



**UNIVERSITI TEKNOLOGI MARA**

**GDT256: STUDIO PROJECT I**

<b>Course Name (English)</b>	STUDIO PROJECT I <b>APPROVED</b>
<b>Course Code</b>	GDT256
<b>MQF Credit</b>	6
<b>Course Description</b>	This course introduce a basic understanding of design research methods in preparing a strategic design planning. Student will take part in making competitive visual auditing, presenting visual problems, organizing design concept and execute design solutions for an integrated design program. During this course, students are compulsory to complete a comprehensive project research, design planning and execution for Brand Identity Design/ Corporate Identity Design, Interactive Design platform(surface design)
<b>Transferable Skills</b>	Corporate Identity, Advertising Design, Creative illustration & Multimedia Design
<b>Teaching Methodologies</b>	Lectures, Studio, Practical Classes
<b>CLO</b>	CLO1 Identify design problems and values of brand strategies for an effective design solution in visual communication CLO2 Produce ideation and flow of work for corporate identity design project CLO3 Initiate graphic design application in establishing a visual images for design project
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Defining visual problem</b> 1.1) Defining visual problem using appropriate research tactics including site tour, visual auditing, SWOT analysis, providing wealth of information about products or service chosen.	
<b>2. Finding concept</b> 2.1) Finding concept reflecting on the research and strategy: Visualizing the concept through mood boards. Design concept and idea development.	
<b>3. Designing logo samples</b> 3.1) Designing logo samples: The variation of selected initial logo	
<b>4. Iterations on selected logo design</b> 4.1) Iterations on selected logo design: Look and feel: Establishing color, typefaces, layout grid, and other visual graphic style for design/marketing collateral.	
<b>5. Review Project 1</b> 5.1) Review Project 1	
<b>6. Identity design collateral</b> 6.1) Identity design collateral: Stationery design system, Advertising design communication: Writing tagline.	
<b>7. Design communication</b> 7.1) Writing tagline 7.2) Arrangement of layout	
<b>8. Identity design collateral</b> 8.1) Identity design collateral: Promotional graphic & communication	
<b>9. Design Communication</b> 9.1) Branding ( Print based/Broadcast)	
<b>10. Identity design collateral</b> 10.1) Identity design collateral: Livery design & Uniform design.	

<b>11. New Media</b> 11.1) New Media development (Interface/web design)
<b>12. Design refinement and finalization</b> 12.1) Design refinement and finalization: Finishing & building mock-ups model.
<b>13. Review Project 2</b> 13.1) Review Project 2
<b>14. Final Assessment</b> 14.1) Final Assessment

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	This assignment will develop a complete final execution of Brand Identity Design/ Corporate Identity Design, Interactive Design platform(surface design).	20%	CLO3
	Assignment	This assignment will develop a complete a comprehensive project research, design planning and progression for Brand Identity Design/ Corporate Identity Design, Interactive Design platform(surface design)	40%	CLO2
	Written Report	1) Have students to learn and practice a basic understanding of design research methods in preparing a strategic design planning. 2) Have students gain an introduction to basic creative fundamental at the incubation stage. 3) Have students to utilize basic creative work plan for problem solving purposes.	40%	CLO1

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>• Ryan Hembree 2006, <i>The Complete Graphic Designer</i>, Rockport Publishers [ISBN: 1592532594]</li> <li>• Alina Wheeler 2012, <i>Designing Brand Identity</i>, John Wiley &amp; Sons Canada [ISBN: 1118099206]</li> </ul>
	Reference Book Resources	<ul style="list-style-type: none"> <li>• Ken Burtenshaw, Nik Mahon, Caroline Barfoot 2006, <i>The Fundamentals of Creative Advertising</i>, AVA Publishing [ISBN: 2940439915]</li> <li>• David Ogilvy 2013, <i>Ogilvy on Advertising</i>, Vintage [ISBN: 0804170053]</li> <li>• Steven Heller, Véronique Vienne 2006, <i>The Education of an Art Director</i>, Skyhorse Publishing Inc. [ISBN: 1581154356]</li> <li>• Edo Smitshuijzen 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, Matt Hanson, Onedotzero 2004, <i>Motion Blur</i>, Laurence King Publishing [ISBN: 1856694658]</li> </ul>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	