



UNIVERSITI TEKNOLOGI MARA

ADE522: ILLUSTRATION AND TYPOGRAPHY IN PUBLICATION

Course Name (English)	ILLUSTRATION AND TYPOGRAPHY IN PUBLICATION APPROVED
Course Code	ADE522
MQF Credit	3
Course Description	This course provides the necessary technical and skills in drawing and page composition that are required in illustration and publication. Historical and contemporary examples of publication designs (as in magazines, newspapers, and books to include annual reports, product catalogs, comics, newsletters, journals, etc.) are analyzed according to their content, message, function, and audience. Students will make criticism about their formal element of publication design, looking not only at the graphic design, but also at the printing and finishing techniques.
Transferable Skills	Knowledge, Practical Skill and Lifelong Learning
Teaching Methodologies	Lectures, Inquiry-based Learning, Demonstrations, Project-based Learning
CLO	CLO1 Apply knowledge of illustration and publication theories and techniques to effective desktop publishing. CLO2 Display skills in using drawing, illustrations and typography projects through desktop publishing CLO3 Demonstrate autonomous learning through desktop publishing in determining concept of page layout composition.
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to illustration and typography 1.1) Definition and Concept of Illustration and Typography	
2. Drawing skills in illustration. 2.1) Types and Techniques in Illustration	
3. Perspective and Composition in illustration 3.1) Color and Rendering Techniques	
4. Computer type-setting with illustration 4.1) Adobe Creative Suite and Applications	
5. Developmental Project in Graphic 5.1) Creative Application on Graphic Design	
6. Introduction to Page Composition 6.1) Concept and Theories in Composition	
7. The Elements and Manipulating Text 7.1) Element of Design in Graphic	
8. Principles of design 8.1) Contrast, Repetition, Alignment, Proximity, Adding Special Effects & Designing effective Publication	

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Final Project	Final Production	40%	CLO2
	Individual Project	Studio Process (Project Development)	30%	CLO1
	Portfolio/Log Book	Self Reflection and Visual Evidence-based Learning	30%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> • Caplin S, Banks A 2003, <i>The Complete Guide to Digital Illustration</i>, Watson- Guptill Publications, • Parramon's Team 2001, <i>All About Techniques in Illustration: Barron's Educational Series</i>
	Reference Book Resources	<ul style="list-style-type: none"> • Wigan, M 2014, <i>Thinking Visually for Illustrators.</i>, Fairchild Books. New York • Sendpoints 2014, <i>Pioneers Layout Design.</i>, Sendpoints Publishing • Gray, P. 2015, <i>The Essential book drawing & Illustration: A Step-by-step Guide to Artistic Excellence</i>, Arcturus London • Carter, R., Meggs, P. B., Day, B., Maxa, S., & Sanders, M. 2014, <i>Typographic Design: Form and Communication</i>, Wiley • Sum, B., <i>Digital Painting Techniques (Vol.5)</i>, 3D Total Publishing England • Becker P. D. 2015, <i>Drawings For Books Illustration: The Hofer Collection</i>, Houghton Library Publications • David Dabner 2003, <i>Design and Layout: Understanding and Using Graphic</i>, Page One Publishing Ltd Singapore • Elizabeth Desnick, <i>Design For Communication Conceptual Graphic Design Basics</i>, Wiley United States • Graham Davis 2001, <i>Quick Solution to Great Layout</i>, Ohio • Lauere, Davis. A. and Pentak, Stephan 2000, <i>Design Basic</i>, Harcourt Brace College Publication Orlando • Lise Graham 2005, <i>Basic of Design Layout & Typography for Beginners</i>, Thomson Dulman Learning New York • Rob Carter, Ben Day and Phillip Meggs 2002, <i>Typography design: form and Communication (3rd Edition)</i>, John Wiley & Sons, Inc New Jersey • Wong, Benjamin 2001, <i>Visual Design On Computers</i>, Norton/Wadsworth. New Jersey • Wiedemann J. 2001, <i>Illustrations Now!: Taschen</i> • Zeegen L. 2005, <i>The Fundamentals of Illustration</i>, Ava Publishing
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	