



**UNIVERSITI TEKNOLOGI MARA**

**GDT312: STUDIO PROJECT II**

<b>Course Name (English)</b>	STUDIO PROJECT II <b>APPROVED</b>
<b>Course Code</b>	GDT312
<b>MQF Credit</b>	8
<b>Course Description</b>	A comprehensive graphic design course which allows students to pursue their main area of interest in graphic design specialized areas. This course will equip students with a greater understanding and appreciation of contemporary graphic design realm. In this advance design practice course, the student is guided to find a new way in their creations look without ignoring the basic principles. There are 4 (four) sets of comprehensive assignment to be covered: 1) Brand Identity Design/ Corporate Identity Design a) Identity Design b) Type Design & Lettering c) Packaging Design 2) Advertising a) Advertising Design & Art Direction b) Promotional Design c) Supporting Marketing Tools 3) Illustration a) Graphic Illustration 2D/ 3D b) Manual Illustration c) Publication Design 4) Multimedia a) Web Interface Design
<b>Transferable Skills</b>	Exhibit design and semi-professional artwork display
<b>Teaching Methodologies</b>	Lectures, Studio, Field Trip, Problem Based Learning (PBL), Supervision
<b>CLO</b>	CLO1 Apply creative problem solving and design strategy for an effective design solution in visual communication CLO2 Produce ideation and creative solution for print-based design development CLO3 Express creative thinking, appropriate skills in applications of tools and technology in the creation of screen-based design
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Defining visual problem</b> 1.1) Design Theories 1.2) Effective print and digital communications	
<b>2. Finding Concept Reflecting on the Research and Strategy</b> 2.1) Visualizing the concept through mood boards. 2.2) Design concept and idea development 2.3) Colour and Type 2.4) The communicative quality of colour: colour meaning and association. 2.5) Colour implication across culture implication 2.6) The marketable aspect of colour 2.7) The communicative quality of type	
<b>3. Design Samples</b> 3.1) Local design environmental and inspiration 3.2) Others design enviromental and inspiration	
<b>4. Creative Illustration</b> 4.1) Producing commercial illustration 4.2) Types of illustration 4.3) Understanding of style as a skills and contextual tool 4.4) Regional and international style 4.5) typographic style 4.6) layout 4.7) colour trend 4.8) media and techniques	

<p><b>5. Designing for Print-Based</b></p> <p>5.1) The Creative Angles  5.2) Advertising Design approaches. Examples: Before &amp; After  5.3) Wit  5.4) Provocation  5.5) Intrigue  5.6) Gimmicks  5.7) Knock the competitor</p>
<p><b>6. Iterations on selected design</b></p> <p>6.1) Visualization Techniques  6.2) 3D, Vector and realistic illustration  6.3) Animation illustration  6.4) Advertising illustration  6.5) Publication illustration  6.6) Packaging  6.7) Cartoon</p>
<p><b>7. Design Implementation on Various Materials</b></p> <p>7.1) Design and Reproduction  7.2) Understanding basic material, print finishing and making artwork for printing  7.3) Selecting colour for printing  7.4) Application design in advertising</p>
<p><b>8. Design formatting</b></p> <p>8.1) Design and Reproduction  8.2) Printing size &amp; format  8.3) Prototyping (mock up)</p>
<p><b>9. Review Project and Critiques Process</b></p> <p>9.1) External Review  9.2) platform of mini exhibition artwork by students among four campuses (UiTM)  9.3) design learning process  9.4) design sharing knowledge  9.5) presentation skills and design feedback</p>
<p><b>10. Designing for screen-based</b></p> <p>10.1) Designing effective way finding system for Multimedia Interface navigation system  10.2) Publication page design  10.3) Application design on screen-based platform</p>
<p><b>11. Technology and appropriate tools</b></p> <p>11.1) Digital design  11.2) creative ideation to produce screen-based design  11.3) creative process in digital platform  11.4) types of software</p>
<p><b>12. Design Refinement and Finalization</b></p> <p>12.1) The preparation of final design  12.2) Design refinement on items  12.3) Finishing work</p>
<p><b>13. Final Design Refinement and Finalization Recording the Process</b></p> <p>13.1) The preparation of final design  13.2) Professional strategy in design practise  13.3) Skills of professional design presentation</p>
<p><b>14. Presentation skills and profesional communication</b></p> <p>14.1) Profesionalism in presentation  14.2) skills on oral presentation and communication  14.3) preparation for design exhibition</p>

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Final Project	Produce the print-based design as listed below :- Advertising i. Print-ads (series) ii. Supporting Marketing Tools Illustration: i. Illustration (manual) ii. Application illustration	30%	CLO2
	Final Project	Express the skills on producing screen-based item as below: i. 3D model ii. TVC - storyboard iii. Website Design (continues from previous project)	30%	CLO3
	Visual Assessment	Carry out research to find the references and design inspiration from any resources as a platform of learning process and design strategy. All the research outcomes must consist of print-based and screen-based design.	40%	CLO1

Reading List	Reference Book Resources
	<ul style="list-style-type: none"> <li>• Ryan Hembree 2006, <i>The Complete Graphic Designer</i>, Rockport Publishers [ISBN: 1592532594]</li> <li>• Wheeler.A 2006, <i>DESIGNING BRAND IDENTITY</i>, John Wiley &amp; Son Canada</li> <li>• Ken Burtenshaw, Nik Mahon, Caroline Barfoot 2011, <i>The Fundamentals of Creative Advertising</i>, A&amp;C Black [ISBN: 2940411565]</li> <li>• David Ogilvy, <i>Ogilvy on Advertising</i> [ISBN: 1853756156]</li> <li>• Steven Heller, Véronique Vienne 2006, <i>The Education of an Art Director</i>, Skyhorse Publishing Inc. [ISBN: 1581154356]</li> <li>• Edo Smitsluijzen 2007, <i>Signage Design Manual</i>, Lars Muller Publishers [ISBN: 3037780967]</li> <li>• Bill Moggridge 2007, <i>Designing Interactions</i>, Mit Press [ISBN: 0262134748]</li> <li>• Shane R.J. Walter 2008, <i>MOTION BLUR: MULTIDIMENSIONAL MOVING MAKERS</i>, Laurence King</li> </ul>
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources