



## UNIVERSITI TEKNOLOGI MARA

### FND101: VISUAL RESEARCH

|  |   |
|--|---|
| <b>Course Name (English)</b>   | VISUAL RESEARCH <b>APPROVED</b>   |
| <b>Course Code</b>   | FND101  |
| <b>MQF Credit</b>  | 3   |
| <b>Course Description</b>  | The course is a foundation class that introduces students to basic understanding of exploring materials, techniques and terms in fundamental of art and design. It is an effort to develop their interest and perceptual skill. The aim of this course is to develop the skill of drawing practice and to prepare them for research in future courses at Faculty of Art and Design. Emphasis is given to problem solving exercises that allow thinking creatively and critically. This is done through learning process that stresses the ability of the students to collect visual data that apply their understanding of 2 dimensional and 3 dimensional relationships. |
| <b>Transferable Skills</b>   | Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts. Demonstrate the ability to dream, imagine and visualize. Demonstrate resilience, perseverance and positivity in multi-tasking, dealing with change and meeting new challenges.  |
| <b>Teaching Methodologies</b>  | Lectures, Studio, Demonstrations, Tutorial, Discussion, Presentation  |
| <b>CLO</b>   | CLO1 Describe 2 dimensional and 3-Dimensional design in artwork<br>CLO2 Justify fundamental elements and principles of design as they relate to drawing.<br>CLO3 Apply variety of technical skills, materials and method in design.   |
| <b>Pre-Requisite Courses</b>   | No course recommendations   |
| <b>Topics</b>  |   |
| <b>1. Introduction to Visual Research</b><br>1.1) The Important of Drawing in Art and Design Media and Tools             |   |
| <b>2. Elements of Art and Design</b><br>2.1) Line<br>2.2) Shape<br>2.3) Form   |   |
| <b>3. Elements of Art and Design</b><br>3.1) Texture<br>3.2) Value<br>3.3) Space   |   |
| <b>4. Principles of Art and Design</b><br>4.1) Proportion<br>4.2) Movement/Rhythm<br>4.3) Contrast                       |   |
| <b>5. Principles of Art and Design</b><br>5.1) Harmony<br>5.2) Balance<br>5.3) Repetition                                |   |
| <b>6. Principles of Art and Design</b><br>6.1) Motion /Time<br>6.2) Emphasis/ Dominance<br>6.3) Variety/ Unity / Economy |   |
| <b>7. Basic Drawing</b><br>7.1) Measurement  |   |

|  |
|--|
| <b>8. Basic Drawing</b><br>8.1) Tone, Value                |
| <b>9. Basic Drawing</b><br>9.1) Light and shadow           |
| <b>10. Contour Drawing</b><br>10.1) n/a                    |
| <b>11. Measurement Studies</b><br>11.1) n/a                |
| <b>12. Visual Observation</b><br>12.1) Structural Line     |
| <b>13. Visual Observation</b><br>13.1) Composition Studies |
| <b>14. Presentation</b><br>14.1) n/a                       |

| Assessment Breakdown  | %      |
|-----------------------|--------|
| Continuous Assessment | 60.00% |
| Final Assessment      | 40.00% |

| Details of Continuous Assessment | Assessment Type | Assessment Description | % of Total Mark | CLO         |
|----------------------------------|-----------------|------------------------|-----------------|-------------|
|                                  | Assignment      | Visual Assessment      | 60%             | CLO1 , CLO2 |

| Reading List | Reference Book Resources   |
|--------------|--|
|              | <ul style="list-style-type: none"> <li>• Alan Pipes 2008, <i>Foundation of Art &amp; Design</i>, Lawrence King Publication Ltd, UK</li> <li>• Duane Preble &amp; Sarah Preble 2004, <i>Art Forms</i>, 7 Ed., Pearson/Prentice Hill, New Jersey</li> <li>• David A. Lauer &amp; Stephen Pentak 2008, <i>Basic Design</i>, 7 Ed., Thomson/Wardsworth, USA</li> <li>• David A. Lauer, Stephen Pentak 2008, <i>Design Basic</i>, 7 Ed., Thomson Wadsworth. Boston</li> </ul> |

|                           |   |
|---------------------------|---|
| <b>Article/Paper List</b> | This Course does not have any article/paper resources |
|---------------------------|---|

|                         |   |
|-------------------------|---|
| <b>Other References</b> | This Course does not have any other resources |
|-------------------------|---|