



## UNIVERSITI TEKNOLOGI MARA

### GDT314: GRAPHIC DESIGN PROJECT

<b>Course Name (English)</b>	GRAPHIC DESIGN PROJECT <b>APPROVED</b>
<b>Course Code</b>	GDT314
<b>MQF Credit</b>	5
<b>Course Description</b>	This course introduces a basic understanding of producing corporate identity design. Students will take part in conducting research, presenting visual problems, organizing design concept and execute design solutions for an integrated design program. During this course, students are compulsory to show their creativity and talent to produce Corporate Identity Design in various platforms.
<b>Transferable Skills</b>	Communication Creative Design Process Corporate Identity Design
<b>Teaching Methodologies</b>	Lectures, Studio, Demonstrations, Field Trip, Case Study, Discussion, Project-based Learning
<b>CLO</b>	CLO1 Prepare a compilation of supportive research on corporate identity design in order to develop an effective design solution in visual communication CLO2 Construct the developmental creative processes for creating an effective corporate identity design CLO3 Demonstrate the ability to apply corporate identity design on various of collateral items
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Research and Concept</b> 1.1) 1) Basic of Research 1.2) i. research techniques 1.3) Linear reasoning / lateral thinking 1.4) ii. introduction of Linear reasoning	
<b>2. Research and Concept</b> 2.1) 2) Audience and market 2.2) i. Think globally 2.3) ii. Market research 2.4) iii. Target Practice 2.5) 2.6) 3) How to define problem	
<b>3. Theories of images and text</b> 3.1) rhetoric 3.2) semiotics, sign and symbols 3.3) didactic 3.4) symbol style 3.5) symbol families 3.6) metaphor 3.7) poetics	
<b>4. Visual Identity</b> 4.1) Introduction to visual identity 4.2) Understand the purpose of graphic design 4.3) Design a visual identity 4.4) Realize the role of the logo 4.5) Define brand, branding, and integrated brand experience 4.6) Contextual Inspiration	

<p><b>5. Culture Design Inspiration</b></p> <p>5.1) Culture  5.2) Cultural Significant  5.3) Design Inspiration from Culture  5.4) Local Culture Identity inspiration in designing</p>
<p><b>6. Corporate Identity</b></p> <p>6.1) Introduction to Corporate Identity  6.2) Establishing the need for a corporate identity  6.3) Design exploration  6.4) Design refinement</p>
<p><b>7. Essential Element for Brand Identity</b></p> <p>7.1) Colour  7.2) Shape  7.3) Typography  7.4) Names and taglines  7.5) Contrast  7.6) Types of symbol and approach</p>
<p><b>8. Logo Design</b></p> <p>8.1) Logo flexibility  8.2) Logo trend  8.3) Logo Structure  8.4) Personal Logo  8.5) Logo Redesign  8.6) Designing Logo  8.7) a) Types of logo design</p>
<p><b>9. Creative Design Process</b></p> <p>9.1) The Value Process  9.2) Developing a project brief  9.3) Research and information gathering  9.4) Brainstorming  9.5) Conceptualization  9.6) Experimentation development  9.7) Execution</p>
<p><b>10. Brand Book</b></p> <p>10.1) Anatomy of Standard Manual  10.2) Primary Identity Elements  10.3) Selected Identity Applications  10.4) Additional information  10.5)  10.6) SHARING KNOWLEDGE IN GRAPHIC DESIGN PROJECT</p>
<p><b>11. Brand Identity</b></p> <p>11.1) Identity for renewal  11.2) Identity for repositioning  11.3) Identity to signal change  11.4) Identity for growth</p>
<p><b>12. Organization of Information</b></p> <p>12.1) Organizing the content  12.2) Scale and impact  12.3) Negative space  12.4) Using Relative position</p>
<p><b>13. Design Inspiration And Design References</b></p> <p>13.1) Case study  13.2) a) shopping mall  13.3) b) stationery shop  13.4) c) grocery  13.5) d) sport shop  13.6) e) clothing store  13.7) f) design store  13.8) g) event  13.9) h) campaign  13.10) i) promotion</p>
<p><b>14. Professional Design Presentation</b></p> <p>14.1) Professional Displaying Artwork  14.2) Skills Of Communication</p>

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Understanding on branding and corporate identity design	20%	CLO1
	Assignment	Produce the design for logo, tagline and supporting graphic	30%	CLO2
	Final Project	Application design on corporate item, brand guidelines, uniform, livery and Others related item(s)	50%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>• David Dabner, Sandra Stewart, Eric Zempel, Abbie Vickres 2017, <i>GRAPHIC DESIGN SCHOOL : A Foundation Course for Graphic Designers.</i>, 5th edition Ed., Thames &amp; Hudson [ISBN: 9780500291436]</li> <li>• Kevin Budelmann, Yang Kim, Curt Wozniak 2010, <i>Essential elements for brand identity : 100 principles for designing logos and building brands</i>, Beverly, Massachusetts Rockport 2010 [ISBN: 1592537936]</li> <li>• Robin Landa 2016, <i>Graphic Design Solutions</i>, Thomson Delmar Learning 162 [ISBN: 0495572810]</li> <li>• Malcolm Barnard 2005, <i>Graphic design as communication</i>, Abingdon, Oxon: Routledge: ingdon, Oxon, c2005 [ISBN: 9780415278126]</li> <li>• David E. Carter 1998, <i>Re-design : logo and letterhead makeovers</i>, New York: Hearst Books, 1998 [ISBN: 3931884384]</li> <li>• Kristin Cullen 2005, <i>Layout workbook : a real-world guide to building pages in graphic design.</i>, Layout workbook : a real-world guide to building pages in graphic design. [ISBN: 159253158X]</li> <li>• Sean Adams &amp; Noreen Morioka 2004, <i>Logo design workbook : a hands-on guide to creating logos</i>, Gloucester, Mass.: Rockport Publishers, c2004 [ISBN: 9781592532346]</li> <li>• Josep Maria Minguet 2012, <i>Designing corporate identity</i>, rcelona, Spain: Monsa Ediciones, c2012 [ISBN: 978841522377]</li> </ul>
	Reference Book Resources	<ul style="list-style-type: none"> <li>• Veronica Napoles 1988, <i>Corporate identity design</i>, Hoboken, NJ John Wiley &amp; Sons 1988 [ISBN: 0471289477]</li> <li>• Amy Graver, Ben Jura 2012, <i>Best practices for graphic designers : grids and page layouts</i>, Singapore: Page One, c2012 [ISBN: 9789814394307]</li> <li>• Lu Haoyang 2012, <i>Store brand image design</i>, Hong Kong: Design Media, c2012 [ISBN: 9789881566041]</li> <li>• Bryony Gomez – Palacio and Armin Vit 2009, <i>Graphics design referenced : a visual guide to the language, applications, and history of graphic design</i>, Singapore: PageOne, c2009 [ISBN: 9789814286411]</li> </ul>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	