



UNIVERSITI TEKNOLOGI MARA

GDT666: GRAPHIC DESIGN PROJECT (MAJOR)

Course Name (English)	GRAPHIC DESIGN PROJECT (MAJOR) APPROVED
Course Code	GDT666
MQF Credit	6
Course Description	As an advanced level of Graphic Communication studies, this course introduce in depth understanding of communication strategies, research methods, creative approaches in professional graphic design practice and design management skills. Most marketers are seeking more than just a one time exchange or transaction with customers. The focus of market-driven assignment / project is importance on developing and sustaining relationships between marketers and customers.
Transferable Skills	Knowledge and Design Project Final Solution
Teaching Methodologies	Lectures, Studio
CLO	<p>CLO1 • Organize a dynamic design process and to built a guidelines as method of creative problem solving.</p> <p>CLO2 • Place strong emphasis on research to detect and analyze the complexity of visual communication problems.</p> <p>CLO3 • Ability to organized self-directed research and the formulation of creative strategic thinking process.</p> <p>CLO4 • Demonstrate design decision-making at appropriate interval in a dynamic design development process.</p>
Pre-Requisite Courses	No course recommendations
Topics	
<p>1. • Lesson 01 – Integrated Marketing Program Situation Analysis (Week 1 - 2)</p> <p>1.1) o Organizing for Advertising and Promotion</p> <p>1.2) o Types of Advertising Agencies</p> <p>1.3) o Perspectives on Consumer Behavior</p> <p>1.4) o The consumer learning process</p>	
<p>2. Lesson 02 – Analyzing the Communication Process (Week 3 - 5)</p> <p>2.1) o A basic model of Communication</p> <p>2.2) o Analyzing the Receiver</p> <p>2.3) o The response process</p> <p>2.4) o Cognitive processing of communications</p>	
<p>3. • Lesson 03 – Objectives and Budgeting for Integrated Marketing Communications Program (Week 6 - 8)</p> <p>3.1) o The value of objectives</p> <p>3.2) Communications</p> <p>3.3) Planning and Decision Making</p> <p>3.4) o Determining promotional objectives</p> <p>3.5) o Sales versus Communications Objectives</p> <p>3.6) Sales-Oriented Objectives</p> <p>3.7) Communications Objectives</p> <p>3.8) o Establishing and Allocating</p> <p>3.9) The Promotional Budget</p> <p>3.10) Budgeting Approaches</p> <p>3.11) Allocating the Budget</p>	

4. • Lesson 04 – Media Planning and Strategy (Week 9 - 10)

- 4.1) o An overview of Media Planning
- 4.2) o Problems in Media Planning
- 4.3) o Establishing Media Objectives
- 4.4) o Developing and Implementing Media Strategies
- 4.5) o Budget Considerations
- 4.6) o Evaluation

5. • Lesson 05 – Creative Strategy: Implementation and Evaluation (Week 11 - 12)

- 5.1) o Appeals and Execution Styles
- 5.2) o Creative Tactics

6. • Lesson 06 – Support Media (Week 13 - 14)

- 6.1) o Out of Home Media
- 6.2) o In Store Media
- 6.3) o Transit Advertising
- 6.4) o Promotional Products Marketing
- 6.5) o In flight Advertising
- 6.6) o Advertising on Internet
- 6.7) o Miscellaneous other Media

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	research idea development	60%	CLO1 , CLO , CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> George E. Belch, Michael A. Belch 2001, <i>Advertising and Promotion</i>, New York: Von Hoffmann Press, Inc
	Reference Book Resources	<ul style="list-style-type: none"> Moriarty, Mitchell, Wells 2009, <i>Advertising Principles & Practice</i>, New Jersey: Quebecor World Versailles Kathryn Best 2006, <i>Design Management: Managing Design Strategy, P</i>, New York: AVA Publishing

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