



UNIVERSITI TEKNOLOGI MARA

GDT111: DESIGN AND DIGITAL MEDIA

Course Name (English)	DESIGN AND DIGITAL MEDIA APPROVED
Course Code	GDT111
MQF Credit	3
Course Description	This course will give an overview of major theories and application of the advancement of today's computer technology. The students will also develop their understanding and skills on how to operate the computer professionally. To equip students with the knowledge of producing manual Graphic Design process to digital process.
Transferable Skills	Software skills (Tracing, layout arrangement)
Teaching Methodologies	Lectures, Demonstrations, Tutorial, Discussion, Supervision
CLO	CLO1 Discuss learning material, tools, software, and application for graphic design. CLO2 Practice of skills in using graphic software as the main media in generating desktop publishing. CLO3 Initiate creative graphic design projects (design and applications) with an admirable level of competency.
Pre-Requisite Courses	No course recommendations
Topics	
1. Week 1(Lesson 1) : Introduction to Syllabus 1.1) Entrance Survey 1.2) Class Overview 1.3) Course Description 1.4) Course Objectives 1.5) SLT 1.6) Project Overview 1.7) Marking Scheme	
2. Week 2(Lesson 2) : Introduction to Desktop Publishing 2.1) Define Desktop Publishing (DTP) 2.2) Types of Graphic Work 2.3) Tools, Hardware & Software 2.4) Design Process: Research, Thumbnail & Comprehensive 2.5) 2.6) Introduction to Bitmap Software 2.7) (Adobe Photoshop) 2.8) Menu Bar, Toolbox, Option Bar, Palettes 2.9) 2.10) Moving Around: 2.11) Open / Import files, Using Zoom Tools, Hand Tools, Minimize & Maximize 2.12) 2.13) Demonstration: 2.14) Setup New Document 2.15) Copy & Paste Technique 2.16) Move Tool 2.17) Scale & Rotate 2.18) Saving Document	

3. Week 3(Lesson 3) : Design Elements & Principles

- 3.1) Design & Communication
- 3.2) Form & Content
- 3.3) Elements; Type, Photography, Illustration, Color
- 3.4) Principles; Contrast, Scale, Repetition etc.
- 3.5)
- 3.6) Adobe Photoshop (cont.)
- 3.7) Understanding Layers Selection (Image Manipulation)
- 3.8) Crop, Scale, Rotate, Align, Healing, Patch, Clone, Adjustments and Filters

4. Week 4(Lesson 4) : Design - Structure

- 4.1) What is Layout?
- 4.2) Format, ISO paper format
- 4.3) Page Elements; Column, Gutter etc.
- 4.4)
- 4.5) Adobe Photoshop (cont.)
- 4.6)
- 4.7) Using Type Tools:
- 4.8) Horizontal, Vertical, Using Character & Paragraph, Masking Type
- 4.9) Using Colors:
- 4.10) Color palette, color mixer, swatches, gradient.

5. Week 5 (Lesson 5) : Design - Organizing

- 5.1) Using Grid
- 5.2) Hierarchy of information
- 5.3)
- 5.4) Introduction to Vector Software
- 5.5) (Adobe Illustrator)
- 5.6) Illustrator work area:
- 5.7) Menu bar, Toolbox, Option Bar, Palettes
- 5.8) Moving Around:
- 5.9) Place Objects, Using Zoom Tools, Hand Tools, Minimize & Maximize
- 5.10)
- 5.11) Demonstration:
- 5.12) Setup New Document
- 5.13) Create Basic Shape
- 5.14) Using Selection Tools
- 5.15) Saving Document

6. Week 6(Lesson 6) : Design - Finishing

- 6.1) Paper Types
- 6.2) Binding Types
- 6.3) Special technique; themography, embossing, debossing, die cut etc.
- 6.4) Laminate & varnish types
- 6.5) Folding types
- 6.6)
- 6.7) Adobe Illustrator (cont.)
- 6.8) Using Pen Tools:
- 6.9) Draw straight line, curve.
- 6.10) Add / Delete Anchor point, Convert point
- 6.11) Transform Objects:
- 6.12) Scale, rotate, align, pathfinders

7. Week 7(Lesson 7) : Adobe Illustrator (cont.)

- 7.1) Using Type Tools:
- 7.2) Insert type, using character & paragraph, type on path.
- 7.3) Add / Delete Anchor point, Convert point
- 7.4)
- 7.5) Using Colors:
- 7.6) Understanding stroke & fill, color mixer, gradient.

8. Week 8(Lesson 8): Introduction to Publication Software(Adobe In Design

- 8.1) In Design work area:
- 8.2) Menu bar, toolbar, option bar, palettes
- 8.3) Moving Around:
- 8.4) Place Objects, Using Zoom Tools, Hand Tools, Minimize & Maximize
- 8.5) Demonstration:
- 8.6) Setup New Document Option, pages, facing pages, sizes, column, margins, bleed and slug.
- 8.7) Add & delete pages.
- 8.8) Edit margin & column
- 8.9)
- 8.10) Insert Text
- 8.11) Create text frame
- 8.12) Paste text from other document
- 8.13) Using character window
- 8.14) Using paragraph window
- 8.15) Insert space between line

8.16) Insert drop cap 8.17) 8.18) Saving Document
9. Week 9(Lesson 9) : Adobe InDesign (cont.) 9.1) Master Pages: 9.2) What is master pages? 9.3) Master pages function 9.4) Differentiation between master and normal pages. 9.5) Import Images: 9.6) Place in Document 9.7) Place in box 9.8) Fitting Option 9.9) Text Wrap 9.10) Transform Object 9.11) Scale, rotate, align, arrange, pathfinder
10. Week 10(Lesson 10) : Adobe In Design (cont.) 10.1) Color in In Design: 10.2) Fill & stroke 10.3) Apply color to text 10.4) Apply color to graphic shape 10.5) Swatches 10.6) Color Palette 10.7) Create new color 10.8) Using Gradient 10.9) 10.10) Final Project; Newsletter 10.11) Cover Page: Newsletter (Image Manipulation)
11. Week 11(Lesson 11) : Final Project; Newsletter 11.1) Editor's Note Column 11.2) Newsletter Crew Page
12. Week 12(Lesson 12) : Final Project; Newsletter 12.1) Idol's Column 12.2) Interest Column
13. Week 13(Lesson 13) : Final Project; Newsletter 13.1) Single Spread Ad 13.2) Double / Centre Spread Ad
14. Week 14 (Lesson 14) : Final Project; Newsletter 14.1) Printing Set-up 14.2) Finishing

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Assignment 1: Students need to define learning material, tools, software, and application for graphic design in printed paper and presentation.	30%	CLO1
	Assignment	Assignment 2 : Students need to generate and produce graphic design layout using appropriate graphic design software.	30%	CLO2
	Final Project	Assignment 3: Students need to Express creative thinking and produce a graphic design using graphic design software.	40%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> • Armin Vit, Bryony Gomez Palacio 2009, <i>Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design</i> • Jan Tholelnaar, Alston W. Purvis, Cees De Jong 2009, <i>Type: A Visual History of Typefaces and Graphic Styles, Vol. 1</i>
	Reference Book Resources	<ul style="list-style-type: none"> • Adobe System 2007, <i>Adobe Photoshop CS3 Classroom in a Book (Paperback)</i> • Olav Martin Kvern and David Blatne 2009, <i>Real World Adobe InDesign CS4 - Paperback</i> • Sandee Cohen 2007, <i>InDesign CS3 for Macintosh and Windows</i> • Peachpit Press 2006, <i>Real World Adobe InDesign CS3 (Paperback)</i> • Ava Publishing 2007, <i>The Layout Book : Ambrose/Harris</i> • 2005, <i>Photoshop CS3 : Top 100 Simplified Tips & Tricks (Paperback)</i> • Robin Landa 2005, <i>Graphic Design Solutions, Third Edition (Paperback)</i> • Nancy Skolos, Tom Wedell 2006, <i>Type, Image, Message: A Graphic Design Layout Workshop</i>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	