



UNIVERSITI TEKNOLOGI MARA

GDG696: CONTENT DESIGN

Course Name (English)	CONTENT DESIGN APPROVED
Course Code	GDG696
MQF Credit	4
Course Description	This course will expose students to both theory and the practice of content design. This course is designed to introduce to students on how to communicate information in the best way possible. They usually work with text, images, or video. The used of design thinking and graphic design for organising and presenting data and information from different sources in an interdisciplinary environment. Students will learn how to translate data to visual representations that aim at disseminating, documenting, and preserving knowledge in order to improved information communication and reception for different audiences and spaces.
Transferable Skills	Independent and Critical Thinker - Creative and Innovative
Teaching Methodologies	Lectures, Blended Learning, Studio, Case Study, Web Based Learning, Presentation
CLO	CLO1 Explore the distinctive principles and design processes of content design for print based and screen based media. CLO2 Investigate elements and methods that constitute a viable content design project, including concept and design development, design context, audience & user profile, technical requirements, project planning and project management. CLO3 Develop advanced understanding and solutions in visual communication, through planning a systematic research collection, analysis and interpretation of content design in design project.
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to Course / Introduction to Content Design 1.1) N/A	
2. Design Process / Content Process 2.1) N/A	
3. Content Strategy 3.1) N/A	
4. Genre of Consumer 4.1) N/A	
5. Data and User Need 5.1) N/A	
6. Digital Transformation 6.1) N/A	
7. Usability 7.1) N/A	

Assessment Breakdown		%		
Continuous Assessment		100.00%		
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Final Project	n/a	40%	CLO3
	Group Project	n/a	40%	CLO2
	Individual Project	n/a	20%	CLO1
Reading List	Recommended Text	<ul style="list-style-type: none"> • Sarah Richards, <i>Content Design</i> [ISBN: 9781527209183] • Kristina Halvorson, Melissa Rach 2012, <i>Content Strategy for the Web</i>, New Riders Pub [ISBN: 9780321808301] • Meghan Casey 2015, <i>The Content Strategist's Toolkit</i>, New Riders Publishing [ISBN: 9780134105109] 		
Article/Paper List	This Course does not have any article/paper resources			
Other References	This Course does not have any other resources			