Course Name (English)	GRAPHIC DESIGN THEORY APPROVED
Course Code	GDG533

MQF Credit	2

Course Description	This course is about to introduce a range of theories about Graphic Design for students who are beginning their studies. Discussions of such theory are intended to guide the student designer's view of what important in defining and developing specific response in context. Critical theory plays a greater role in the summative evaluation of design as a discipline and practice.

Transferable Skills	Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts Demonstrate ability to manage personal performance to meet expectations and demonstrate drive, determination, and accountability. Demonstrate practical and contemporary knowledge of relevant professional, ethical and legal frameworks Demonstrate the ability to dream, imagine and visualize Demonstrate ability to analyse issues/problems from multiple angles and make suggestions Demonstrate professional skills, knowledge and competencies.

Teaching Methodologies	Lectures, Case Study, Reading Activity, Debates, Self-directed Learning, Journal/Article Critique

CLO		
	CLO1	Grasp general knowledge and understanding of the terms, philosophy and values in the Graphic Design Theory
	CLO2	Identify and understanding the communication models, nature of representation and the priority of expression in Graphic Design

Pre-Requisite Courses	No course recommendations

Topics
1. Definition of The Graphic Design Theory 1.1) • Introduction of The Graphic Design Theory from a multiple paradigm 1.2) • General and analytical term in Graphic Design

2. Basic Understanding Of Communication
2.1) • The importance of communication
2.2) • The Shannon/Weaver model of communication (1948)
2.3) • The Emmert/Donaghy model of communication (1981)
2.4) • Metaphors, linearity, content and meaning, instrumentalism and context

3. Subject and Representation
3.1) • The intellectualistic theory
3.2) • The context of culture
3.3) • Choosing an appropriate sign
3.4) • Ordering the elements within the representation

4. Expression
4.1) • The traditional theories
4.2) • Expression embedded in structure
4.3) • The priority of expression
4.4) • Symbolism in Graphic Design

5. . Appreciations and Criticism
5.1) • The art of appreciations
5.2) • Criticism as evaluation
5.3) • The values and work of an art critic

6. The Language of The Visual
6.1) • Introduction: The birth of semiotics
6.2) • Symbol, Icon and Index
6.3) • A Pragmatist's Approach
6.4) • Post-Structuralism

7. Modernism and Post Modernism
7.1) • Introduction to Modernism and Post Modernism
7.2) • Objectivity and logic
7.3) • Searching for the universal
7.4) • The Growth of Advertising
7.5) • Signs of discontent
7.6) • Metaphor and metonymy
7.7) • Cultural position
7.8) • Hyperreality and living in the image

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Case Study	Visual Appreciation & Criticism	20%	CLO2
	Discussion	Discussion about representation Theory	20%	CLO1
	Final Project	Writing the paper work or the concept paper about theory and paradigm in Graphic Design	40%	CLO2
	Individual Project	Discover the the variety of Communication Model in Visual Art	20%	CLO1

Reading List	Recommended Text	• Ian Noble & Russell Bestley 2005, *Visual Research*, 1 Ed., 6, AVA New York [ISBN: 2-940373-20-5]
	Reference Book Resources	• Meredith Davis 2012, *Graphic Design Theory*, 1 Ed., 8, Thames & Hudson London [ISBN: 978-0-500-290]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	