



UNIVERSITI TEKNOLOGI MARA

GDG411: ILLUSTRATION AND CREATIVE APPLICATION

Course Name (English)	ILLUSTRATION AND CREATIVE APPLICATION APPROVED
Course Code	GDG411
MQF Credit	3
Course Description	This course will introduce digital illustration methods and knowledge skill on how illustration creatively applied in field practices. Student will be exposed on digital drawing skills using popular computer graphic software while expressing experiences and imaginings to convert message.
Transferable Skills	Artistic and Aesthetic Skills Analytical and Communication Skills Technical Skills Organizational Skills Creative and Innovative Problem solver
Teaching Methodologies	Lectures, Blended Learning, Studio, Demonstrations, Field Trip, Tutorial, Discussion, Presentation
CLO	CLO1 Generate professional knowledge and critical appreciation of the creative illustration that visually informs, explains, stimulates and educate. CLO2 Reproduce better drawing and understand the basic principle and element of drawing such as shape, texture etc. and understand human structure, still life in 2D and 3D illustration. CLO3 Apply creative illustration in pre-press or printing publication by explaining the method of illustration development used as an effective visual communication.
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction and overview of Illustration, history of image the development and use of illustration 1.1) Fundamental of image and illustration 1.2) 2 Dimension 1.3) Alertness of 3D image development	
2. Illustration in Pre Press contact 2.1) • Illustration in magazine 2.2) • Double Spread illustration, Front Page and Content Page illustration	
3. Illustration Design in Through Conventional and Digital Publication 3.1) • Brochure 3.2) • Flyer 3.3) • Poster	
4. Illustration on coloring management 4.1) • Coloring process for illustration 4.2) • Illustration with format CMYK 4.3) • Illustration with format RGB 4.4) • Illustration with format Black/white @ monochrome	
5. Illustration as Communication Medium 5.1) • Illustration for outdoor advertising 5.2) • Illustration for promotion 5.3) • Illustration for TV commercial (Story boarding) and film production	
6. Conventional Illustration with Digital Illustration 6.1) • Adaptation of conventional format to digital format 6.2) • Adaptation of Illustration to digital format 6.3) • Application of Illustration through software	

7. The Production of Digital Figure Illustration 7.1) • Fundamental of Cartoon Drawing 7.2) • Theory and concept of Cartoon Drawing 7.3) • Caricature and function
8. Understanding and Handling the Cartoon Drawing 8.1) • Fundamental of Cartoon Drawing 8.2) • Theory and concept of Cartoon Drawing 8.3) • Caricature and function
9. Progress Project 9.1) Progress report and ongoing process
10. Progress Project 10.1) Progress report and ongoing process
11. Progress Project 11.1) Progress report and ongoing process

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Students are to collect, select and research their own favorite illustration artist by the history of images and to design and illustrate their own concept and creativity of illustration that facilitating through design process from their references.	20%	CLO1
	Assignment	Students are given task based on the principle and element of design which to apply their talent and skill of illustration based on the categories given e.g. perspective drawing, 2D & 3D, detailing illustration, comic illustration and publication and figure illustration. Students were to submit their assignment based on two formats which are conventional and digital.	20%	CLO2
	Assignment	Apply creative illustration in pre-press or printing publication by explaining the method of illustration development used as an effective visual communication	20%	CLO3
	Final Project	Students to submit the final artwork project with presentation upon submission.	40%	CLO2

Reading List	Reference Book Resources
	<ul style="list-style-type: none"> • Angela Gair 2005, <i>Painting Solutions, Hands, Faces and Figures</i>, Quarto Publishing, Wellfleet Press New Jersey, USA • Doreen Roberts 2005, <i>Drawing Workshop</i>, Harper Collins Publishers London • Gary Faigin 2005, <i>The Artist's Complete Guide To Facial Expression</i>, Watson Guptill Publications New York • John Rowland Wood 2005, <i>Handbook of Illustration Design Press</i>, TAB Books • Jose M. Parramont 2003, <i>How To Draw the Human Figure</i>, Watson Guptill Publications New York • Martin Coyer 2000, <i>How to Find and Work with Illustrator To Get The Results You Want</i>, North Light Books Cincinnati, Ohio • Nick & Tessa Souther 2000, <i>Illustration Source Book: 1850 to the Present Day</i>, Edité par Macdonald & Co (Publishers) Ltd Berlin, Germany [ISBN: 97803561] • Griffiths, A. (Ed), 2005, <i>Landmarks in Print Collecting, Connoisseurs and Donors</i>, Black White Illustrations [ISBN: 0714126098] • Hall. N.J 1997, <i>Max Beerbohm's Caricatures</i>, Black and Illustrations • Bain, I. 2006, <i>The Watercolours and Drawings of Thomas Bewick and His Workshop Apprentices</i>, New Ed., St Pauls Bibliographies [ISBN: 978-090679585] • Tony Foster 1999, <i>Exploring the Grand Canyon, Watercolour Diaries 1988-1989</i>, Newlyn Orion Galleries / Montgomery Gallery [ISBN: 978-095065798]
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources