



UNIVERSITI TEKNOLOGI MARA

PMG416: ART AND DESIGN APPRECIATION

Course Name (English)	ART AND DESIGN APPRECIATION APPROVED
Course Code	PMG416
MQF Credit	3
Course Description	This course introduces the fundamental principles of art and design. Methods involved the student's exploration of the theories of art and design through laboratory exercises.
Transferable Skills	Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts.
Teaching Methodologies	Lectures, Demonstrations, Tutorial, Discussion, Presentation, Small Group Sessions
CLO	CLO1 Explain the principles of art and design information in park management CLO2 Construct techniques and processes of art and design appreciation. CLO3 Demonstrate art's vocabulary in art and design for park management.
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction 1.1) Brief introduction of the course, course outline, assignments, drawing equipments etc.	
2. Freehand Lettering 2.1) Defining on aesthetic, perception and composition	
3. Freehand Lettering 3.1) Defining on aesthetic, perception and composition	
4. Coloring 4.1) Defining on other elements such as value, color and texture	
5. Lines 5.1) Defining the unity, balance and emphasis basic lines, blends & smudges, sketching lines	
6. Non-living things 6.1) Defining the environmental elements & principles basic lines, blends & smudges and sketching objects	
7. Living Things 7.1) Defining the environmental elements & principles basic lines, blends & smudges and sketching objects	
8. Human Figure 8.1) Defining the environmental elements & principles basic lines, blends & smudges and sketching objects	
9. Scenic View 9.1) Defining the environmental elements & principles basic lines, blends & smudges and sketching objects	
10. Perspective Drawing 10.1) Defining the paraline and isometric and perspective drawing (basic technical drawing)	
11. Graphic Symbols 11.1) Defining the landscape symbols	
12. Texture 12.1) Defining the landscape texture	
13. Scale Drawing 13.1) Defining the freehand sketches and orthographic, paraline and isometric, perspective drawing, symbols and texture	

14. SWOT Analysis

14.1) Defining the analysis, programs, schematic & design development

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Art's vocabulary in art and design for park management Presentation Plans and SWOT Analysis	20%	CLO3
	Assignment	Basic principles and function of art and design using graphic language and the design process. Freehand Drawing	40%	CLO1
	Assignment	Construct techniques and processes of art and design appreciation. Concept Drawing and Drafting	40%	CLO2

Reading List	Recommended Text	<ul style="list-style-type: none"> • Lauer, D. A., 1990, <i>Design Basics</i>, 3rd Edition Ed., Holt, Rinehart and Winston Fort Worth • Whepton, B., 1978, <i>Art Appreciation Made Simple</i>, 2nd Edition Ed., London
	Reference Book Resources	<ul style="list-style-type: none"> • Lazzari, M. R. 1996, <i>Art and Design Fundamental</i>, Van Nostrand Reinhold Co. New York • Van Dyke, S. 1990, <i>From Line to Design</i>, 3rd Edition Ed., Van Nostrand Reinhold Co. New York • Cheatham, F.R. et al., 1987, <i>Design Concepts and Applications</i>, Prentice Hall Englewood Cliffs • Smolucha, L., 1996, <i>The Arts Companion</i>, Prentice Hall Englewood Cliffs
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	