



UNIVERSITI TEKNOLOGI MARA

COM265: GRAPHIC DESIGN AND COMMUNICATION

Course Name (English)	GRAPHIC DESIGN AND COMMUNICATION APPROVED
Course Code	COM265
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 design skills 2. Communication skills
Teaching Methodologies	Lectures, Lab Work, Discussion, Presentation
CLO	CLO1 Student will be able to explain the historical context of graphic communication CLO2 Student will be able to classify the principles of design and production process CLO3 Student will be able to reproduce the techniques of design CLO4 Student will be able to show the knowledge acquired to design and produce various publications
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) Color 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	70.00%
Final Assessment	30.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	Group Proposal	5%	CLO2 , CLO3
	Group Project	Final project (Printed Booklet)	20%	CLO2 , CLO3 , CLO4
	Individual Project	Labtest Company Logo	5%	CLO2 , CLO3 , CLO4
	Individual Project	Labtest Business Card	5%	CLO2 , CLO3 , CLO4
	Individual Project	Labtest Poster	5%	CLO2 , CLO3 , CLO4
	Individual Project	Labtest Magazine cover	5%	CLO2 , CLO3 , CLO4
	Presentation	Final presentation	5%	CLO2 , CLO3 , CLO4
	Presentation	Dummy presentation	10%	CLO2 , CLO3 , CLO4
	Test	Misterm	10%	CLO1 , CLO2

Reading List	Recommended Text	<ul style="list-style-type: none"> Graham L. 2002, <i>Basics Of Design- Layout And Typography For B</i>, Ed., , Wadsworth, Thomson Learning Canada [ISBN:]
	Reference Book Resources	<ul style="list-style-type: none"> Bivin, T., William R.E. 1991, <i>How to Produce Creative Publication</i>, Ed., , NTC Publishing Group [ISBN:] Bowles, D.A., Bordon, D.L. 2000, <i>Creative Editing (3rd Edition)</i>, Ed., , Wadsworth, Thomson Learning [ISBN:] Dorn, R. 1992, <i>How to Design and Improve Magazine Layouts (2, Ed., , Nelson Hall Publishers [ISBN:]</i> Green Wald, M.L and Lutttrop, J.C., <i>Graphic Design Production Technology</i>, Technology Prentice Hall New Jersey Lisa, L. 2001, <i>Web Design for Dummies</i>, Ed., , Hungry Minds Inc
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	