UNIVERSITI TEKNOLOGI MARA

ADE141: DIGITAL SKETCHING

Course Name (English)	DIGITAL SKETCHING APPROVED
Course Code	ADE141

MQF Credit	3

Course Description	This course introduces students to the 2-D concepts of digital sketching using sketching software. The course is computer laboratory oriented and provides the student with basic skills on perspective sketching, design proportion and visual presentation as applicable to the industrial design industry. Students will develop their sketching skills through exercise and project as mention on the syllabus content. Apart from that, the student can enhance their communication skills and gain their level of confident through verbal and visual communication.

Transferable Skills	skills in digital sketching techniques, visual communication

Teaching Methodologies	Demonstrations, Tutorial, Presentation

CLO		
	CLO1	Identify the basic techniques of perspective drawing through sketching software
	CLO2	Demonstrate digital illustration sketching technique through sketching software
	CLO3	Present quality of industrial design sketching techniques and presentable sketching through visual presentation

Pre-Requisite Courses	No course recommendations

Topics
1. Introduction to the courses 1.1) Students will be briefly explain on detail about : 1.2) Course Learning Outcomes 1.3) Course Assessment Plan and Rubric 1.4) Introduction to related device
2. Introduction to Digital Software 2.1) Students will be introduces on digital graphic software : 2.2) Basic Adobe Illustrator (Ai) 2.3) Basic Adobe Photoshop
3. Perspective Drawing 3.1) Demonstration on perspective drawing on basic form using related device 3.2) 1.One Point Perspective 3.3) 2.Two Point Perspective 3.4) 3.Three Point Perspective 3.5) 4.Eye Level View / Bird Eye View / Worm Eye View 3.6) 3.7) Exercise: Draw a box using perspective techniques support by related device. (One point perspective, two point perspective, three point perspective) 3.8) 3.9) Project Assignments 1: Digital sketching on basic form using perspective techniques (Practical Test : 20%)

4. Elementary Shape and Shading 4.1) Demonstration of hatching and shading techniques on elementary shapes using related digital software (matte, glossy and chrome effect) 4.2) Block Shape 4.3) Cylinder, Spheres and cones 4.4) Hatching Techniques 4.5) Shading 4.6) 4.7) Exercise: Draw an elementary shape and apply a shading / shadow by using hatching techniques 4.8) 4.9) Project Assignments 2: Apply shading/shadow using hatching techniques on elementary shape through related digital software 4.10) (Individual Project: 20 %)
5. Draw a product of choices 5.1) Demonstration on sketching of product design with background using related device 5.2) Product, Transport or Furniture Design 5.3) 5.4) Exercise: Draw a thumbnails or side profile product of choices (product/furniture/transport) 5.5) 5.6) Project Assignments 3: Apply a marker effect on product of choices (perspective view) with proper background by using related digital software (Individual Project: 20%)
6. Verbal and Visual Presentation 6.1) Lecture on sub-topic: 6.2) Proper visual presentation 6.3) Industry standards for layout presentation 6.4) 6.5) Exercise: Draft a proper visual presentation (industry standard on graphic and layout presentation) A3 6.6) Size Format using related digital illustration software 6.7) 6.8) Final Project: Students are required to present their final product of choices by individual presentation.The marks will be given based on visual and verbal presentation. (Individual Presentation: 40%)

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Individual Project	Implement the digital illustration sketching on shape and shading using related device	20%	CLO2
	Individual Project	Draw a product of choice with the presentable graphic layout	20%	CLO3
	Practical	Translate the basic techniques of perspective drawing through related digital software	20%	CLO1
	Presentation	Visual and verbal presentation on Industrial Design sketching techniques through individual presentation	40%	CLO3

Reading List	Reference Book Resources	• **Paricio. J 2015,** *Perspective Sketching : Freehand and Digital Drawing Techniques for Artists Designers*, **Rockport Pub USA**
		• **Dopress Books 2015,** *Product Sketch Book : Idea, Process and Refinement*, **Cypi Pr Great Britain**
		• **Parada, A 2013,** *Product Sketches : From Rough to Refined (Illustrated)*, **Bis Pub Great Britain**
		• **Roberts, Jonathan C 2017,** *Five Design Sheets: Creative Design and Sketching for Computing and Visualisation*, **Springer Denmark**
		• **Eissen, K and Steur, R. 2014,** *Sketching Product Design Presentation*, **BIS Publisher United States**
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	