



**UNIVERSITI TEKNOLOGI MARA**

**COM153: GRAPHIC DESIGN**

<b>Course Name (English)</b>	GRAPHIC DESIGN <b>APPROVED</b>
<b>Course Code</b>	COM153
<b>MQF Credit</b>	3
<b>Course Description</b>	This course will provide students with the relevant and useful understanding of the techniques and needs to create effectively and visually well-organized design in digital and printed materials. Students will learn on how to create visual concepts, by hand or using computer software, to communicate ideas that inspire, inform, or captivate consumers. This course also provides the essential knowledge of design principles and practical aspects, designing effective layout for various publications, messages in communication and effective communication.
<b>Transferable Skills</b>	1. Graphic design 2. Visual Communication
<b>Teaching Methodologies</b>	Lectures, Lab Work, Discussion, Presentation
<b>CLO</b>	CLO1 Student will be able to explain the theories and historical context of graphic design communication. CLO2 Student will be able to classify the elements, principles and techniques of design as well as design production process. CLO3 Students will be able to implement the knowledge acquired in designing and producing digital and product design.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. The Development of Graphic Communication.</b> 1.1) Hieroglyphic 1.2) The Alphabet 1.3) The Printed Word 1.4) The Emergence of Photography	
<b>2. Principles of Design.</b> 2.1) Proximity 2.2) Alignment 2.3) Repetition 2.4) Contrast 2.5) Emphasis 2.6) Balance 2.7) Flow	
<b>3. Typography.</b> 3.1) Type Anatomy 3.2) Typefaces 3.3) Type Styles and Type Families 3.4) Type Size 3.5) Weight	
<b>4. Typography</b> 4.1) Letter spacing, Leading and Word Spacing 4.2) Type Alignments 4.3) Line Length 4.4) Categories of Type 4.5) Digital Type font	

<b>5. The Design Process.</b> 5.1) Developing a Schedule 5.2) Gathering Information 5.3) Thumbnail Sketches 5.4) Preliminary Comps 5.5) Final Comps 5.6) Presentation 5.7) Critique 5.8) Changes and Correction 5.9) Final Presentation 5.10) Production 5.11) Final Project Review
<b>6. Elements of Creative Graphic Design.</b> 6.1) Rules 6.2) Borders 6.3) Boxes 6.4) Shading 6.5) Alignment
<b>7. Page Layout.</b> 7.1) Color 7.2) Colour Systems
<b>8. Images.</b> 8.1) Images 8.2) Photographs 8.3) Illustration 8.4) Clip Art 8.5) Type as Image
<b>9. Fundamentals of Computer Graphics and Electronic Page Composition.</b> 9.1) Computer Graphic Design 9.2) Types of Design Programs 9.3) The Design Considerations 9.4) Design Criteria Applied To The Job
<b>10. Branding</b> 10.1) Brands 10.2) Logos 10.3) Banners 10.4) Posters
<b>11. Branding</b> 11.1) Resumes 11.2) CD Covers and Labels 11.3) Packaging
<b>12. Miscellaneous Publication</b> 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
<b>13. Presentation</b> 13.1) n/a
<b>14. Presentation</b> 14.1) n/a

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Final Project	Group Project	40%	CLO3
	Individual Project	Individual Assignments	30%	CLO2
	Online Quiz	Quiz	30%	CLO1

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>• Wozniak, C., Budelmann, K., Kim, Y. (2013), <i>Essential Elements for Brand Identity: 100 Principles for Designing Logos and Building Brands (Design Essentials)</i>, Rockport Publishers. USA</li> <li>• Wheeler, A. (2013), <i>Designing Brand Identity</i>, (4th Edition) Ed., John Wiley &amp; Sons, Inc, Hoboken New Jersey</li> <li>• Graham, L. (2002), <i>Basics Of Design- Layout And Typography For Beginners</i>, Wadsworth, Thomson Learning Canada</li> </ul>
	Reference Book Resources	<ul style="list-style-type: none"> <li>• Bivin, T., William R.E. (1991), <i>How to Produce Creative Publication</i>, NTC Publishing Group Illinois</li> <li>• Bowles, D.A., Bordon, D.L. (2000), <i>Creative Editing</i>, (3rd Edition) Ed., Wadsworth, Thomson Learning Canada</li> <li>• Dorn, R. (1992), <i>How to Design and Improve Magazine Layouts</i>, (2nd Edition) Ed., Nelson Hall Publishers Chicago</li> <li>• Green Wald, M.L and Lutttrop, J.C., <i>Graphic Design Production Technology</i>, Technology Prentice Hall New Jersey</li> </ul>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	