



UNIVERSITI TEKNOLOGI MARA

CID520: INDUSTRIAL CERAMIC COMPUTER PRESENTATION

Course Name (English)	INDUSTRIAL CERAMIC COMPUTER PRESENTATION APPROVED
Course Code	CID520
MQF Credit	2
Course Description	This course will be promoting basic graphics and image editing using computer software and image editing program. Over the duration of this course, student will be learning the important of artist impression on the product developed in order to give presentation. Complexity sophisticated computer generate a realistic image from a model, through language of structure accuracy. This image or artwork resulting digital image commonly called artist impression which derived from data stipulating geometry, viewpoint, texture and other image components. Artist impressions are equally important to industrial ceramic design. Before this technology implement to the industry, ceramic designer rely on images hand-drawn by the designer that were only approximations of the final product. Computer rendered artist impressions are more than educated guess or imaginative interpretation. The result from highly sophisticated computer driven data to create an image that accurately reflects the abstraction.
Transferable Skills	Industrial Ceramic Computer Design Presentation
Teaching Methodologies	Lectures, Blended Learning, Practical Classes, Tutorial
CLO	CLO1 Identifies the methodology presentation through visualization analysis CLO2 Compare the various types of editing software suitable for industrial presentation CLO3 Demonstrates ideas from progressive drawing photo shoot to industrial ceramic computer presentation for marketing.
Pre-Requisite Courses	No course recommendations
Topics	
1. INTRODUCTION 1.1) 1.Course Brief 1.2) 2.Course Requirement	
2. INDUSTRIAL CERAMIC COMPUTER PRESENTATION 2.1) 1.Definition and terminology 2.2) 2.Illustration - Progressive Drawing 2.3) 3.Process flow/ Flow chart/ Methodology 2.4) 4.Advertising	
3. INTRODUCTION TO IMAGE EDITING 3.1) 1.Mood boards 3.2) 2.Collective data 3.3) 3.Introduction to Adobe Photoshop & Illustrator	
4. BASIC IMAGE EDITING 4.1) 1.Image formatting 4.2) 2.Introduction to editing tools 4.3) 3.Terminology 4.4) 4.Case study observation	
5. PROJECT 1 5.1) 1.Case study (Graphic layout style and composition) 5.2) 2.Understanding Layers Concept & Functions 5.3) 3.Understanding Channels Concept and Functions	

6. PROJECT 2

- 6.1) 1. Case Study (RGB/ SPOT/ CMYK/ Grayscale)
- 6.2) 2. Understanding Colors Separation
- 6.3) 3. Understanding Image color mode

7. PROJECT 3

- 7.1) 1. Case study (progressive drawing presentation)
- 7.2) 2. Progressive illustration/ working drawing

Assessment Breakdown		%		
Continuous Assessment		100.00%		
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Practical, Visual & verbal presentation Report	50%	CLO3
	Individual Project	Practical, Visual & verbal presentation report	25%	CLO2
	Individual Project	Visual & verbal presentation	25%	CLO1
Reading List	Recommended Text	<ul style="list-style-type: none"> • Jane Fraser, Louise, Ph.D. Fuller, Georgina, Ph.D. Hutber, Catherine Dunbar (Foreword), <i>Creating Effective Conference Abstracts and Posters in Biomedicine</i>, Radcliffe Medical PR [ISBN: 9781846193118] • Koos Eissen, Roselien Steur 2014, <i>Sketching, Product Design Presentation</i>, 1 Ed., Bis B.V., Uitgeverij (BIS Publishers), 2014 [ISBN: 9789063693299] • Garr Reynolds 2009, <i>Presentation Zen Design: Simple Design Principles and Techniques to Enhance Your Presentations</i>, Peachpit Press, 2009 [ISBN: 9780321669162] • Robin Williams, John Tollett 2011, <i>The Non-Designer's Photoshop Book</i>, Peachpit Press [ISBN: 9780132732949] • Ellen Lupton, Phillips Jennifer Cole, <i>Graphic Design</i>, Princeton Architectural Press [ISBN: 9781568987026] • Steven Heller, Lita Talarico, <i>The Design Entrepreneur: Turning Graphic Design Into Goods that Sell</i>, Rockport Publishers, 2008 [ISBN: 9781616736491] 		
Article/Paper List	This Course does not have any article/paper resources			
Other References	This Course does not have any other resources			