



UNIVERSITI TEKNOLOGI MARA

ADE435: INTRODUCTION TO ART AND DESIGN

Course Name (English)	INTRODUCTION TO ART AND DESIGN APPROVED
Course Code	ADE435
MQF Credit	3
Course Description	This course investigates various aspects underlying art and design through the components of art disciplines - art history, aesthetic, and art production and art criticism. It is divided into three parts. The first part is a brief exposure to art elements and design principles. The second part is the responsive component to artworks that encourages students to talk and participate in class discussion about artworks. The third part deals with the basic understanding of three-dimensional design through a new approach to design and creative visualization. It helps students to address key design question with flexibility and imagination by equipping them with a vital repertoire of design paradigm: basic conceptual and visual ideas that can be applied to all types of design problem.
Transferable Skills	Knowledge, Practice Skills and Communication Skills
Teaching Methodologies	Lectures, Blended Learning, Studio, Discussion, Presentation
CLO	CLO1 Explain principles and element of art in formal structure. CLO2 Display skills in producing artworks based on principles and element of art CLO3 Demonstrate communication skills through individual artworks.
Pre-Requisite Courses	No course recommendations
Topics	
1. The language of art 1.1) Understanding: 1.2) Lines, Shapes, Form Space, Color And Texture	
2. Principle of design: 2.1) Understanding: Rhythm, Repetition And Movement, Balance, Proportion, Variety, Emphasis, Harmony and Unity	
3. Elements of art: 3.1) Understanding: Line, shape, form, texture, colour, value and space	
4. Visualizing and interpreting artworks 4.1) Understanding Art Of Earliest Time : 4.2) Asia & Middle East 4.3) Art Of Africa 4.4) Art Of The America	
5. Creative visualization of three-dimensional design paradigm. 5.1) Modern Art: 5.2) 19th Century 5.3) 20th Century 5.4) Art After 1945	
6. What is art history? 6.1) Understanding: Art History 6.2) Steps: 6.3) One – Description 6.4) Two – Analysis 6.5) Three – Interpretation 6.6) Four – Judgment	

7. Aesthetic judgment

7.1) Understanding:

7.2) Aesthetic

7.3) Aesthetic Theories And The Quality Of Art.

7.4) Imitationalism

7.5) Formalism

7.6) Emotionalisme

7.7) Judging Own Artwork

8. Art criticism & art how it works.

8.1) Stages Of Art Criticism:

8.2) Description, Analysis, Interpretation, Judgment

9. Careers in art.

9.1) Field in Which One Could Pursue in Art

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Final Project	Fineart and Sculpture Works	30%	CLO2
	Portfolio/Log Book	Student Evidence-Based	40%	CLO1
	Presentation	Studio Processes	30%	CLO3

Reading List	Recommended Text	• Ovvirk, Otto.G. 2005, <i>Art Fundamentals: Theory and Practice</i> , USA: McGraw-Hill
	Reference Book Resources	<ul style="list-style-type: none"> • Bates, Jane. K 2000, <i>Becoming Art Teacher</i>, Australia: Wadsworth • Kagan, Rosalind 2000, <i>ARTTALK</i>, New York: Glencoe - McGraw Hill. New York • Gardner, Helen. 2000, <i>Art Through The Ages</i>, 11 Ed., New York: Harcourt Brace College Publisher. • Rathus, Lois Fichner 2004, <i>Understanding Art</i>, Thomson Wadsworth • Buser Thomas 2006, <i>Experiencing Art Around Us</i>, Thomson Wadsworth

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