UNIVERSITI TEKNOLOGI MARA

GDG472: 2 DIMENSIONAL DESIGN

Course Name (English)	2 DIMENSIONAL DESIGN APPROVED
Course Code	GDG472

MQF Credit	3

Course Description	The course will let the student grasp the idea of graphic as visual communication tools while get comfortable in using basic tools in graphic design software. The teaching and learning applied in 2 ways communication approach as student learn how to study independently while been guide by the lecturer in and outside the class room. The assessment will be based on individual project.

Transferable Skills	Demonstrate professional skills, knowledge and competencies. Demonstrate the ability to dream, imagine and visualize

Teaching Methodologies	Lectures, Blended Learning, Studio, Demonstrations, Tutorial, Computer Aided Learning

CLO	CLO1	Comprehend (C2) the role and function of graphic design in visual communication process
	CLO2	Perform (P3) the graphic design solution through the design process
	CLO3	Applaud (A3) the effectiveness of visual communication through graphic design process

Pre-Requisite Courses	No course recommendations

Topics
1. Introduction to Graphic Design as visual communication 1.1) An introduction to graphic design and Visual communication
2. The Role of Graphic Design 2.1) Main function of Graphic design 2.2) Communication to inform, to persuade and to entertain
3. Introduction to Design Software: Adobe Illustrator 3.1) Understanding of Vector Image 3.2) Adobe Illustrator basic tools
4. Introduction to Design Software: Adobe Photoshop 4.1) Understanding of Raster Image 4.2) Adobe Photoshop basic tools
5. Graphic Design Process 5.1) Mind Map, Mood Board, Level of Sketches
6. Elements of Graphic Design 6.1) Lines 6.2) Shape 6.3) Photo 6.4) Type 6.5) Texture 6.6) Color
7. Principles of Graphic Design 7.1) Proximity 7.2) Alignment 7.3) Balance 7.4) Contrast 7.5) Repetition

8. Graphic Design Layout
8.1) Grid System
8.2) Column
8.3) White Space

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Final Project	Perform the design solution through graphic design process	40%	CLO3
	Individual Project	Copy existence design using Adobe Design Software	40%	CLO2
	Written Report	Written report on graphic design as visual communication tools	20%	CLO1

Reading List	Recommended Text	• **Williams. R 2014,** *The Non-Designer's Design Book*, **4th Ed. [ISBN: 978-0133]**
		• **Dabner. D, Stewart. S, Zempol. E 2017,** *Graphic Design School: The Principles and Practice of Graphic Design*, **6th Ed. [ISBN: ISBN:978-1119]**
		• **Airey. D 2014,** *A Guide to Creating Iconic Brand Identities*, **Airey [ISBN: 978-032198520]**
		• **Davis. J 2015,** *Foundations of Color*, **Tempe Digital [ISBN: 978-098616370]**
		• **Gonella. R 2015,** *Design Fundamentals: Notes on Visual Elements and Principles of Composition*, **Peachpit Press [ISBN: 978-013393013]**
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	