



UNIVERSITI TEKNOLOGI MARA

FND458: INTRODUCTION TO VISUAL RESEARCH AND DRAWING

Course Name (English)	INTRODUCTION TO VISUAL RESEARCH AND DRAWING APPROVED
Course Code	FND458
MQF Credit	3
Course Description	The course is a foundation class that introduces students to basic understanding of exploring materials, techniques and terms in fundamental of art and design. It is an effort to develop their interest and perceptual skill. The aim of this course is to develop the skill of drawing practice and to prepare them for research in future courses at Faculty of Art and Design. Emphasis is given to problem solving exercises that allow thinking creatively and critically. This is done through learning process that stresses the ability of the students to collect visual data that apply their understanding of 2 dimensional and 3 dimensional relationships.
Transferable Skills	Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts. Demonstrate the ability to imagine and visualize.
Teaching Methodologies	Lectures, Studio, Demonstrations, Discussion
CLO	CLO1 Describe 2-dimensional and 3-Dimensional design in artwork and justify fundamental elements and principles of design as they relate to drawing. CLO2 Organize variety of technical skills, materials and method in design and develop observational skills in drawing. CLO3 Explain visual language in order to critique and discussing artworks. and professional manner,
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to Art and Design fundamentals 1.1) Visual Research in art and designs 1.2) The important of Drawing in art and Design 1.3) Media and tools	
2. Principles of art and design 2.1) Proportion 2.2) Movement/Rhythm 2.3) Contrast 2.4) Harmony 2.5) Balance 2.6) Repetition 2.7) Motion /Time 2.8) Emphasis/ Dominance 2.9) Variety/ Unity / Economy	
3. Elements of Art and design (2Dimension and 3Dimension) 3.1) Line 3.2) Shape 3.3) Texture 3.4) Color 3.5) Form 3.6) Value 3.7) Space	

4. Basic Drawing
4.1) Measurement
4.2) Tone, Value
4.3) Light and shadow

Assessment Breakdown		%		
Continuous Assessment		100.00%		
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Line, Shape	30%	CLO1
	Assignment	Texture, Measurement	30%	CLO2
	Assignment	Form	40%	CLO3
Reading List	Reference Book Resources	<ul style="list-style-type: none"> • Arnheim, Rudolf 1966, <i>Visual Thinking</i>, University of California Press Berkeley CA • Ching, Francis D.K 1990, <i>Drawing-A Creative Process</i>, Van Nostrand Reinhold New York • Collier, Graham 1972, <i>Form, Space and Vision</i>, Prentice Hall Englewood Clifs, N.J • Ocvirk, Otto G. 2001, <i>Art Fundamentals</i>, McGraw-Hill New York • Preble, Duane 2003, <i>An Introduction to the Visual Arts, 7</i>, Prentice Hall Upper Saddle River, N.J • Sausmarez, Maurice de 2001, <i>The Dynamic of Visual Form, 2 Ed.</i>, Streling Press London • Wong, Wucius 1993, <i>Principles of Form and Design</i>, Van Nostrand Reinhold New York 		
Article/Paper List	This Course does not have any article/paper resources			
Other References	This Course does not have any other resources			