



UNIVERSITI TEKNOLOGI MARA

PMT122: GRAPHIC DESIGN AND PRODUCT

Course Name (English)	GRAPHIC DESIGN AND PRODUCT APPROVED				
Course Code	PMT122				
MQF Credit	3				
Course Description	This course is designed to bring understanding in the functionality of visual communication which involves using graphic design software to produce a layout consisting of images, illustration and typography. Students will learn how to enhance and manipulate images, create line artwork and reproduce a layout design for a printed product. Students will understand the needs for different types of quality for print reproduction on different types of materials using different printing processes.				
Transferable Skills	Demonstrate the ability to dream, imagine and visualize				
Teaching Methodologies	Lectures, Demonstrations, Tutorial, Self-directed Learning				
CLO	CLO1 To describe the basic terms, concepts and practices in graphic design. CLO2 to identify the quality of image and the needs of color correction and color separation. CLO3 to apply the process of visual communication and problem-solving through the use of photography, typography and illustration				
Pre-Requisite Courses	No course recommendations				
Reading List	<table border="1"><tr><td>Recommended Text</td><td><ul style="list-style-type: none">• Gordon Bob (Ed), Maggie Gordon (Ed) 2002, <i>Complete Guide to Digital Graphic Design</i>, Thames & Hudson New York• Lacy, Joel 2002, <i>The Complete Guide to Digital Imaging</i>, Thames and Hudson New York• Sandee Cohen 2002, <i>In Design 2 for Macintosh and Windows</i>, Peachpit Press USA</td></tr><tr><td>Reference Book Resources</td><td><ul style="list-style-type: none">• David Dabner 2003, <i>Design and Layout: Understanding and Using Graphics</i>, Quarto Publishing plc. London• Jim Krause 2001, <i>Lay Out Index</i>, North Light Books Cincinnati, Ohio</td></tr></table>	Recommended Text	<ul style="list-style-type: none">• Gordon Bob (Ed), Maggie Gordon (Ed) 2002, <i>Complete Guide to Digital Graphic Design</i>, Thames & Hudson New York• Lacy, Joel 2002, <i>The Complete Guide to Digital Imaging</i>, Thames and Hudson New York• Sandee Cohen 2002, <i>In Design 2 for Macintosh and Windows</i>, Peachpit Press USA	Reference Book Resources	<ul style="list-style-type: none">• David Dabner 2003, <i>Design and Layout: Understanding and Using Graphics</i>, Quarto Publishing plc. London• Jim Krause 2001, <i>Lay Out Index</i>, North Light Books Cincinnati, Ohio
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Article/Paper List	This Course does not have any article/paper resources				
Other References	This Course does not have any other resources				