



UNIVERSITI TEKNOLOGI MARA

FFM124: PROMOTIONAL LAYOUT AND DESIGN

Course Name (English)	PROMOTIONAL LAYOUT AND DESIGN APPROVED
Course Code	FFM124
MQF Credit	3
Course Description	This course is designed to develop basic entry-level skills required for careers in the creative industry and will enable the students to learn 6 common types of promotional campaigns, what their strategic differences are, how the communication works and how to design a great looking promo using solid design methodology. Throughout the duration of the term, students are provided with rich content includes: computer skills; layout, design, measurement activities; and decision making activities. By the end of the course, the students will develop basic understanding and the skills needed in executing any future task related to promotional layout and design.
Transferable Skills	Creative thinking skills - able to generate new ideas, invent new things, create new images or designs; find new solutions to problems; able to use wit and humor effectively.
Teaching Methodologies	Lectures, Blended Learning, Lab Work, Practical Classes, Presentation
CLO	CLO1 Explain knowledge of graphic communication through type and layout; typography and layout terminology. CLO2 Discuss the common types of promotional campaigns, and how to execute it effectively within the arts industry through problem solving and scientific skills. CLO3 Implement the basic design essentials skills practically by using the correct tools and software in creating promotional materials.
Pre-Requisite Courses	No course recommendations
Topics	
1. Week 1 - Introduction to Promotional Layout and Design 1.1) n/a	
2. Week 2 - Elements and Principle of Design 2.1) n/a	
3. Week 3 - Types of Promotional Campaign 3.1) n/a	
4. Week 4 - Elements of Creative Brief 4.1) n/a	
5. Week 5 -Deciding on the media for your message 5.1) n/a	
6. Week 6 - Choosing the audience 6.1) n/a	
7. Week 7 - Writing and Place Copy 7.1) n/a	
8. Week 8 - Introduction to Mood Board 8.1) n/a	
9. Week 9 - Introduction to Adobe Illustrator I 9.1) n/a	
10. Week 10 - Introduction to Adobe Illustrator II 10.1) n/a	

11. Week 11 - Introduction to Adobe Photoshop I 11.1) n/a
12. Week 12 - Introduction to Adobe Photoshop II 12.1) n/a
13. Week 13 - Developing Mini Campaign (Project) 13.1) n/a
14. Week 14 - Presentation of Mini Campaign 14.1) n/a

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	One (1) written assignment of self directed research (library references) to assess student knowledge of fundamental concepts of understanding in layout; types, typography and design terminology	30%	CLO1
	Assignment	One (1) individual reflective assignment of existing marketing layout design to assess student understanding of layout; types, typography and design terminology.	30%	CLO2
	Final Project	Student is required in group to come out with one (1) artwork reflecting the organization that they choose and apply the knowledge learnt in class emphasizing on layout; types, typography and design terminology.	40%	CLO3

Reading List	Recommended Text	• Robin Williams 2014, <i>The Non-designer's Design Book</i> , Pearson Education [ISBN: 9780133966152]
	Reference Book Resources	<ul style="list-style-type: none"> • Wheeler. A. 2012, <i>Designing Brand Identity: An Essential Guide for the Whole Branding Team</i>, 4th Ed., John Wiley and Sons [ISBN: 9781118099209] • Jeff Davis 2015, <i>Foundations of Color</i>, Tempe Digital [ISBN: 9780986163708] • Ellen Lupton 2010, <i>Thinking with Type, 2nd revised and expanded edition</i>, Princeton Architectural Press [ISBN: 9781568989693] • David Sherwin 2010, <i>Creative Workshop</i>, HOW Books [ISBN: 9781600617973]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	