



UNIVERSITI TEKNOLOGI MARA

CID553: STUDIO CERAMIC DESIGN PHASE

Course Name (English)	STUDIO CERAMIC DESIGN PHASE APPROVED
Course Code	CID553
MQF Credit	4
Course Description	<p>This course is the initial phase for student in order to propose a design for final year studio degree project. The course is constructed to engage student with the professional practice and procedure of creating product design according to studio's theme, concept, criteria and requirement. Student will involve in the design process, study and explore in depth at the various stages of this crucial phase of studio's product making. It is a project-based course that require student to operate hands on, both digital design tools as well as manual (conventional) methodology in the process of advocating the studio need for degree holder to be literate with IT performances. The course will begin with a project proposal based from the research preliminary study conducted on the earlier discussion of this course. It will then be followed by completing the stage that involves idea generating and designing via selected product identified. Hence, throughout the courses, student will be adapted to the knowledge that promotes skill and talent as designer who has passion on both design and technical in studio ceramic. In order to produce skilled and talented designer who understand both aesthetics and technology, this course also focusing on both design and technical ceramic.</p>
Transferable Skills	Design skill
Teaching Methodologies	Lectures, Lab Work, Demonstrations, Practical Classes, Tutorial, Discussion, Presentation, Computer Aided Learning, Supervision
CLO	<p>CLO1 Propose the studio design development process according to the need of design objectives in the form of designer's portfolio.</p> <p>CLO2 Studies various types of designer's design tools in the studio process of developing design.</p> <p>CLO3 Proposes the design selection for the final year of studio degree project based on design principal and / or design criteria.</p>
Pre-Requisite Courses	No course recommendations
Topics	<p>1. 1. Introduction</p> <p>1.1) * Course information 1.2) * Scheme of work 1.3) * Project brief</p> <p>2. 2. Research & Analysis</p> <p>2.1) * Problem 2.2) * Concept 2.3) * Customer needs</p> <p>3. 3. Design proposal</p> <p>3.1) * Concept generation 3.2) * Opportunity identification 3.3) * Product specification</p> <p>4. 4. Design development</p> <p>4.1) * Design concept 4.2) * Planning 4.3) * Idea development</p>

5. 5. Practical consideration 5.1) * Ergonomic 5.2) * Economic
6. 6. Aesthetic reasoning 6.1) * Element of art and design 6.2) * Principles of art and design
7. 7. CAD development 7.1) * Sketch up 7.2) * InDesign 7.3) * Solidwork
8. 8. Prototyping 8.1) * Maquette making
9. 9. Design presentation 9.1) * Portfolio 9.2) * Report 9.3) * CAD Design

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Individual Project	Portfolio related to the studio design development process according to the need of design objectives in the form of designer's portfolio.	25%	CLO1
	Individual Project	Projects using design tools in the studio process of developing design.	25%	CLO2
	Presentation	Presentation on the design selection for the final year of studio degree project based on design principal and / or design criteria.	50%	CLO3

Reading List	Recommended Text
	<ul style="list-style-type: none"> • Duncan Hooson, Anthony Quinn 2012, <i>The Workshop Guide to Ceramics: A Fully Illustrated Step-by-Step Manual: Techniques and Principles of Design</i>, 49285th edition Ed., Barron's Educational Series [ISBN: 978076416461] • Anderson Turner 2012, <i>Surface, Glaze & Form</i>, The American Ceramic Society [ISBN: 1574983253] • Brian Taylor, Kate Doody 2014, <i>Glaze</i>, Barrons Educational Series Incorporated [ISBN: 0764166425] • Ben Carter 2016, <i>Mastering the Potter's Wheel</i>, Voyageur Press (MN) [ISBN: 0760349754] • Frederick Ernest Giesecke 2000, <i>Technical Drawing</i>, Pearson College Division [ISBN: 013022569X] • Marc Stickdorn, Jakob Schneider 2012, <i>This is Service Design Thinking</i>, Wiley [ISBN: 1118156307] • Anthony Quinn 2010, <i>The Ceramics Design Course</i>, Thames & Hudson [ISBN: 0500286892] • Shigeyuki Somiya 2013, <i>Handbook of Advanced Ceramics</i> [ISBN: 9780123854698]
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources