



UNIVERSITI TEKNOLOGI MARA
FND111: VISUAL STUDIES APPLICATION (ELEMENTS & PRINCIPLES)

Course Name (English)	VISUAL STUDIES APPLICATION (ELEMENTS & PRINCIPLES) APPROVED
Course Code	FND111
MQF Credit	3
Course Description	The course focuses on the understanding of elements and principles of design. Students will be required to participate in visual research activities and experiments to produce creative art works.
Transferable Skills	Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts (Elements and Principles of art). Demonstrate ability to communicate clearly and confidently, and listen critically. Demonstrate professional skills, knowledge and competencies.
Teaching Methodologies	Lectures, Studio, Demonstrations, Discussion
CLO	CLO1 Describe the basic elements and principles of design. CLO2 Relate visual art according to theory and practice. CLO3 Focus elements and principles of design into finish artwork.
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to Visual Studies Application 1.1) Course Outline and Scheme of Work 1.2) Materials Preparation 1.3) Methods of Assessment	
2. Line 2.1) Line and Marks 2.2) Experimenting and Drawing Tools, Material, Technique and Surface	
3. Shape 3.1) Organic and Geometric Shape 3.2) Positive and Negative Shape 3.3) Ambiguous Composition	
4. Texture 4.1) Types and Functions 4.2) Visual and Tactile Texture 4.3) Composition on Simulation / Invention / Actual Textures	
5. Color 5.1) Color Study	
6. Form 6.1) 3D Form 6.2) Form in Principle of Design	

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Visual Assessment	Studio Project 1 (Line)	10%	CLO1
	Visual Assessment	Studio Project 3 (Texture)	10%	CLO2
	Visual Assessment	Studio Project 2 (Shape)	10%	CLO1
	Visual Assessment	Studio Project 4 (Color)	10%	CLO2
	Visual Assessment	Final Project 5 (Form)	60%	CLO3

Reading List	Reference Book Resources
	<ul style="list-style-type: none"> • Alan Pipes 2008, <i>Foundation of Art & Design</i>, Lawrence King Publication Ltd UK • David A. Lauer, Stephen Pentak 2008, <i>Design Basic</i>, 7th Edition Ed., Thomson Wadsworth Boston • David A. Lauer & Stephen Pentak 2008, <i>Basic Design</i>, 7th Edition Ed., Thomson/Wadsworth USA • Duane Preble & Sarah Preble 2004, <i>Art Forms</i>, 7th revised edition Ed., Pearson/Prentice Hill New Jersey • Simon Jennings 2003, <i>Artist's Color Manual</i>, HarperCollins Publisher

Article/Paper List	This Course does not have any article/paper resources
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Other References	This Course does not have any other resources
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