



UNIVERSITI TEKNOLOGI MARA

ADE530: DRAWING AND ILLUSTRATION

Course Name (English)	DRAWING AND ILLUSTRATION APPROVED
Course Code	ADE530
MQF Credit	3
Course Description	This course provides the necessary technical and manual skills in drawing and imaging that are required in graphic illustration. Students enrolling in this course will be exposed to extensive studies in both manual and computer skills in order to find solutions to given problems.
Transferable Skills	Students will learn technical and manual skills in drawing and imaging that are required in graphic illustration.
Teaching Methodologies	Lectures, Lab Work, Inquiry-based Learning, Tutorial, Discussion, Presentation, Computer Aided Learning
CLO	<p>CLO1 Display skills in drawing and illustration that are necessary for good graphic illustration.</p> <p>CLO2 Apply skills in drawing and illustration that are necessary for good graphic illustration.</p> <p>CLO3 Demonstrate work ethics through critiques session related to the assigned tasks.</p> <p>CLO4 Demonstrate self managerial skills and strategies in composing creative illustration projects through desktop publishing.</p>
Pre-Requisite Courses	No course recommendations

Topics	
1. Types of Illustration	<ul style="list-style-type: none"> 1.1) • Three basic components of a work of art 1.2) • Subject 1.3) • Form 1.4) • Content 1.5) • Savoring the ingredients 1.6) • Two dimensional media and techniques 1.7) • Two Dimensional picture plane 1.8) • Picture Frame 1.9) • Positive and negative areas
2. History and influence of illustration on commercial products and fine arts	<ul style="list-style-type: none"> 2.1) • The need and search for art
3. Drawing skills in illustration.	<ul style="list-style-type: none"> 3.1) • Form 3.2) • Line 3.3) • Shape
4. Composition in illustration (color and surface rendering).	<ul style="list-style-type: none"> 4.1) • Vocabulary of color 4.2) • Characteristics of color 4.3) • Light: The source of color 4.4) • Additive Color 4.5) • Subtractive Color 4.6) • Artist's color mixing 4.7) • Physical Properties of color 4.8) • The evolution of color wheel 4.9) • The role of color in composition 4.10) • Color balance 4.11) • Color and harmony

4.12) • Color and variety

5. Computer type-setting with illustration

- 5.1) Introduction to Photoshop
- 5.2) • Scanning image/
- 5.3) • File format
- 5.4) • Understand the tools in Photoshop
- 5.5) • Effects on Photoshop –
- 5.6) i. posterization
- 5.7) ii. line posterization
- 5.8) iii. multicolor line posterization
- 5.9) iv. tone posterization
- 5.10) v. duotones

6. Developmental project in graphic, 'paint and graphic software'

- 6.1) • Motion pictures
- 6.2) • Television
- 6.3) • The Computer and Art
- 6.4) • Multimedia

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Assignment 1	10%	CLO3
	Assignment	Assignment 2	20%	CLO2
	Final Project	Final Project	30%	CLO4
	Portfolio/Log Book	Research Work Book (RWB)	40%	CLO1

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
	Reference Book Resources	<ul style="list-style-type: none"> • Parramons Team 2001, <i>All About Techniques in Illustration</i>, Barrons Educational Series • Becker P. D. 2005, <i>Drawings For Books Illustration: The Hofer Co</i>, Houghton Library Publications • Zeegen L. 2005, <i>The Fundamentals of Illustration</i>, Ava Publishing • Wong, Benjamin. 2001, <i>Visual Design On Computers</i>, New Jersey; Norton/Wadsworth • Wiedemann J. 2001, <i>Illustrations Now!</i>, Taschen.
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	