



## UNIVERSITI TEKNOLOGI MARA

### ADE695: FINAL YEAR PROJECT

<b>Course Name (English)</b>	FINAL YEAR PROJECT <b>APPROVED</b>
<b>Course Code</b>	ADE695
<b>MQF Credit</b>	6
<b>Course Description</b>	This course promotes understanding of design impact on innovation among final year students. It's also designed to give the student communication skills essential to success in their innovative project exhibition/showcase. This course will specifically go over building confidence, self-concept, verbal and non-verbal communication to delivering ideas in innovative design. The exhibition Innovative of Final Year Projects in Art and Seminar/showcase is to prepare the students for Product Design as up-and-coming new designers who have broad knowledge and good character in facing globalization.
<b>Transferable Skills</b>	Critical and Creative Thinking
<b>Teaching Methodologies</b>	Blended Learning, Studio, Seminar/Colloquium, Problem Based Learning (PBL), Discussion, Presentation, Workshop, Problem-based Learning
<b>CLO</b>	CLO1 Integrate ideas and knowledge of research and development related to art education CLO2 Demonstrate effective communication skills through innovative ideas and creative solution in art education CLO3 Accommodate ethical values and professionalism through innovative ideas and creative solution CLO4 Demonstrate managerial and entrepreneurial mind through art exhibition
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Conceptualization and Ideation (translation of Innovative ideas to Real Product)</b> 1.1) N/A	
<b>2. Innovative Design process</b> 2.1) a. Synthesis-Brainstorm/Analyze 2.2) b. Identifying and Defining the Problem 2.3) c. Collecting and Analysing Information 2.4) d. Research 2.5) e. Evaluating and Selecting Appropriate Solutions 2.6) f. Implementing Choices 2.7) g. Evaluation 2.8) h. Feedback 2.9) i. Improve 2.10) j. Design and Development	
<b>3. Exhibition Innovative Project Preparation</b> 3.1) a. Booth Setting and Product Arrangement	
<b>4. Presentation Skill</b> 4.1) a. Definition, Purpose and Type of Oral Presentation 4.2) b. Factor so Be Considered When Preparing Effective Oral Presentations 4.3) c. Organizing Your Oral Presentation	
<b>5. Poster Presentation</b> 5.1) a. Content of the Poster 5.2) b. Originality / Creativity - Novelty and Uniqueness / Creative and Innovative idea 5.3) c. Practicality - Usefulness in solving the problem. 5.4) d. Thoroughness - Level of completeness of the projects	

<b>6. Copyright and Intellectual Property</b> 6.1) N/A
<b>7. Introduction to Arts and Entrepreneurship</b> 7.1) N/A
<b>8. Business Opportunity in Art Based Product Creative Industries</b> 8.1) N/A
<b>9. Business Plan</b> 9.1) N/A

Assessment Breakdown		%	
Continuous Assessment		100.00%	

  

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Final Project	Final Project Exhibition	20%	CLO4
	Portfolio/Log Book	Research Workbook	40%	CLO1
	Presentation	Presenting Final Design Ideation	20%	CLO3
	Seminar	Seminar Presentation	20%	CLO2

  

Reading List	Recommended Text	Reference Book Resources
	<ul style="list-style-type: none"> <li>• Eissen K. &amp; Steur R. 2014, <i>Sketching, Product Design Presentation</i>, BIS Publishers Netherlands [ISBN: 13:978-906369]</li> <li>• Milton A. &amp; Rodgers P 2013, <i>Research Methods for Product Design (Portfolio Skills Product Design)</i>, Laurence King Publishing Ltd London [ISBN: 13:978-178067]</li> </ul>	<ul style="list-style-type: none"> <li>• Karl T. Ulrich &amp; Eppinger S. D 2016, <i>Product Design and Development</i>, 6th Revised edition Ed., Mc Graw Hill Publication [ISBN: 13: 97800780]</li> <li>• Cuffaro D. &amp; Zaksenberg I. 2013, <i>The Industrial Design Reference &amp; Specification Book: Everything Industrial Designers Need to Know Every Day</i>, Quayside Publication Group USA [ISBN: 13: 978-15925]</li> <li>• Milton A. &amp; Rodgers P. 2013, <i>Research Methods for Product Design (Portfolio Skills Product Design)</i>, Laurence King Publishing Ltd London [ISBN: 13: 978-17806]</li> <li>• Parada A 2013, <i>Product Sketches: From Rough to Refined</i>, BIS Publishers Netherlands [ISBN: 13:978-906369]</li> </ul>

  

<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