



UNIVERSITI TEKNOLOGI MARA

FFA113: FUNDAMENTALS OF DESIGN

Course Name (English)	FUNDAMENTALS OF DESIGN APPROVED
Course Code	FFA113
MQF Credit	3
Course Description	This course enables students to study the fundamental elements of design and the principles of design, colour design, and digital medium. Students are required to study and are exposed to the types of design and its functions to the subject matter. Students are also expected to apply the knowledge to construct and study the problem pertaining to the subject matter and design construction.
Transferable Skills	Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem-solving.
Teaching Methodologies	Lectures, Blended Learning, Studio, Tutorial, Discussion, Presentation
CLO	CLO1 Analyze different artworks and constructions based on the fundamental elements of design CLO2 Demonstrate and present ideas and research verbally and visually according to the artworks and artifacts. CLO3 Conceptualize and solve complicated design problems and situations.
Pre-Requisite Courses	No course recommendations
Topics	
1. 1. Course Briefing & Introduction 1.1) Introduction to the course	
2. 2. Elements and Principles of Design 2.1) Understanding the basics of design	
3. 3. Color Studies 3.1) Color theories in design	
4. 4. Composition and Grid 4.1) Visual ordering of formal structure	
5. 5. Typography 5.1) Typeface, Size, Leading, Hierarchy, Scale	
6. 6. Research and References 6.1) Tools for inspirations and ideations	
7. 7. Image Arrangements 7.1) Compositions and Rule of Thirds	
8. 8. Proportions and Hierarchy 8.1) Balancing artworks	
9. 9. Developing Strong Design 9.1) Recognizing valuable artworks and designs	
10. 10. Foreground, Mid-ground, Background 10.1) Layering and framing	
11. 11. Juxtaposition and Experimentation 11.1) Adopt personal styles and explore daring ideas	
12. 12. Design Process 12.1) Executions: Pre-production, Production, Post-Production	

13. 13. Consultation

13.1) Discussion

14. 14. Final Portfolio Presentation & Assessment

14.1) Progress Work 1 & 2

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Principles and Elements of Design	30%	CLO1
	Assignment	Color, Composition, Typography Studies	30%	CLO2
	Final Project	Final Project	40%	CLO3

Reading List	Recommended Text
	<ul style="list-style-type: none"> • Gavin Ambrose, Paul Harris 2009, <i>The Fundamentals of Graphic Design</i>, AVA Publishing [ISBN: 2940373825] • Gavin Ambrose, Paul Harris 2003, <i>The Fundamentals of Creative Design</i>, AVA Publishing [ISBN: 9782940373475] • Richard Poulin 2012, <i>The Language of Graphic Design</i>, Rockport Pub [ISBN: 1592538258] • Leonard Koren, R. Wippo Meckler 2001, <i>Graphic Design Cookbook</i>, Chronicle Books [ISBN: 0811831809] • Ronald S. Magliozzi, Jenny He 2009, <i>Tim Burton</i>, The Museum of Modern Art [ISBN: 0870707604]

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

Other References	
	<ul style="list-style-type: none"> • Book Rose Gonnella, Christopher Navetta, Max Friedman 2015, <i>Design Fundamentals: Notes on Visual Elements and Principles of Composition</i>, Peachpit Press • Video Kevin McMahon <i>The Principles of Design</i>, Art Heroes https://vimeo.com/138558809 • Video M Webster 2010, <i>Non - Format</i>, etapes https://vimeo.com/13292889