## UNIVERSITI TEKNOLOGI MARA
**GDG441: PHOTOGRAPHY IN COMMUNICATION DESIGN**

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| **Course Name (English)** | PHOTOGRAPHY IN COMMUNICATION DESIGN  APPROVED |
| **Course Code** | GDG441 |

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| **MQF Credit** | 2 |

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| **Course Description** | This course introduces the fundamental aspects of photography as a medium of visual communications for graphic designers. Thopics include the digital image making, visual analysis, the language of design and the future trend of photography in visual communication. |

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| **Transferable Skills** | Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving.<br><br>Demonstrate professional skills, knowledge and competencies. |

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| **Teaching Methodologies** | Lectures, Blended Learning, Studio, Field Trip, Practical Classes, Discussion |

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| **CLO** | CLO1 | Explain the language of design related to photographic images for graphic designers. |
| | CLO2 | Examine the element of visual communication in photographic images. |
| | CLO3 | Demonstrate photographic imagery containing ideas for visual communication by utilizing the industry standard digital imaging software. |

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| **Pre-Requisite Courses** | No course recommendations |

| **Topics** |
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| **1. Overview of Visual Communication Design**<br>1.1) Faundation of Digital Photography |
| **2. Defining the Language of Design**<br>2.1) Elements and Principles of Design<br>2.2) Imagery in Design |
| **3. The Arts of Seeing**<br>3.1) Controlling the Creative Process<br>3.2) Understanding and Clarifying the Message |
| **4. Visual Design**<br>4.1) Gestalt Principles<br>4.2) Colour and Tone<br>4.3) Layout Grids |
| **5. Colour and Design**<br>5.1) Managing Effective Design<br>5.2) Color Systems<br>5.3) Colour Perception<br>5.4) The Language of Color<br>5.5) Color Terminology<br>5.6) System Calibration (input and output) |
| **6. Raster Graphics**<br>6.1) Resolution<br>6.2) Image Compression<br>6.3) File Formats<br>6.4) Image Manipulation<br>6.5) Digital Printing |

**7. Fundamental of Digital Compositing**
7.1) Digital Image Manipulation
7.2) Photomontage

**8. Printing and Finishing**
8.1) Media and Technology for Graphic Designers

| Assessment Breakdown | % |
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| Continuous Assessment | 100.00% |

| Details of Continuous Assessment | Assessment Type | Assessment Description | % of Total Mark | CLO |
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| | Individual Project | Individual project demonstrating student's understanding related to photographic images for graphic designers. | 30% | CLO1 |
| | Individual Project | Individual project to examine the element of visual communication in photographic images. | 30% | CLO2 |
| | Individual Project | Individual project to demonstrate photographic imagery containing ideas for visual communication by utilizing the industry standard digital imaging software. | 40% | CLO3 |

| Reading List | Recommended Text | • Kenneth Louis Smith 2005, *Handbook of visual communication: theory, met*, Ed., , [ISBN: ]<br><br>• Richard I'Anson 2012, *Lonely Planet's Guide to Travel Photograohy*, Lonely Planet Publications Pty Ltd London [ISBN: 978-17432113] |
|---|---|---|
| | Reference Book Resources | • Paul Martin Lester 2013, *Visual Communication: Images with Messages*, 6th. Edition Ed., Cengage Learning [ISBN: 978-11333086]<br><br>• Bo Bergstrom 2009, *Essentials of Visual Communication*, Laurence King Publishers [ISBN: 978-185669577]<br><br>• Connie Malamed 2011, *Visual Language for Designers: Principles for Creating Graphics that People Understand*, Rockport Publishers [ISBN: 978-159253741]<br><br>• Sharkawi Che Din 2016, *Media digital*, Dewan Bahasa dan Pustaka Kuala Lumpur [ISBN: 9789834617783] |
| Article/Paper List | Recommended Article/Paper Resources | • Siti Nuur Adha Mohd Sanif, Zaharah Hussin, Fatiha Senom, Saedah Siraj & Abu Talib Putih 2013, Nature Exquisiteness based Digital Photography Arts Project for Creativity Enhancement among Low Achievers Students., *Procedia - Social and Behavioral Sciences*, Volume 103, 26 November 2013, 675-6 |
| Other References | | • Website Digital photography school *Digital Photography* https://digital-photography-school.com/ |