UNIVERSITI TEKNOLOGI MARA

PCT205: DIGITAL GRAPHIC DESIGN

Course Name (English)	DIGITAL GRAPHIC DESIGN `APPROVED`
Course Code	PCT205

MQF Credit	2

Course Description	This course introduces graphic design as a part of visual communications, the application of photography in design layout and communication skill to work as a team. Graphic design is a visual art disciplines that can be taught and learn. Student will learn the concept of graphic design in order to convey the message to the audience. It include all aspects of design i.e.; newspaper, magazine, booklet and brochures which suitable for photography. Students also will be exposing about the using of typography in designing layout.

Transferable Skills	Visual Communication,Concept of Graphic Design

Teaching Methodologies	Lectures, Tutorial, Computer Aided Learning

CLO	CLO1 Understand the concept of photography to promote places, products, services, etc through layout designs. CLO2 Understand the concept of photography in graphic design to produce quality portfolio CLO3 Create independent and creative solutions to a series of design problems

Pre-Requisite Courses	No course recommendations

Reading List	**Reference Book Resources**	• **Margo Chase 2008, *Really Good Logos Explained*, Rockport Publishers [ISBN: 1592534279]** • **Poppy Evant & Mark A. Thomas 2004, *Exploring The Element Of Design: How The Design Element and Design Principles Work Together To Create Effective Communication* Thomas Delmar Learning New York [ISBN: 1111645485]**
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	