



## UNIVERSITI TEKNOLOGI MARA

### EAD254: PRESENTATION RENDERING

<b>Course Name (English)</b>	PRESENTATION RENDERING <b>APPROVED</b>
<b>Course Code</b>	EAD254
<b>MQF Credit</b>	2
<b>Course Description</b>	Project will explore the basic visualizing 2 dimensional drawings into 3 dimensional forms by learning rendering techniques from range of different materials. The lecture topics will be carried weekly which include an assignment to determine student understanding on basic process of rendering techniques and graphic presentation.
<b>Transferable Skills</b>	Combine manual and digital techniques and method of presentation rendering of industrial design
<b>Teaching Methodologies</b>	Studio, Demonstrations, Tutorial
<b>CLO</b>	CLO1 Produce a quality presentation rendering of industrial design CLO2 Apply manual rendering technique and method of presentation rendering in industrial design. CLO3 Justify the relevant media, techniques and method of presentation rendering of industrial design
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. INTRODUCTION TO PRESENTATION RENDERING</b> 1.1) Lecture Synopsis: 1.2) • Briefing on schedule & learning plan 1.3) • Topic Introduction (Presentation 1.4) Sketching) 1.5) • Materials Information 1.6) • Books & references 1.7) • Lecture and presenting	
<b>2. PRODUCT DESIGN RENDERING I</b> 2.1) Lecture Synopsis: 2.2) • Cool Grey Marker on white paper 2.3) • Emphasizing the element and principlesquality 2.4) of line, form, shape, proportion, 2.5) balance and perspective drawing 2.6) • matt surface, gloss plastic and chrome 2.7) effect	
<b>3. PRODUCT DESIGN RENDERING II</b> 3.1) Lecture Synopsis: 3.2) • Cool Grey Marker and pastel on white 3.3) paper 3.4) • Emphasizing the element and principlesquality 3.5) of line, form, shape, proportion, 3.6) balance and perspective drawing 3.7) • matt surface, gloss plastic and chrome 3.8) effect	

<p><b>4. PRODUCT DESIGN RENDERING III</b></p> <p>4.1) Lecture Synopsis:  4.2) • Cool Grey Marker and pastel on color  4.3) paper  4.4) • Emphasizing the element and principlesquality  4.5) of line, form, shape, proportion,  4.6) balance and perspective drawing  4.7) • matt surface, gloss plastic and chrome  4.8) effect</p>
<p><b>5. PRODUCT DESIGN RENDERING IV</b></p> <p>5.1) Lecture Synopsis:  5.2) • Color Marker and pastel on white paper  5.3) • Emphasizing the element and principlesquality  5.4) of line, form, shape, proportion,  5.5) balance and perspective drawing  5.6) • matt surface, gloss plastic and chrome  5.7) effect</p>
<p><b>6. PRODUCT DESIGN RENDERING VI</b></p> <p>6.1) Lecture Synopsis:  6.2) • Color Marker and pastel on color paper  6.3) • Emphasizing the element and principlesquality  6.4) of line, form, shape, proportion,  6.5) balance and perspective drawing  6.6) • matt surface, gloss plastic and chrome  6.7) effect</p>
<p><b>7. FURNITURE DESIGN RENDERING I</b></p> <p>7.1) Lecture Synopsis:  7.2) • Color Marker and pastel on white paper  7.3) • Emphasizing the element and principlesquality  7.4) of line, form, shape, proportion,  7.5) balance and perspective drawing  7.6) • matt surface, gloss plastic and chrome  7.7) effect</p>
<p><b>8. FURNITURE DESIGN RENDERING II</b></p> <p>8.1) Lecture Synopsis:  8.2) • Color Marker and pastel on color paper  8.3) • Emphasizing the element and principlesquality  8.4) of line, form, shape, proportion,  8.5) balance and perspective drawing  8.6) • matt surface,</p>
<p><b>9. TRANSPORT DESIGN RENDERING I</b></p> <p>9.1) Lecture Synopsis:  9.2) • Color Marker and pastel on white paper  9.3) • Emphasizing the element and principlesquality  9.4) of line, form, shape, proportion,  9.5) balance and perspective drawing  9.6) • matt surface, gloss plastic and chrome  9.7) effect</p>
<p><b>10. TRANSPORT DESIGN RENDERING II</b></p> <p>10.1) Lecture Synopsis:  10.2) • Color Marker and pastel on color paper  10.3) • Emphasizing the element and principlesquality  10.4) of line, form, shape, proportion,  10.5) balance and perspective drawing  10.6) • matt surface, gloss plastic and chrome  10.7) effect</p>
<p><b>11. PRODUCT/FURNITURE/ TRANSPORT DESIGN RENDERING</b></p> <p>11.1) Lecture Synopsis:  11.2) • Mix media on white paper  11.3) • Emphasizing the element and principlesquality  11.4) of line, form, shape, proportion,  11.5) balance and perspective drawing  11.6) • matt surface, gloss plastic and chrome  11.7) effect</p>

**12. DIGITAL RENDERING PRODUCT/FURNITURE/ TRANSPORT DESIGN I**

- 12.1) Lecture Synopsis:
- 12.2) • Draw a digital rendering that emphasizing
- 12.3) the Gloss Plastic, Matt Surface and
- 12.4) Chrome Effect on one selected
- 12.5) product/furniture/transport design
- 12.6) • Produce a presentation background
- 12.7) • Draw using related design software
- 12.8) Tutorial:
- 12.9) • Demonstration - Draw using related
- 12.10) design software on
- 12.11) Product/Furniture/Transport design and
- 12.12) apply digital rendering techniques
- 12.13) • Exercise – Draw using related design
- 12.14) software Product/Furniture/Transport
- 12.15) design and apply digital rendering
- 12.16) techniques

**13. DIGITAL RENDERING PRODUCT/FURNITURE/ TRANSPORT DESIGN II**

- 13.1) Lecture Synopsis:
- 13.2) • Produce a presentation background
- 13.3) • Draw using related design software
- 13.4) Tutorial:
- 13.5) • Demonstration - Draw using related
- 13.6) design software on to produce a
- 13.7) presentation background effect.
- 13.8) • Exercise – Draw using related design
- 13.9) software to produce a presentation
- 13.10) background effect.
- 13.11) • Apply background effect in Final Project

**14. DIGITAL RENDERING PRODUCT/FURNITURE/ TRANSPORT DESIGN III**

- 14.1) Lecture Synopsis:
- 14.2) • Produce a layout graphic presentation for
- 14.3) digital rendering
- 14.4) • Draw using related design software
- 14.5) Tutorial:
- 14.6) • Demonstration - Draw using related
- 14.7) design software a layout graphic
- 14.8) presentation for digital rendering.
- 14.9) • Exercise – Draw using related design
- 14.10) software to produce a layout graphic
- 14.11) presentation for digital rendering.
- 14.12) • Apply a layout graphic presentation for
- 14.13) digital rendering in Final Project

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Assignment 2 • Draw using a ball point pen and render using color marker pen focusing on furniture (chair / sofa) design. Students are allowed to use French curve and templates such as ellipse template and circle template while completing the project.	15%	CLO1
	Assignment	Assignment 3 • Draw using a ball point pen and render using color marker pen focusing on transport (truck / pick up) design. Students are allowed to use French curve and templates such as ellipse template and circle template while completing the project.	15%	CLO1
	Assignment	Assignment 4 • Draw using a ball point pen and render using mix media (color marker, color pencil etc) and pastel focusing on transport (sports car) design. Students are allowed to use French curve and templates such as ellipse template and circle template while completing the project.	15%	CLO1
	Assignment	Assignment 1 - Draw using a ball point pen and render using grey marker pen focusing on product (wrist watch) design. Students are allowed to use French curve and templates such as ellipse template and circle template while completing the project.	15%	CLO2
	Final Project	FINAL PROJECT Draw using a ball point pen and render using all media (color marker, pastel, color pencil etc) and techniques focusing on product of choice (product/furniture/ transport). Students are allowed to use French curve and templates such as ellipse template and circle template while completing the project.	40%	CLO3

Reading List	Reference Book Resources	<ul style="list-style-type: none"> <li>• Shahrizan Zainal Abidin. 2004, <i>Kaedah lakaran seni reka perindustrian</i>, Ed., , Yusran Publishing [ISBN: ]</li> <li>• Carl Liu. 2004, <i>Carl Liu Design Book</i>, Ed., , China Youth Press [ISBN: ]</li> <li>• Yoshiru Shimizu. 1995, <i>quick and easy solutions to marker rendering</i>, Ed., , [ISBN: ]</li> <li>• Koos Eissen and Roselien Steur. 2007, <i>Sketching: Drawing Techniques for Product Des</i>, Ed., , Page One , Singapore</li> </ul>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	