



UNIVERSITI TEKNOLOGI MARA

GDT261: GRAPHIC DESIGN PROPOSAL

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| <b>Course Name (English)</b>                                                                                                                                                                                                                                                                                                                                                                                                      | GRAPHIC DESIGN PROPOSAL <b>APPROVED</b>                                                                                                                                                                                    |
| <b>Course Code</b>                                                                                                                                                                                                                                                                                                                                                                                                                | GDT261                                                                                                                                                                                                                     |
| <b>MQF Credit</b>                                                                                                                                                                                                                                                                                                                                                                                                                 | 2                                                                                                                                                                                                                          |
| <b>Course Description</b>                                                                                                                                                                                                                                                                                                                                                                                                         | Students prepare graphic design proposals from potential clients base on client category with appropriate design inspiration and present visual data to convince ideation.                                                 |
| <b>Transferable Skills</b>                                                                                                                                                                                                                                                                                                                                                                                                        | Communication<br>Creative Thinking<br>Visual Data Analysis<br>Visual Presentation                                                                                                                                          |
| <b>Teaching Methodologies</b>                                                                                                                                                                                                                                                                                                                                                                                                     | Lectures, Presentation, Supervision                                                                                                                                                                                        |
| <b>CLO</b>                                                                                                                                                                                                                                                                                                                                                                                                                        | CLO1 Select most potential client based on client categories<br>CLO2 Identify appropriate design concept based on client design analysis<br>CLO3 Presenting design inspiration concept idea to support client design issue |
| <b>Pre-Requisite Courses</b>                                                                                                                                                                                                                                                                                                                                                                                                      | No course recommendations                                                                                                                                                                                                  |
| <b>Topics</b>                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                            |
| <b>1. Visual communication in above the line and below the line media</b><br>1.1) • Nature of medium<br>1.2) • Method of communication<br>1.3) • Function of medium                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                            |
| <b>2. Collateral item base on client category</b><br>2.1) • Brand Logo & Tagline<br>2.2) • Corporate Manual<br>2.3) • Logo Guideline<br>2.4) • Stationary item – Letterhead, Business Card, Form, etc<br>2.5) • Packaging – Container, label, pack<br>2.6) • Product Display - Point of Purchase<br>2.7) • Uniform<br>2.8) • Livery<br>2.9) • Signage System<br>2.10) • Merchandise<br>2.11) • Website<br>2.12) • Broadcast media |                                                                                                                                                                                                                            |
| <b>3. Design milestone (Gantt Chart)</b><br>3.1) • Conduct research<br>3.2) • Deliver the first draft of the creative brief<br>3.3) • Present comparative design approaches for review<br>3.4) • Provide feedback on designs and determine the direction<br>3.5) • Provide final designs for approval<br>3.6) • Approve final designs<br>3.7) • Deliver final designs for production                                              |                                                                                                                                                                                                                            |

**4. Client background research and situation analysis**

- 4.1) • SWOT analysis
- 4.2) • internal study on client strength & weakness
- 4.3) • external study on client opportunity & threat
- 4.4) • Target Audients
- 4.5) • Demography
- 4.6) • Psychography
- 4.7) • Communication Objective

**5. Design direction**

- 5.1) • Moodbord
- 5.2) • Design Trend Study
- 5.3) • Colour
- 5.4) • Image
- 5.5) • Typography
- 5.6) • Supporting graphic
- 5.7) • Brand image in advertising

**6. Design execution**

- 6.1) • Printing
- 6.2) • Mockup
- 6.3) • Display

**7. Digital execution**

- 7.1) • Pre-production
- 7.2) • Production
- 7.3) • Post Production

| Assessment Breakdown  | %       |
|-----------------------|---------|
| Continuous Assessment | 100.00% |

| Details of Continuous Assessment | Assessment Type | Assessment Description               | % of Total Mark | CLO  |
|----------------------------------|-----------------|--------------------------------------|-----------------|------|
|                                  | Assignment      | Propose potential client             | 20%             | CLO1 |
|                                  | Assignment      | Analysis on visual data collection   | 30%             | CLO2 |
|                                  | Assignment      | Defend & Visual Concept Presentation | 50%             | CLO3 |

| Reading List | Recommended Text                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|--------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|              | <ul style="list-style-type: none"> <li>• Lynne Mesher 2010, <i>Basics Interior Design 01: Retail Design</i>, AVA Publishing [ISBN: 9782940411221]</li> <li>• Jennifer Visocky O'Grady, Ken O'Grady 2009, <i>A Designer's Research Manual</i>, Rockport Publishers [ISBN: 9781616739386]</li> <li>• Grip 2013, <i>Best Practices for Graphic Designers, Packaging</i>, Rockport Publishers Incorporated [ISBN: 9781592538133]</li> <li>• Nik Mahon 2010, <i>Basics Advertising 02: Art Direction</i>, AVA Publishing [ISBN: 9782940411214]</li> <li>• Kim Golombisky, Rebecca Hagen 2010, <i>White Space is Not Your Enemy</i>, Taylor &amp; Francis [ISBN: 9780240812816]</li> <li>• Mark 'Wigan' Williams, Mark Wigan 2008, <i>Basics Illustration 03: Text and Image</i>, AVA Publishing [ISBN: 9782940373505]</li> <li>• Gavin Ambrose, Paul Harris 2009, <i>Basics Design 08: Design Thinking</i>, AVA Publishing [ISBN: 9782940411177]</li> <li>• George E. Belch, <i>Advertising and Promotion</i> [ISBN: 9781260590210]</li> </ul> |

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|---------------------------|-------------------------------------------------------|
| <b>Article/Paper List</b> | This Course does not have any article/paper resources |
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| <b>Other References</b> | This Course does not have any other resources |
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