



UNIVERSITI TEKNOLOGI MARA

ADE411: GRAPHIC DESIGN LAYOUT

Course Name (English)	GRAPHIC DESIGN LAYOUT APPROVED
Course Code	ADE411
MQF Credit	3
Course Description	This subject is divided into 3 main sections that are seen as a synthesis to the development of design. Good designs must include the elements of communication and aesthetic values. The first section of this subject is to learn the history of graphic design through the aspect of style development, shape and the implication on the current design. Next, students are exposed to the organization of the information, element, principal and the procedure of layout and design. Finally, this subject generates the basic learning of typography through the study of style, form/structure and visual communication effect.
Transferable Skills	Demonstrate the ability to dream, imagine and visualize Demonstrate resilience, perseverance and positivity in multi-tasking, dealing with change and meeting new challenges.
Teaching Methodologies	Lectures, Demonstrations, Case Study, Tutorial, Discussion, Presentation, Project-based Learning
CLO	<p>CLO1 Respond to the history of Graphic design and communication, related to current situation on graphic jargon at verbal and visual level. (P3)</p> <p>CLO2 Identify the synthesis of design in producing graphic works that is more efficient, meaningful and communicative and has aesthetic values and learn the basic of typography through graphic design. (C4)</p> <p>CLO3 Integrate professional work culture and professionalism in the procedure of graphic design and layout. (A4)</p>
Pre-Requisite Courses	No course recommendations
Topics	
1. General briefing about the subject 1.1) An introduction to graphic design and graphic communication 1.2) Determine the variety of graphic design 1.3) Briefing of the Assignment	
2. Short History of Graphic Design 2.1) The development of 20th century Style 2.2) Art Nouveau to Bauhaus	
3. Short History of Graphic Design 3.1) Shape/structure development	
4. Design and layout 4.1) Definition of Design and layout 4.2) Main function of Graphic design 4.3) Identification, Information and Persuasion 4.4) Briefing of the Case Study	
5. Design and layout 5.1) Design synthesis 5.2) Concept/idea, research and information continuation 5.3) Words and image combination	
6. Design Principal and Process 6.1) Creative process / Layout 6.2) Thumbnails/scamps, rough, comprehensive	

<p>7. Design Principal and Process 7.1) Conventional Design layout Principal 7.2) Page Proportion (regular and golden oblong)</p>
<p>8. Introduction to Typography 8.1) Definition of typography and related jargons 8.2) Evolution and the development of type and typography 8.3) Types of fonts and the Family style 8.4) The anatomy and terminology of type 8.5) Type measuring system 8.6) The usage of typography in Graphic design</p>
<p>9. Layout Design and Typography 9.1) The principal and style of modern design layout 9.2) Visual balance 9.3) Intellectual and visual unity 9.4) Space Structure 9.5) Briefing of the Final Project</p>
<p>10. Layout Design and Typography 10.1) Page orientation 10.2) text system 10.3) Information /grid alignment 10.4) Text and image</p>
<p>11. Basic Skills- Lecture and hands on 11.1) Visual implementation 11.2) Rendering and comping type 11.3) Figure/ground and letterform collage 11.4) Type talks</p>
<p>12. Final Project Progress 12.1) Progress on the project given</p>
<p>13. Final Project Progress 13.1) Progress on the project given</p>
<p>14. Final Assessment 14.1) Submission and Presentation of Final Project</p>

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Report on Introduction of Graphic Design and Layout (Graphic Jargon at verbal and visual) & Compilation of Printed Materials scrapbook	30%	CLO1
	Case Study	Understanding Graphic Design & Layout: Newspaper Design/Poster Design: 1. Trace black & White 2. Mix Media (Color) 3. Typography	30%	CLO2
	Final Project	Final Project Presentation and submission: Poster/Leaflet series using elements of graphic design, layout and typography, Including progress sketches, comprehensive marker render and digital progress.	40%	CLO3

Reading List	Recommended Text	Reference Book Resources
	<ul style="list-style-type: none"> • Philip B. Meggs, Alston W. Purvis 2011, <i>Meggs' History of Graphic Design</i>, John Wiley & Sons [ISBN: 9780470168738] • John McWade 2003, <i>Before & After Page Design</i>, Peachpit Press [ISBN: 020179537X] • Timothy Samara 2006, <i>Typography Workbook</i>, Rockport Publishers [ISBN: 9781592533015] • Wally Olins, <i>Corporate Identity</i> [ISBN: 9780875843681] 	<ul style="list-style-type: none"> • Kimberly Elam 2004, <i>Grid Systems</i>, Princeton Architectural Press [ISBN: 1568984650] • Robin Landa 2005, <i>Designing Brand Experience: Creating Powerful Integrated Brand Solutions</i>, Cengage Learning [ISBN: 9781401848873] • Alina Wheeler 2012, <i>Designing Brand Identity</i>, John Wiley & Sons [ISBN: 9781118099209]

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