



**UNIVERSITI TEKNOLOGI MARA**

**GDT568: COMMUNICATION DESIGN AND ART DIRECTION**

<b>Course Name (English)</b>	COMMUNICATION DESIGN AND ART DIRECTION <b>APPROVED</b>
<b>Course Code</b>	GDT568
<b>MQF Credit</b>	2
<b>Course Description</b>	A concern for creative thinking drives the entire field of advertising, planning the strategy calls for creative problem solving, the research efforts are creative, and the buying and placing and ads in the media and broadcast require creative thinking. Advertising is an exciting field because of the constant demand for creative solutions to media/broadcast and message problem.
<b>Transferable Skills</b>	Art Direction Design Communication
<b>Teaching Methodologies</b>	Lectures, Studio, Case Study, Presentation
<b>CLO</b>	CLO1 1. Grasp general knowledge and understanding of the meaning of of Graphic Communication and Art Direction.
<b>Pre-Requisite Courses</b>	No course recommendations

<b>Topics</b>	
<p><b>1. Week 1: Overview of the history of advertising @art direction in communication design introduction to product</b></p> <p>1.1) ? Explanations of the course and topics of lecture.            1.2) ? History and definition of art direction            1.3) ? Basic introduction of art direction and the current issues            1.4) ? Basic understanding of advertising in communication experiences.            1.5) ? Identifying and criticizing dominate concepts, elements and principles in art direction.</p>	
<p><b>2. Week 2:The Art of Rhetoric: Persuasive Techniques in Advertising:</b></p> <p>2.1) FROM THEORY TO PRACTICE            2.2) Students encounter advertising at every turn of their lives: on public billboards, during nearly every television show, on the Internet, on their cell phones, and even in schools. They are undoubtedly aware that these ads have a specific purpose: to sell something to them. Rarely, however, do teenagers think precisely about how the text, sounds, and images in these advertisements have been carefully crafted to persuade them to purchase a product or service-and that these techniques are not far from those they have already used in their own persuasive writing.</p>	
<p><b>3. Week 3:Introduction to Art Direction in Communication Design</b></p> <p>3.1) • Definition of communication design and art direction, which are applied to information architecture, publication design such as magazine, trade journal, annual report, corporate profile, newsletter, collaterals such as leaflet, poster, brochure, advertising print, press, TV, radio and web, branding, packaging, newspaper design,            3.2) Review of popular examples from industry standards</p>	
<p><b>4. Week 4: Popular Art Directors</b></p> <p>4.1) • Style and content of the artworks of popular Art Directors            4.2) • Style and content of Malaysian Art Directors            4.3) Formulating relevant creative platform concepts in their art work of advertisement            4.4) SWOT and background study            4.5) ? Define the creative process and willing to attempts new idea, experiment and face the possibility of failure.            4.6) ? Understanding the audience / target market            4.7) ? Art direction in communication design strategy            4.8) Brand Constructs: Strategic Advantages and Designing Visual Language Elements of the creative platform            4.9)            4.10) ? Defining a construct            4.11) ? Delivering the brand promise</p>	

<p>4.12) ? Naming a Brand: Brand Name, Product's Name or Company's Name  4.13) ? Creating a brand: Brand Identity, Brand Distinctive and Brand Equity.</p>
<p><b>5. Week 5: Contents of Art Direction</b>  5.1) The differences between art direction and design  5.2) • How art direction gives substance to design  5.3) • Art direction adds humanity to design  5.4) • Art direction as a filter in design decision</p>
<p><b>6. Week 6: Types of Art Direction in communication design</b>  6.1) • Style and content of the artworks from the consumable products category  6.2) • Style and content of the artworks from the automotive products category  6.3) • Style and content of the artworks from the apparel products category</p>
<p><b>7. Week 7: Basic components of advertising strategy –CREATIVE PLATFORM</b>  7.1) The platform or blueprint contains five parts:  7.2) • Objectives.  7.3) • Target audience.  7.4) • Major selling idea.  7.5) • Other usable benefits.  7.6) • Creative strategy statement.  7.7) The other elements of the marketing and promotional mix are also working to implement marketing strategy. Advertising is usually given one portion of the overall marketing task. Key Benefit and Positioning: The key benefit and position represent the basis for selling the product and the way the product is to be.</p>
<p><b>8. Week 8: Building your own creative Platform based research of product or service</b>  8.1) • Search the existing approaches used by comparing competitors in a category  8.2) • Building the the strategy document thru research  8.3) • Formulation of the problem statement  8.4) • Establishing the design strategy by determining the emotional stance or tone &amp; manner of the message</p>
<p><b>9. Week 9: Generating Strategies and Ideas for Art Direction Project</b>  9.1) • The communication model  9.2) • Create an idea bank and mood board  9.3) • Matching the problem statement with numerous options thru experimenting  9.4) • Approach and design methods</p>
<p><b>10. Week 10: Managing BIG IDEA art direction and Filtering creative design</b>  10.1) strategy and process –concept,theme,approach,technique,format included tone and manner based from creative platform  10.2) Choose from brand product,service or public service issue of problem solving in communication design.</p>
<p><b>11. Week 11: Final project progress –idea development,comprehensive design and final art work</b>  11.1) Studio Exercise</p>
<p><b>12. Week 12 :Pre-Review dummy art direction @advertising art work</b>  12.1) Pre progress</p>
<p><b>13. Week 13: Presentation</b>  13.1) Individual and group presentation</p>
<p><b>14. Week 14: Final Submission Copyright issues in Art Direction</b>  14.1) • The use of images from books, internet or self taken images  14.2) • The use of ideas from old or existing ideas</p>

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	1st Project	30%	CLO1
	Group Project	2nd Project	30%	CLO1

Reading List	Reference Book Resources
	<ul style="list-style-type: none"> <li>• Wells, Burnett and Moriarty 2000, <i>Advertising : Principles And Practice</i>, 5 Ed.</li> <li>• Gary R.Dahl 2001, <i>dvertising For Dummies</i>, Wiley</li> <li>• Kathry Best 2006, <i>Design Management</i>, Managing Design Strategy, Process and Impleme</li> <li>• Mono, Branding 2005, <i>From Brief to Finished Solution</i></li> </ul>

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