



UNIVERSITI TEKNOLOGI MARA

GDT211: GRAPHIC COMMUNICATION II

Course Name (English)	GRAPHIC COMMUNICATION II APPROVED
Course Code	GDT211
MQF Credit	4
Course Description	A progressive and intensive study of graphic design as a tool for visual communication. This course will focus on a wider application of exploration. It covers the developments of basic symbols to the solution of integrated design : professional project, design system or corporate needs. The subject requires student to attend academic visits to cover the study of agency structure/design studio, description and scope of job, creative team post, exposure in higher levels of process and procedure that relates to lines offered in graphic design and preparation of portfolio and its presentation.
Transferable Skills	DESIGN SKILL, VISUAL COMMUNICATION SKILL, IDEAS DEVELOPMENT AND CREATIVITY, KNOWLEDGE EXPLORATION
Teaching Methodologies	Lectures, Studio
CLO	CLO1 To apply creative problem solving and design strategy for an effective design solution in visual communication CLO2 To produce ideation and creative solution for print-based design development CLO3 To express creative thinking, appropriate skills in applications of tools and technology in the creation of screen-based design.
Pre-Requisite Courses	No course recommendations
Topics	
1. Lesson 01 (Week 1) Introduction 1.1) Structure of real agency / design-based studio / design consultant etc. 1.2) Description of job in graphic design, creative team post and related subjects. 1.3) Relationship in graphic design and its application, what is graphic design for and related topics.	
2. Lesson 02 (Week 2) Corporate Identity 2.1) Definiton of identity 2.2) The difference between image and identity 2.3) Integrated design system	
3. Lesson 03 (Week 3) Identify the significance of items in corporate Id 3.1) Identify and discuss the items that consists in corporate identity 3.2) Observation of the problem statement and finding the solution	
4. Lesson 04 (Week 4) Design procedure 4.1) Visual thoughts 4.2) Developing the ideas, copy, artwork and photography (traditional and modern) 4.3) Printing	
5. Lesson 05 (Week 5) The execution of the process and procedure in corpo 5.1) Design approach (Phase 1) 5.2) Design exploration (Phase 2) 5.3) Composing design (Phase 3) 5.4) Implementation (Phase 4)	
6. Lesson 06 (Week 6) Personal Promotion / Promotional Items 6.1) Definiton of promotion 6.2) Promotion design that works 6.3) Visual and intelectual unity 6.4) Visual dynamic	

<p>7. Lesson 07 (Week 7) Personal Promotion / Promotional Items 7.1) Definiton of promotion 7.2) Promotion design that works 7.3) Visual and intelectual unity 7.4) Visual dynamic</p>
<p>8. Lesson 08 (Week 8) Identify the significance of items in personal prom 8.1) Identify and discuss the items that consists in personal promotion 8.2) Identify and analysis the problem statement</p>
<p>9. Lesson 09 (Week 9) The execution of the process and procedure in promo 9.1) Design approach (Phase 1) 9.2) Design exploration (Phase 2) 9.3) Composing design (Phase 3) 9.4) Implementation (Phase 4)</p>
<p>10. Lesson 10 (Week 10) New technologies 10.1) The development of computer graphics 10.2) The internet and interactivity</p>
<p>11. Lesson 11 (Week 12) New technologies 11.1) The development of computer graphics 11.2) The internet and interactivity</p>
<p>12. Lesson 12 (Week 14) New technologies 12.1) The development of computer graphics 12.2) The internet and interactivity</p>
<p>13. Lesson 13 (Week 11) New technologies 13.1) The development of computer graphics 13.2) The internet and interactivity</p>
<p>14. Lesson 14 (Week 14) New technologies 14.1) The development of computer graphics 14.2) The internet and interactivity</p>

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Task 1 - Research on Specific Company	10%	CLO1
	Assignment	Task 2 - Logo	25%	CLO2
	Assignment	Task 3 - Corporate / Event Items / Packaging	25%	CLO2
	Assignment	Final Project - Promotion / Promotional Items	40%	CLO3

Reading List	Reference Book Resources
	<ul style="list-style-type: none"> • Rockport Publishers 2004, <i>Graphic Design that Works</i>, 2004 Ed., Rockport Publishers [ISBN: 1592530842] • Ellen Lupton, Jennifer Cole Phillips 2008, <i>Graphic Design: The New Basics</i>, Princeton Architectural Press [ISBN: 9781568987705] • Cheryl Dangel Cullen 2001, <i>Promotion Design that Works</i>, Rockport Publishers [ISBN: 1564967727] • Scott Witham 2007, <i>Print and Production Finishes for Promotional Items</i>, Rockport Publishers [ISBN: 9782940361687] • David E. Carter 2003, <i>The New Big Book of Logos</i>, Harper Collins [ISBN: 9780060567552] • Alina Wheeler 2014, <i>Designing Brand Identity</i>, John Wiley & Sons [ISBN: 1118983777] • John W. Cataldo 1996, <i>Graphic Design & Visual Communication</i>, International Textbook Company, 1966 • Jack Foster 1996, <i>How to Get Ideas</i>, Berrett-Koehler Publishers [ISBN: 157675006X] • David E. Carter, Collins Design and Suzanna MW Stephens. 2007, <i>American Corporate Identity 2008</i> • Amy E. Arntson 2003, <i>Graphic Design Basics</i>, Wadsworth Publishing Company [ISBN: 0-15-504646-2] • Quentin Newark 2007, <i>What is Graphic Design?</i>, Rockport Publishers [ISBN: 2-940361-87-8] • James Craig 1989, <i>Working with Graphic Designers</i>, New York : Watson-Guption Publications [ISBN: 9780823058679] • Gregory Thomas 2000, <i>How to Design Logos, Symbols & Icons</i>, North Light Books [ISBN: 0-89134-915-4] • Malcolm Barnard 2005, <i>Graphic Design as Communication</i>, McGraw Hill Professional [ISBN: 0-415-27812-0] • Veronica Napoles 1988, <i>Corporate Identity Design</i>, Van Nostrand Reinhold Company [ISBN: 0-442-26844-0]
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources