



UNIVERSITI TEKNOLOGI MARA

AMT759: GRADUATE VISUAL RESEARCH

Course Name (English)	GRADUATE VISUAL RESEARCH APPROVED
Course Code	AMT759
MQF Credit	3
Course Description	Graduate Visual Research encompasses and focuses on experiential learning which relates directly to the theory of visual analysis and synthesis learning, based on three key principles: 1. Characterization by value of subject matters based on individual's experiences and prior knowledge; 2. Analyzing through active exploration for pre-testing; 3. Synthesizing of visual data in preparation to the next level of study. This subject is compulsory for Graduate students in Art and Design and related visual/creative disciplines doing a research degree and/or whose study involves • Developing and • Implementing a research project.
Transferable Skills	a) Intellectual skills: criticism, analysis, synthesis, problem-solving. b) Communication skills: writing and oral presentation. c) Organisational skills: independent work, initiative and resourcefulness and time management. d) Interpersonal skills: flexibility, adaptability and the ability to work with or motivate others.
Teaching Methodologies	Lectures, Studio, Case Study, Discussion, Presentation, Supervision
CLO	CLO1 Develop appropriate methodologies, materials & techniques (C5) CLO2 Revise a new body of work based on concept & context (P6) CLO3 Synthesize and communicate research findings (A4) CLO4 Produce an analysis data and Interpretation in Visual Communication
Pre-Requisite Courses	No course recommendations
Topics	
1. Sources of visual information 1.1) Primary (Observation/Hands-on) 1.2) Secondary (Publication/Journal) 1.3) Tertiary (Online references)	
2. Characterization by value and visual analysis 2.1) Evaluate value of theories and presentation 2.2) Assess the logic or adequacy of the theories 2.3) Compare and choose based on reasoned argument 2.4) Verify the value of evidence 2.5) Recognise subjectivity of theories	
3. Contextual Analysis 3.1) Analysing of text within the circumstances of historical and cultural setting 3.2) Recognition of contextual structure -(books, typed document 3.3) and multimedia)	
4. Visual synthesis operational framework 4.1) Combining of different parts of skills and knowledge to produce a new idea/entity 4.2) Integrate ideas into a design solution 4.3) Propose a design plan 4.4) Formulate a new classification method	
5. Adaptation of selected and applied method 5.1) Demonstrate skilful performance 5.2) Modify the design patterns for new design and art direction	

6. Application of design and art direction 6.1) n/a
7. Manipulation of design solutions 7.1) Manual and digital 7.2) Extract suitable design pattern to create the new design adaptation
8. Extraction 8.1) n/a
9. Stylization of design component and plan of action 9.1) Reflection of conflicting design issues 9.2) Acknowledge self-behaviour pattern of framework 9.3) Follow-thru the design framework
10. Reflection and action framework 10.1) Formulate idea and modify the product module 10.2) Propose commercial viability
11. Idea formulation 11.1) n/a
12. Visual synthesis pre-output 12.1) n/a
13. Visual synthesis output 13.1) Preparations for work submission. 13.2) Photobook/album preparation. 13.3) Mounting and framing. 13.4) Displaying artwork method.
14. Presentation 14.1) n/a

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	n/a	20%	CLO2
	Assignment	n/a	35%	CLO4
	Assignment	n/a	35%	CLO3
	Visual Assessment	n/a	10%	CLO1

Reading List	<table border="1"> <thead> <tr> <th>Reference Book Resources</th> </tr> </thead> <tbody> <tr> <td> <ul style="list-style-type: none"> • Greenwood & Levin 2007, <i>Introduction to Action Research</i>, Sage Publ. Thousand Oaks London • Reason & Bradbury 2006, <i>Handbook of Action Research</i>, Sage Publ. Thousand Oaks London • Fox et al 2007, <i>Doing Practitioner Research</i>, Sage Publ. Thousand Oaks London • Adler & Clark 2003, <i>How it's done: An invitation to Social Research</i>, Thomson Learning USA </td> </tr> </tbody> </table>	Reference Book Resources	<ul style="list-style-type: none"> • Greenwood & Levin 2007, <i>Introduction to Action Research</i>, Sage Publ. Thousand Oaks London • Reason & Bradbury 2006, <i>Handbook of Action Research</i>, Sage Publ. Thousand Oaks London • Fox et al 2007, <i>Doing Practitioner Research</i>, Sage Publ. Thousand Oaks London • Adler & Clark 2003, <i>How it's done: An invitation to Social Research</i>, Thomson Learning USA
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Article/Paper List	This Course does not have any article/paper resources		
Other References	This Course does not have any other resources		