



UNIVERSITI TEKNOLOGI MARA

FND452: VISUAL RESEARCH AND APPLICATION

Course Name (English)	VISUAL RESEARCH AND APPLICATION APPROVED
Course Code	FND452
MQF Credit	3
Course Description	The course is designed to expose and explain the process involved in the understanding and application of visual research in art and design. This course deals with the knowledge and understanding of basic elements and principles of design where emphasis is given to problem solving exercises, visual expression, ideation and the psychology of visual perception in order to understand how visual arts are historically, culturally and contextually related.
Transferable Skills	Conceptualize the idea and theory with elements and principle of design
Teaching Methodologies	Lectures, Studio, Demonstrations, Presentation
CLO	CLO1 Apply the elements and principles of design to convey specific artistic intent. CLO2 Use visual information for research purposes that give meaning and value to a work of art. CLO3 Apply the knowledge of art and design as an experimental practice where exploration and investigation play essential roles. CLO4 Demonstrate a healthy balance between formal concepts, hands-on skills, imagination and critical thinking. CLO5 Practice the idea and theory in basic design.
Pre-Requisite Courses	No course recommendations
Topics	
1. Proportion in Nature 1.1) Golden Section in Nature 1.2) Sacred Geometry 1.3) Crop/Golden Rectangle	
2. Geometry in Visual 2.1) Body Proportion 2.2) Le Corbusier' Modular 2.3) Constructive Art 2.4) Reality & Appearance 2.5) Symmetry Art 2.6) Islamic Patterns	
3. Prescriptive Organization Principle (Symmetry Groups) 3.1) Translation 3.2) Rotation 3.3) Reflection 3.4) Glide reflection	
4. Volume and Structure 4.1) Linear Volumetric Structure 4.2) Slotted Volumetric Structure	

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Visual Assessment	n/a	40%	CLO2
	Visual Assessment	n/a	60%	CLO1

Reading List	Reference Book Resources
	<ul style="list-style-type: none"> • Arnheim, Rudolf 1966, <i>Visual Thinking</i>, Barkeley, CA: University of California Press • Ching, Francis D.K 1990, <i>Drawing-A Creative Process</i>, New York: Van Nostrand Reinhold • Collier, Graham 1972, <i>Form, Space and Vision</i>, Englewood Clifs, N.J.: Prentice Hall • Donis A. Dondis 1993, <i>A Primer Of Visual Literacy</i>, Cambridge: The MIT Press • Ocvirk, Otto G., et al 2001, <i>Art Fundamentals,9e</i>, New York: McGraw-Hill • Preble, Duane, et al 2003, <i>Artforms: An Intoduction to the Visual Arts,7</i>, Upper Saddle River, N.J.: Prentice Hall. • Sausmarez, Maurice de 2001, <i>Basic Design: The Dynamics of Visual Form,2nd</i>, London: Sterling Press • Wong, Wucius 1993, <i>Principles of Form and Design</i>, New York: Van Nostrand Reinhold

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