



UNIVERSITI TEKNOLOGI MARA

ADE533: DESIGN AND VISUAL COMMUNICATION

Course Name (English)	DESIGN AND VISUAL COMMUNICATION APPROVED
Course Code	ADE533
MQF Credit	3
Course Description	Design and Visual Communication addresses the connections between visual perception, cognition, and communication in contemporary Regional society. The course is designed to provide students with an overview of the importance of visual perception to cognition and conceptualization. Student will be introducing to semiotic theory, an examination of media ecology, and understanding of the relationship between visual media and issues of identity, community, and culture. These courses also enhance student critical perspective on the use of Visual Communication in local issues and news media of Corporate Identity. While being introduced to vital theoretical concepts, students should come to a more critical understanding of the role of visual media and technology in contemporary society and the interplay of cultures in Packaging and Advertising
Transferable Skills	Critical and Creative Thinking
Teaching Methodologies	Lectures, Blended Learning, Studio, Demonstrations, Problem Based Learning (PBL), Discussion, Workshop, Industrial Talk
CLO	CLO1 Display skills in making connection by using visual perception and cognition through contemporary and global design CLO2 Accommodate social communication through identity, community, and visual culture media. CLO3 Demonstrate entrepreneurial mindset through corporate identity, packaging and advertising
Pre-Requisite Courses	No course recommendations
Topics	
1. 1. Introduction to Design and Visual Communication 1.1) a. The Need and Importance of Human and Visual Communication 1.2) b. Nature Process of Visual Communication, Functions and Understanding 1.3) c. Levels of Visual Communication 1.4) d. Types of Media in Visual Communication	
2. 2. Introduction To Graphic Design Application 2.1) a. Creative Thinking & Communication Design 2.2) b. Corporate Identity and Design 2.3) c. Corporate Design - Logo 2.4) d. Corporate Design - Packaging, Promote And Advertising	
3. 3. Overview of Packaging 3.1) a. History of Packaging 3.2) b. The Purposes of Packaging and Package Labels 3.3) c. Packaging and Print Technology 3.4) d. Types of Packaging 3.5) e. Types of Packaging Material 3.6) f. Symbols Used on Packages and Labels 3.7) g. Package Development Considerations 3.8) h. Packaging Machines	

4. 4. Promotion and Marketing

- 4.1) a. Definition and Purpose of Promotion
- 4.2) b. Types of Promotion
- 4.3) c. Sale Promotion
- 4.4) d. Consumer Sales Promotion Types
- 4.5) e. Trade Sales Promotion Techniques
- 4.6) f. Retail Mechanics

5. 5. Advertising

- 5.1) a. Definition, Origin and Growth of Advertising
- 5.2) b. Advertising, Public Relations and Propaganda
- 5.3) c. The Roles of Advertising in Branding, Brand Building, Rebranding and Positioning
- 5.4) d. Advertising Theory
- 5.5) e. Nature and Scope of Advertising
- 5.6) f. Functions of Advertising in Social, Communication, Marketing and Economics
- 5.7) g. Target Audience in Advertising
- 5.8) h. Media and Advertising Approaches
- 5.9) i. Ethical Issues in Advertising

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Final Project	Cooperate Design Final Project	40%	CLO3
	Portfolio/Log Book	Research Workbook	40%	CLO1
	Presentation	Individual or Group Presentation	20%	CLO2

Reading List	Recommended Text	Reference Book Resources
	<ul style="list-style-type: none"> • E. B. George & M. A. Belch 2015, <i>Advertising and Promotion: An Integrated Marketing Communications Perspective</i>, 10th Edition Ed., Mc Grow Hill [ISBN: 13: 978-00780] • Airey D. 2014, <i>Logo Design Love: A Guide to Creating Iconic Brand Identities</i>, 2nd Edition Ed., Pearson Education USA [ISBN: 13: 978-03219] • A. H. Dent & Sherr L 2015, <i>Material Innovation: Packaging Design</i>, 1st Edition Ed., Thames & Hudson [ISBN: 13: 978-05002] • Airey D. 2014, <i>Logo Design Love: A Guide to Creating Iconic Brand Identities</i>, 2nd Edition Ed., Pearson Education USA [ISBN: 13: 978-03219] • Rand P 2014, <i>Thoughts on Design</i>, Chronicle Books; Reissue edition [ISBN: 13: 978-08118] • Millman D. 2013, <i>Brand Thinking and Other Noble Pursuits</i>, Allworth Press [ISBN: 13: 978-16215] 	<ul style="list-style-type: none"> • M. Bierut 2015, <i>How to Use Graphic Design to Sell Things, Explain Things, Make Things Look Better, Make People Laugh, Make People Cry, and (Every Once in a While) Change the World</i>, Harper Design [ISBN: 13: 978-00624] • Society for News Design 2015, <i>The Best of News Design 36th Edition (Best of Newspaper Design)</i>, Quarto Publishing Group USA [ISBN: 13:978-163159]

Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources