



UNIVERSITI TEKNOLOGI MARA

GDT157: GRAPHIC COMMUNICATION

Course Name (English)	GRAPHIC COMMUNICATION APPROVED
Course Code	GDT157
MQF Credit	3
Course Description	This subject is an introduction of graphic design as a tool for communication. It will be divided to 3 important parts as the result means the synthesis of execution succeeded graphic layout, as a tool for visual communication and has the aesthetic value. First part will be recognize fundamental knowledge for graphic design industry Second part will be reproduce design based on graphic designs fundamental knowledge. Third part will be demonstrate basic understanding of graphic design fundamental knowledge. Area of concentration: a) Creating and developing ideas on application & implementation of elements and principles of design b) Creating and developing ideas on visual and intellectual unity, gestalt principles c) Creating and developing ideas for icon/symbol design
Transferable Skills	Development in graphic design, aspect style and implication, informative organizational, elements principle and procedure layout design, observation style, structures and visual effectiveness
Teaching Methodologies	Lectures, Studio, Demonstrations, Case Study, Tutorial, Discussion, Presentation, Workshop
CLO	CLO1 Identify graphic design as an effective tool for visual communication CLO2 Show basic understanding of graphic design fundamental for various types of design platform CLO3 Practice the role of graphic design as tools of communication in daily life
Pre-Requisite Courses	No course recommendations
Topics	
1. INTRODUCTION 1.1) Definition of graphic, graphic design & graphic communication. 1.2) To define the variousity of field in graphic 1.3) General overview about local graphic industry, side activity and service 1.4) The design process: 1.5) Dicuss the problem 1.6) Develop creative brief 1.7) a) Articulate design 1.8) b) Source of inspiration 1.9) c) Design as problem solving 1.10) d) Creative thinking 1.11) b) Art direction 1.12) Concepts 1.13) Refinements, Execution 1.14) Implementation, Print Production	
2. GRAPHIC DESIGN HISTORY 2.1) Designing Utopia 2.2) Constructivism (1919-1934) 2.3) De Stijl (1917-1931) 2.4) Bauhaus (1919-1933) 2.5) Ideological Independents and the New Typography 2.6) Modernism in America 2.7) Advertising Design and the New York School 2.8) Postmodenism and the Digital Age 2.9) Graphic Design Category 2.10) Corporate Design	

<ul style="list-style-type: none"> 2.11) Environment Design 2.12) Motion Design 2.13) Interactive Design 2.14) Type Design
<p>3. ELEMENTS OF DESIGN</p> <ul style="list-style-type: none"> 3.1) Line 3.2) Shape 3.3) Figure/Ground 3.4) Color 3.5) Color Nomenclature 3.6) Primary Colors 3.7) Technical Considerations
<p>4. PRINCIPAL OF DESIGN</p> <ul style="list-style-type: none"> 4.1) Format 4.2) Balance 4.3) Visual Hierarchy 4.4) Emphasis 4.5) Rhythm 4.6) Unity 4.7) Laws of Perception Organization
<p>5. VISUAL and INTELLECTUAL UNITY</p> <ul style="list-style-type: none"> 5.1) Visual Dynamic 5.2) Top to bottom 5.3) Vertical and Horizontal 5.4) Left to Right 5.5) Balance 5.6) Symmetry 5.7) Assymetry 5.8) Balance through Contrast
<p>6. GESTALT PRINCIPLES</p> <ul style="list-style-type: none"> 6.1) Similarity 6.2) Proximity 6.3) Continuation 6.4) Closure 6.5) Figure and Ground
<p>7. INTRODUCTION OF ICON, INDEX AND SYMBOL</p> <ul style="list-style-type: none"> 7.1) An introduction to Icon, Index and symbol 7.2) Meaning and Differentiation 7.3) Function & Rational
<p>8. TYPOGRAPHY AND SYMBOL DESIGN</p> <ul style="list-style-type: none"> 8.1) Symbol in Typography 8.2) Symbol in daily life: 8.3) Instructional Symbol 8.4) Commercial Symbol 8.5) Guide/ Sign Symbol 8.6) Cultural Symbol
<p>9. GRID LAYOUT AND PRESENTATION</p> <ul style="list-style-type: none"> 9.1) Introduction 9.2) Elements of Grid 9.3) Basics Structures 9.4) Behind the Grid
<p>10. GRID LAYOUT AND PRESENTATION</p> <ul style="list-style-type: none"> 10.1) Hierarchy / Organization of Information 10.2) Organizing the Content 10.3) Scale & Impact 10.4) Color & Content
<p>11. DELIVERING THE MESSAGE</p> <ul style="list-style-type: none"> 11.1) Print 11.2) Direct mail 11.3) Information design 11.4) Packaging 11.5) Screen design 11.6) Environmental design

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Assignment 1	30%	CLO1
	Assignment	Assignment 2	30%	CLO2
	Assignment	Final	40%	CLO3

Reading List	Reference Book Resources
	<ul style="list-style-type: none"> • Amy Graver, Ben Jura 2012, <i>Best Practices for Graphic Designers Grids and Page Layouts An Essential Guide For Understanding & Applying Page Design Principles</i>, Rockspport Publishers Inc Beverly [ISBN: 9781592537853] • Ellen Lupton, Jennifer Cole Phillips 2008, <i>Graphic Design: The New Basics</i>, Princeton Architectural Press New York [ISBN: 9781568987705] • Helen Armstrong 2009, <i>Graphic Design Theory Readings From The Field</i>, Princeton Architectural Press New York [ISBN: 9781568987729] • Robin Landa 2011, <i>Graphic Design Solutions</i>, 4th Ed., Wadsworth Boston, USA [ISBN: 9780132300704] • Scott W. Santoro 2014, <i>Guide To Graphic Design</i>, Pearson New Jersey [ISBN: 9780132300704] • Timothy Samara 2002, <i>Making and Breaking The Grid : A Graphic Design Layout Workshop</i>, 2nd Ed., Rockport Publisher Inc. Gloucester [ISBN: 1564968936] • Ryan Hembree 2011, <i>The Complete Graphic Designer : A Guide to Understanding Graphics and Bisual Communication</i>, Rockport Publisher Inc Beverly, Massachusetts [ISBN: 9781592535026] • Alex W. White 2011, <i>The Elements of Graphic Design</i>, 2nd Ed., Allworth Press New York [ISBN: 9781581157628] • Gavin Ambrose, Paul Harris 2009, <i>The Fundamentals of Graphic Design</i>, AVA Publishing SA Switzerland [ISBN: 9782940373826] • Richard Poulin 2011, <i>The Language of Graphic Design : An Illustrated Handbook For Understanding Fundamental Design Principles</i>, Rockport Publishers, Inc Beverly, Massachusetts [ISBN: 9781592536764] • Amy Arntson 2011, <i>Graphic Design Basics</i>, Cengage Learning [ISBN: 9780495912071] • Alice Twemlow 2006, <i>What is Graphic Design For?</i>, RotoVision [ISBN: 9782940361076] • James Craig 1989, <i>Working with Graphic Designers</i>, Watson-Guptill Publications New York [ISBN: 9780823058679] • Gregory Thomas 2000, <i>How to Design Logos, Symbols & Icons</i>, North Light Books [ISBN: 9780891349150] • Malcolm Barnard 2000, <i>Graphic Design as Communication</i>, Psychology Press [ISBN: 9780415278133] • Veronica Napoles 1998, <i>Corporate Identity Design</i>, Van Nostrand Reinhold Company [ISBN: 9780442268442]
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources