



UNIVERSITI TEKNOLOGI MARA

GDI666: ILLUSTRATION DESIGN STUDIO

Course Name (English)	ILLUSTRATION DESIGN STUDIO APPROVED
Course Code	GDI666
MQF Credit	4
Course Description	As an advanced level of Graphic Communication studies, this course introduce in depth understanding of Illustration design and production and also creative approaches in professional graphic design practice and design management skills. Most marketers are seeking more than just a one time exchange or transaction with consumer. The focus of market-driven assignment / project is importance on developing and sustaining relationships between company and consumer.
Transferable Skills	<p>Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts</p> <p>Demonstrate ability to manage personal performance to meet expectations and demonstrate drive, determination, and accountability</p> <p>Demonstrate the ability to dream, imagine and visualize</p> <p>Demonstrate resilience, perseverance and positivity in multi-tasking, dealing with change and meeting new challenges.</p> <p>Demonstrate ability to analyse issues/problems from multiple angles and make suggestions</p> <p>Demonstrate ability to work professionally and contribute positively in a team</p>
Teaching Methodologies	Lectures, Studio, Tutorial, Presentation, Self-directed Learning, Supervision
CLO	<p>CLO1 To emphasis relevant illustration design process through the creative problem solving.</p> <p>CLO2 Produce a professional and well-planned design profile that meets industry demands.</p>
Pre-Requisite Courses	No course recommendations
Topics	

1. Activity 01 – Designing process (Week 1-3) 1.1) • Self-Directed Learning 1.2) • Analysis and planning of Illustration platform 1.3) • Designing process
2. Activity 02 – Individual Presentation (Week 4-5) 2.1) • Content Assessment
3. Activity 03 – Progress (Week 6-8) 3.1) • Self-Directed Learning.
4. Activity 04 – Individual Presentation (Week 9-10) 4.1) • Content Assessment
5. Activity 03 – Progress (Week 11-13) 5.1) • Self-Directed Learning.
6. Activity 10 – Final assessment (Week 14) 6.1) • Assessment of the Illustration Design Studio

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Case Study	Students will be asked to design the 1st part of illustration project referring to their analysis and finding from the previous semester research. As a requirement for this course the students are expected to produced complete illustration design project following the criteria listed on the project brief.	40%	CLO1
	Final Project	Students are required to completed the whole illustration design project in order to demonstrating the extension of students ability in meeting the need of industry	60%	CLO2

Reading List	Recommended Text
	<ul style="list-style-type: none"> • 3dtotal 2013, <i>3D Total Publishing: Sketching From The Imagination</i>, illustrated, revised Ed., 3D Total.com New York [ISBN: 1909414026] • John A. Dennison, Charles David Johnson 2003, <i>Technical Illustration</i>, illustrated Ed., Goodheart-Willcox Pub [ISBN: 1566378710] • Steven Heller, Marshall Arisman 2000, <i>The Education of an Illustrator</i>, illustrated Ed., Allworth Communications, Inc. [ISBN: 158115075X] • Noel Carroll 2008, <i>On Criticism</i>, Routledge Park Square [ISBN: 0-203-88112-5]

Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources