</b>
Continuous Assessment	100.00%

<b>Details of Continuous Assessment</b>	<b>Assessment Type</b>	<b>Assessment Description</b>	<b>% of Total Mark</b>	<b>CLO</b>
	Assignment	Line Drawing & Perspective	15%	CLO1
	Assignment	Draw using a ball point pen and color pencil (Freehand) a simple product and apply the Marker techniques	15%	CLO2
	Assignment	Draw using a ball point pen and color pencil (Freehand) a product exploded view and apply the Marker techniques	15%	CLO3
	Assignment	Draw using a ball point pen and color pencil (Freehand) a product usage view and apply the Marker techniques	15%	CLO1
	Final Project	Draw a product of choices	40%	CLO3

<b>Reading List</b>	<b>Recommended Text</b>	• Eissen,K., and Steur,R. 2011, <i>Sketching: Drawing Techniques for Product Designer</i> , BIS Publisher Amsterdam
<b>Article/Paper List</b>	This Course does not have any article/paper resources	
<b>Other References</b>	This Course does not have any other resources	