



UNIVERSITI TEKNOLOGI MARA

EAD417: GRAPHIC DESIGN AND LAYOUT

Course Name (English)	GRAPHIC DESIGN AND LAYOUT APPROVED
Course Code	EAD417
MQF Credit	2
Course Description	This subject is divided into 3 main sections that are seen as a synthesis to the development of design. Good design must include the element of communication and has esthetic 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. Next, students are exposed to the information organization and the element of the 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, Studio, Tutorial, Computer Aided Learning
CLO	CLO1 Respond to the history of Graphic design and communication, related to current situation on graphic jargon at verbal and visual level. 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. CLO3 Integrate professional work culture and professionalism in the procedure of graphic design and layout.
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	
2. Short History of Graphic Design 2.1) The development of 20th century Style 2.2) Art Nouveau to Bauhaus 2.3) Shape/structure development	
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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) Design synthesis 4.5) Concept/idea, research and information continuation 4.6) Words and image combination	

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<p>6. Design Principal and Process 6.1) Creative process / Layout 6.2) Thumbnails/scamps,rough,comprehensive 6.3) Conventional Design layout Principal 6.4) Page Proportion (regular and golden oblong)</p>
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<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 inn 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) Page orientation 9.6) text system 9.7) Information /grid alignment 9.8) Text and image</p>
<p>10. Basic Skills- Lecture and hands on 10.1) Visual implementation 10.2) Rendering and comping type 10.3) Figure/ground and letterform collage 10.4) Type talks</p>
<p>11. Progress Project 11.1) Progress on the project given</p>
<p>12. Progress Project 12.1) Progress on the project given</p>
<p>13. Progress Project 13.1) Progress on the project given</p>
<p>14. Final Assessment 14.1) Submission and Presentation of 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) Printed Materials scrapbook (Compilation)	30%	CLO1
	Final Project	Final Project Presentation and submission: Leaflet series using typography and elements of design, Including progress sketches, comprehensive marker render and digital progress.	40%	CLO3
	Individual Project	Understanding Graphic Design Layout:Newspaper Design 1. Trace black & White 2. Mix Media (Colour) 3. Typography	30%	CLO2

Reading List	Recommended Text
	<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] • Ryan Hembree, <i>The Complete Graphic Designer</i>, Rockport Publishers [ISBN: 1610593251] • Alina Wheeler 2012, <i>Designing Brand Identity</i>, John Wiley & Sons [ISBN: 9781118099209] • Robin Landa 2005, <i>Designing Brand Experience: Creating Powerful Integrated Brand Solutions</i>, Cengage Learning [ISBN: 9781401848873] • Kimberly Elam 2004, <i>Grid Systems</i>, Princeton Architectural Press [ISBN: 1568984650] • Wally Olins, <i>Corporate Identity</i> [ISBN: 9780875843681]

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