



UNIVERSITI TEKNOLOGI MARA

GDG646: GRAPHIC DESIGN EXECUTION

Course Name (English)	GRAPHIC DESIGN EXECUTION APPROVED
Course Code	GDG646
MQF Credit	5
Course Description	This unit of study aims to allow students to integrate the acquired knowledge from the programme in relation to various disciplines in graphic design i.e design exploration, visual and tactile conceptualisation, ideation and other design representation in context of problem solutions in real-case situation. This is done by applying the elements and principles of design through intricate design process; incorporating feedback and refining design proposals by experimenting, innovating and testing ideas involving image and text composition.
Transferable Skills	Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving.
Teaching Methodologies	Lectures, Studio, Discussion, Self-directed Learning, Supervision, Problem-based Learning, Work-based Learning
CLO	CLO1 Employ the critical thinking and problem solving skills towards real-case situation CLO2 Analyze a good graphic design project to understand the idea and strategy. CLO3 Construct creative graphic design strategy and its planning and execution with reference to various types of current design style. CLO4 Demonstrate design expressions and strategies of communication in the society.
Pre-Requisite Courses	No course recommendations
Topics	
1. An Overview of Graphic Design Project 1.1) Conducting relational investigation on real issues to reach the best final concept i.e: tackle problems within an organization/ attempting to change public's behavior/ branding activities/ Idea generation through series of brainstorming / related design processes	
2. Design Progress and Development 2.1) Self-Directed Learning	
3. Review 1 3.1) Student presentations	
4. Progress Preview 4.1) Design Progress and Presentation	
5. Design Progress and Development 1 5.1) Self-Directed Learning	
6. Design Progress and Development 2 6.1) Self-Directed Learning	
7. Design Progress and Development 3 7.1) Self-Directed Learning	
8. Review 2 8.1) Student Presentations	
9. Design Progress and Development 4 9.1) Self-Directed Learning	
10. Progress Preview 10.1) Design Progress and Presentation	

11. Design Progress and Development 5 11.1) Self-Directed Learning
12. Design Progress and Development 6 12.1) Self-Directed Learning
13. Review 3 13.1) Student Presentations
14. Design Progress and Development 7 14.1) Self-Directed Learning
15. Design Progress and Development 8 15.1) Self-Directed Learning
16. Design Progress and Development 9 16.1) Self-Directed Learning
17. Final Review 17.1) Enhancing design precision through the making of prototyping/ mock-up/ printing/ Presentation of final design to an audience in an academic design exhibition/ poster presentation/ verbal defense

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	REVIEW 1	10%	CLO1
	Assignment	REVIEW 2	15%	CLO2
	Assignment	REVIEW 3	15%	CLO3
	Final Project	Internal and external final assessment and exhibition. (Finished Artwork of Graphic Design Projects)	60%	CLO4

Reading List	Recommended Text	<ul style="list-style-type: none"> • Ian Noble, Russell Bestley 2011, <i>Visual Research: An Introduction to Research Methodologies in Graphic Design</i>, 2 Ed., AVA Publishing [ISBN: 9782940411603] • Audrey Bennett 2006, <i>Design Studies</i>, Princeton Architectural Press [ISBN: 9781568985862] • Michael Bierut 2015, <i>How to use graphic design to sell things, explain things, make things look better, make people laugh, make people cry, and (every once in a while) change the world</i> 1 Ed., Thames & Hudson Ltd [ISBN: 978050051826] • Ellen Lupton 2015, <i>Graphic Design: The New Basics</i>, 2 Ed., Princeton Architectural Press [ISBN: 978161689332] • Ellen Lupton 2011, <i>Graphic Design Thinking: Beyond Brainstorming</i>, Princeton Architectural Press [ISBN: 978156898979] • Eric Karjaluo, <i>Design Method, The: A Philosophy and Process for Functional Visual Communication (Voices That Matter)</i> • Skolos, Nancy, <i>Graphic Design Process: From Problem to Solution</i>, Laurence King Publishing • Michael Johnson 2016, <i>Branding: In Five and a Half Steps</i>, Thames & Hudson [ISBN: 978050051896] • Allen Fletcher, <i>The Art of Looking Sideways</i>, Phaidon Press [ISBN: 978071483449]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	