UNIVERSITI TEKNOLOGI MARA

COM268: GRAPHIC AND MEDIA DESIGN

Course Name (English)	GRAPHIC AND MEDIA DESIGN APPROVED
Course Code	COM268

MQF Credit	3

Course Description	This course will provide students with the essential knowledge of design principles and practical aspects, designing effective layout for various publications, messages in communication and effective communication with the help of pictures and other graphic images. For communicators in such areas like public relations, advertising, publishing, journalism and even marketing field, this course provides relevant and useful understanding of the design principles and the need to create effectively designed and visually well-organized publications.

Transferable Skills	1. Graphic 2. Design 3. Communication

Teaching Methodologies	Lectures, Lab Work, Discussion, Presentation

CLO		
	CLO1	Explain the concepts of graphic communication in the graphic design industry.
	CLO2	Prepare creative ideas individually by looking at various publication designs produce by others as the source of inspiration.
	CLO3	Demonstrate the value of teamwork, moral and professionalism in performing set of ideas in graphic design process.

Pre-Requisite Courses	No course recommendations

Topics
1. The Development Of Graphic Communication 1.1) Hieroglyphic 1.2) The Alphabet 1.3) The Development of Papermaking 1.4) The Printed Word 1.5) The Emergence of Photography
2. Principles of Design 2.1) Proximity 2.2) Alignment 2.3) Repetition 2.4) Contrast 2.5) Emphasis 2.6) Balance 2.7) Flow
3. Typography 3.1) Type Anatomy 3.2) Typefaces 3.3) Type Styles and Type Families 3.4) Type Size 3.5) Weight
4. Typography 4.1) Letterspacing, Leading and Word Spacing 4.2) Type Alignments 4.3) Line Length 4.4) Categories of Type 4.5) Digital Typefont

5. The Design Process
5.1) Defining The Problem
5.2) Developing Budget
5.3) Cost-estimating Techniques
5.4) Developing a Schedule
5.5) Gathering Information
5.6) Thumbnail Sketches
5.7) Preliminary Comps
5.8) Final Comps
5.9) Presentation
5.10) Critique
5.11) Changes and Correction
5.12) Final Presentation
5.13) Production
5.14) Final Project Review

6. Elements Of Creative Graphic Design
6.1) Rules
6.2) Borders
6.3) Boxes
6.4) Shading
6.5) Alignment

7. Page Layout
7.1) Colour
7.2) Colour Systems

8. Images
8.1) Images
8.2) Photographs
8.3) Illustration
8.4) Clip Art
8.5) Type as Image

9. Fundamentals Of Computer Graphics And Electronic Page Composition
9.1) Computer Graphic Design
9.2) Types of Design Programs
9.3) The Design Considerations
9.4) Design Criteria Applied To The Job

10. Newsletter And Magazine Design
10.1) Why is newsletter popular?
10.2) Designing Newsletter
10.3) Getting Started
10.4) Physical Issues
10.5) Columns Options
10.6) Newsletter Components
10.7) Things to Avoid

11. Newsletter And Magazine Design
11.1) Magazine Design
11.2) The Four Fs of Magazine Design
11.3) Function
11.4) Formula
11.5) Format
11.6) Frames
11.7) Magazines design
11.8) Magazine Bindings

12. Miscellaneous Publication
12.1) One Shots
12.2) Direct-mail Pieces
12.3) Folders
12.4) Catalogs
12.5) Calendars
12.6) Annual Reports
12.7) Company Magazines
12.8) Associations Publications
12.9) Newsletter
12.10) Yearbooks

13. Group critique
13.1) n/a

14. Group critique
14.1) n/a

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Dummy presentation	10%	CLO2
	Final Test	Final test	30%	CLO3
	Group Project	Group proposal	5%	CLO2
	Group Project	Final project (Printed Booklet)	20%	CLO2
	Individual Project	Labtest company logo	5%	CLO2
	Individual Project	Labtest business card	5%	CLO2
	Individual Project	Labtest poster	5%	CLO2
	Individual Project	Labtest Magazine cover	5%	CLO2
	Presentation	Final presentation	5%	CLO2
	Test	Midterm	10%	CLO1

Reading List	Recommended Text	• **Graham, L. 2002, *Basics Of Design- Layout And Typography For Beginners*, Thomson Learning Canada: Wadsworth**
Article/Paper List	This Course does not have any article/paper resources	
Other References	• **n/a Bivin, T., William R.E. 1991, *How to Produce Creative Publication*, NTC Publishing Group, Illinois** • **n/a Bowles, D.A., Bordon, D.L. 2000, *Creative Editing*, Thomson Learning, Canada:Wadsworth** • **n/a Dorn, R. 1992, *How to Design and Improve Magazine Layouts*, Nelson Hall Publishers, Chicago** • **n/a Green Wald, M.L and Lutttrop, J.C.*Graphic Design Production Technology*, Technology Prentice Hall, New Jersey** • **n/a Lisa, L. 2001, *Web Design for Dummies*, Hungry Minds Inc., USA** • **n/a Nelson, R.P 1999, *Publication Design*, McGraw International Editions, USA**	