



UNIVERSITI TEKNOLOGI MARA

FND400: VISUAL LANGUAGE

Course Name (English)	VISUAL LANGUAGE APPROVED
Course Code	FND400
MQF Credit	3
Course Description	The course is designed to lead the students through the process of research of visual information. The goal of this course is to prepare them for research in future courses at FSSR. This course deals with the knowledge and understanding of basic art and design elements and principles. Emphasis is given to problem solving exercises that allow the students to think creatively and critically. This is done through the learning process that stresses the ability of the students to produce visual data that shows their understanding of 2 and 3 Dimensional relationship.
Transferable Skills	Students can create many types and characteristic of lines without using conventional tools. Students can make a composition out of the data collection. Students can draw accurately according to the composition using only lines. Students can construct a form of 3D line and draw the 3D line.
Teaching Methodologies	Lectures, Studio, Demonstrations, Presentation
CLO	CLO1 Apply the vocabulary of art and design CLO2 Outline the importance of visual, verbal and critical thinking skills for visual communication. CLO3 Create 2 dimensional and 3 dimensional design. CLO4 Produce an art work using a wide range of media, methods and techniques.
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to Course 1.1) n/a	
2. Basic Visual Elements 2.1) Points and Lines 2.2) Lines Defining Space	
3. Positive and Negative Space 3.1) n/a	
4. Placement and Interrelationship of Shapes 4.1) n/a	
5. Form and Structure 5.1) n/a	
6. Visual and Tactile Texture 6.1) n/a	
7. Visual Organisations 7.1) Figure Ground Relationships 7.2) Spatial Illusion 7.3) Balance 7.4) Tension 7.5) Repetition 7.6) Unity and Harmony	

8. Visual Synthesis

8.1) Composition

8.2) Abstraction

8.3) Realism

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Visual Assessment	n/a	20%	CLO1
	Visual Assessment	n/a	20%	CLO2
	Visual Assessment	n/a	20%	CLO3
	Visual Assessment	n/a	40%	CLO4

Reading List	Reference Book Resources
	<ul style="list-style-type: none"> • Arnheim, Rudolf 1966, <i>Visual Thinking</i>, Berkeley, CA: University of California Press • Ching, Francis D.K 1990, <i>Drawing-A Creative Process</i>, New York: Van Nostrand Reinhold • Collier, Graham 1972, <i>Form, Space and Vision</i>, Englewood Clifs, N.J.: Prentice Hall • Wong, Wucius 1993, <i>Principles of Form and Design</i>, New York: Van Nostrand Reinhold • Ocvirk, Otto G., et al 2001, <i>Art Fundamentals,9e</i>, NY : McGraw Hill • Preble, Duane, et al 2003, <i>Artforms: An Intoduction to the Visual Arts,7</i>, Upper Saddle River, N.J.: Prentice Hall. • Sausmarez, Maurice de 2002, <i>Basic Design: The Dynamics of Visual Form,2e</i> , London: Sterling Press • Donis A. Dondis 1993, <i>A Primer Of Visual Literacy</i> , Cambridge: The MIT Press

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