UNIVERSITI TEKNOLOGI MARA

COM422: GRAPHIC AND CREATIVE DESIGN

Course Name (English)	GRAPHIC AND CREATIVE DESIGN `APPROVED`
Course Code	COM422

MQF Credit	2

Course Description	This course exposes students to the fundamentals of graphics and design for publications in the media industry. It is aimed at providing the students with the knowledge and practical aspects of designing creative layouts for various media publications. Students will learn the historical context and development of graphic communications, principles of design and the design process. In addition, students will engage in hands-on designing work using computer programs appropriate for publication creative design.

Transferable Skills	Designing publication skills using publication design computer programs.

Teaching Methodologies	Lectures, Discussion, Presentation

CLO	CLO1	Explain the principles and components of graphic design and layout.
	CLO2	Demonstrate social responsibilities towards creative designer in the society.
	CLO3	Display skills in using design software related to graphic and creative design project

Pre-Requisite Courses	No course recommendations

Topics
1. The Development of Graphic Communications: 1.1) Prehistoric art and writing, hieroglyphics and the alphabet 1.2) The development of paper making, the printed word and the 1.3) emergence of photography
2. Principles of Design 2.1) Emphasis, contrast and balance 2.2) Alignment, repetition and flow
3. Typography 3.1) Basic types terms, anatomy, typefaces, type styles, 3.2) Type families, type size and weight 3.3) Letter spacing, leading word spacing, type alignments, line 3.4) length, categories of type, font software formats and simple 3.5) type rules.
4. The Design Process 4.1) The thumbnail sketches 4.2) Rough sketches 4.3) Comprehensive sketches
5. Elements of Creative and Graphic Design 5.1) Rules, borders, boxes and shading
6. Page Layout 6.1) Columns, grids and white space 6.2) Colour and colour system
7. Images 7.1) Image and impact, photographs, cropping and scaling 7.2) photographs. 7.3) Digital images, illustrations, clipart, type as image and informational graphic.

8. Fundamentals of Computer Graphics and Electronic Page Composition 8.1) Computer Graphic Design (Drawing programs, painting 8.2) programs and page layout programs). History and importance 8.3) of symbols. 8.4) Design Considerations (Grid column size and repeating 8.5) elements). Design Criteria (Designing Templates, importing text 8.6) and importing graphics)
9. Newspaper design and layout 9.1) Newspaper formats, newspaper elements, dummying page, kinds of front page layout
10. Newsletter and magazine design 10.1) Purposes of a newsletter, content decisions, design and layout 10.2) Magazine space unit, layout methods and concepts
11. Book design 11.1) Line up of book pages, laying out the book, book cover and book jacket.
12. Miscellaneous Media Design 12.1) Layout of advertisements, catalogues/brochures and web layout

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Three individual assignments	25%	CLO2
	Final Test	Written test	30%	CLO1
	Group Project	Group report and presentation	30%	CLO3
	Individual Project	lab assignment	15%	CLO2

Reading List	Recommended Text	• **Robin 2015, *The non-designer book*, 4 Ed., Peachpit press San Francisco, California** • **Robin 2013, *Graphic Design Solutions*, 5 Ed., Wadsworth Publishing Boston**
	Reference Book Resources	• **Ellen, Jennifer 2015, *Graphic Design: The New Basics*, 2 Ed., Princeton Architectural Press New York** • **Jeff 2016, *Foundations of Design*, 2 Ed., Tempe Digital South McClintok** • **David , Sandra , Eric 2013, *Graphic design School: The Principles and Practice of Graphic Design*, 5 Ed., John Wiley & Sons Inc New Jersey** • **Jennifer 2015, *Graphic Design*, CreateSpace Independent Publishing**
Article/Paper List		This Course does not have any article/paper resources
Other References		This Course does not have any other resources