



## UNIVERSITI TEKNOLOGI MARA

### GDT218: COMMUNICATION DESIGN

<b>Course Name (English)</b>	COMMUNICATION DESIGN <b>APPROVED</b>
<b>Course Code</b>	GDT218
<b>MQF Credit</b>	3
<b>Course Description</b>	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.
<b>Transferable Skills</b>	Design Skill, Visual Communication Skill, Ideas Development and Creativity, Knowledge Exploration
<b>Teaching Methodologies</b>	Lectures, Studio, Demonstrations, Case Study, Practical Classes, Discussion
<b>CLO</b>	CLO1 Identify various type of communication design specifically in graphic design area. CLO2 Construct basic understanding about print or screen creative design strategy specifically in graphic communication design CLO3 Propose appropriate print or screen creative design need and application specifically in the graphic design area.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Fundamental of Communication Design in Graphic Design</b> 1.1) a. Basic Structure of real agency / design-based studio / design consultant etc. 1.2) b. Description of basic job in graphic design, creative team post and related subjects. 1.3) c. Relationship in graphic design and its application, what is graphic design for and related topics. 1.4) d. Communication design in graphic area 1.5) e. Type of communication design specifically in graphic design area	
<b>2. Brand Identity design</b> 2.1) a. Definition and type of brand identity 2.2) b. Identify and discuss the items that consists in identity design	
<b>3. Brand Identity design</b> 3.1) c. Key and element of identity design 3.2) d. Identity design various item and creative platform	
<b>4. Design Inspiration</b> 4.1) a. Exploration on identity design case study 4.2) b. Difference between Inspiration and Plagiarism 4.3) c. Design approach for identity design	
<b>5. Creative Design Planning</b> 5.1) a. Research and case study of visual identity design 5.2) b. Observation design problem and finding the solution 5.3) c. Construct appropriate planning for redesigning identity design needs 5.4) d. Brainstorming creative design approach	
<b>6. Identity Design Development</b> 6.1) a. Develop and construct identity design from early stage of ideation. 6.2) b. Develop appropriate design approach (theme or concept or direction of design)	

<p><b>7. Identity Design Development</b>  7.1) c. Logo, Tagline, Brand image, Text, Image, Layout, Color.  7.2) d. Other appropriate and needs creative platform &amp; items.</p>
<p><b>8. Identity design execution &amp; exploration</b>  8.1) a. Exploration and explanation on appropriate graphic software usage. (digital and manual)</p>
<p><b>9. Identity design execution &amp; exploration</b>  9.1) b. Exploration on text, image, colors, layout composition. (digital and manual)</p>
<p><b>10. Design Application</b>  10.1) a. Discuss and explore each various type of design purpose/function  10.2) b. Design application in to various type and platform of design item  10.3) c. Layout and content management. Design output.</p>
<p><b>11. Final Design Process</b>  11.1) a. Final up design output  11.2) b. Setting up for printing stage. Margin, bleed, color mode.</p>
<p><b>12. Final Design Process</b>  12.1) c. Converting file format exploration  12.2) d. Saving file format (PDF, JPEG, TIFF, PNG and other related format)  12.3) e. Reducing file size (dpi, mb, gb and other related method)</p>
<p><b>13. Design finishing / material exploration</b>  13.1) a. Mock up for final artwork  13.2) b. Finishing and material</p>
<p><b>14. Design Presentation</b>  14.1) a. Format design presentation (digital or printed)  14.2) b. 5W1H in presenting design and idea</p>

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Research and exploration about communication design specifically in the graphic design area.	30%	CLO1
	Assignment	Identity design research, exploration and ideation.	30%	CLO2
	Assignment	Design proposal and application.	40%	CLO3

Reading List	<p><b>Reference Book Resources</b></p> <ul style="list-style-type: none"> <li>• Malcolm Barnard 2005, <i>Graphic Design as Communication</i>, McGraw Hill Professional [ISBN: 0415278120]</li> <li>• Ellen Lupton, Jennifer Cole Phillips, 2008, <i>Graphic Design: The New Basics</i>, Princeton Architectural Press [ISBN: 9781568987705]</li> <li>• Cheryl Dangel Cullen 2001, <i>Promotion Design that Works</i>, Rockport Publishers [ISBN: 1564967727]</li> <li>• Scott Witham, 2007, <i>Print and Production Finishes for Promotional Items</i>, Rockport Publishers [ISBN: 9782940361687]</li> <li>• David E. Carter 2003, <i>The New Big Book of Logos</i>, Harper Collins [ISBN: 9780060567552]</li> <li>• Alina Wheeler 2014, <i>Designing Brand Identity</i>, John Wiley &amp; Sons [ISBN: 1118983777]</li> <li>• Jack Foster 1996, <i>How to Get Ideas</i>, Berrett-Koehler Publishers [ISBN: 157675006]</li> <li>• Amy E. Arntson 2001, <i>Graphic Design Basics</i>, Wadsworth Publishing Company [ISBN: 0-15-504646-2]</li> <li>• Quentin Newark 2007, <i>What is Graphic Design?</i>, Rockport Publishers [ISBN: 2-940361-87-8]</li> <li>• James Craig 1989, <i>Working with Graphic Designers</i>, New York : Watson-Guption Publications [ISBN: 9780823058679]</li> <li>• Gregory Thomas 2000, <i>How to Design Logos, Symbols &amp; Icons</i>, North Light Books [ISBN: 0-89134-915-4]</li> <li>• Malcolm Barnard 2005, <i>Graphic Design as Communication</i>, McGraw Hill Professional [ISBN: 0-415-27812-0]</li> </ul>
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources