



UNIVERSITI TEKNOLOGI MARA

GDG431: HISTORY OF GRAHIC COMMUNICATION

Course Name (English)	HISTORY OF GRAHIC COMMUNICATION APPROVED
Course Code	GDG431
MQF Credit	2
Course Description	This course is aimed to introduce students to the development of graphic design in its historical and stylistic context. This includes significant movement and important individual from cave paintings to, creation of new typographic styles to, Bauhaus to, the digital revolution and computer art. The course will also cover an area starting from ancient Sumerian & Egyptian writing to the invention of movable type printing press by Johannes Gutenberg and to modern day digital graphic design. However this is not that of a mere chronological overview, instead it is intentionally designed to address students the growth of graphic design to its conceptualization as a discipline that has contributed into the history of art and visual communication in whole.
Transferable Skills	Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts
Teaching Methodologies	Lectures, Reading Into Writing Task, Discussion
CLO	CLO1 Identify the evolution of technology, materials, processes and graphic design profession as an integral to the development of graphic design discipline CLO2 Explains visual design in its stylistic context CLO3 Perform a content analysis of information to critically evaluate and logically organize information through research and report writing
Pre-Requisite Courses	No course recommendations
Topics	
1. Earliest form of Visuals 1.1) Visual communication from pre-historic ages 1.2) Invention of writing 1.3) Contribution from the East 1.4) Symbols	
2. Typography & Design 2.1) Masters of Types 2.2) Classical 2.3) Old English 2.4) Other Types 2.5) Type Classification	
3. Visual Design & Printing 3.1) Before 1400's 3.2) After 1400's 3.3) Modern Era	
4. Art School 4.1) BAUHAUS 4.2) American School of Design 4.3) Design School in other European countries 4.4) Impact of Post World War II to design	
5. Influence of BAUHAUS to graphic design 5.1) The era of BAUHAUS 5.2) Important figures in BAUHAUS & BAUHAUS ERA	

6. Origins of Advertising & Communication Design

- 6.1) From Newspaper to Television
- 6.2) Advertising Agency
- 6.3) The People

7. History of Advertising in Malaysia

- 7.1) n/a

8. Digital Revolution

- 8.1) Invention of Computer
- 8.2) Desktop Publishing

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	This assignment is a research based. Students are required to produce acceptable length of writing related to history of graphic design with appropriate methodology.	30%	CLO2
	Assignment	This assignment is a research based. Students are required to produce acceptable length of writing related to history of visual communication with appropriate methodology.	40%	CLO3
	Individual Project	This assignment is a research based. Students are required to produce a semi-long essay related to history of graphic design with appropriate methodology.	30%	CLO1

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] • Steven Heller, Georgette Ballance 2001, <i>Graphic Design History</i>, Skyhorse Publishing Inc. [ISBN: 1581150946] • David Seth Raizman 2010, <i>History of Modern Design</i>, Laurence King [ISBN: 9781856696944] • Stephen Eskilson 2007, <i>Graphic Design</i>, Laurence King Pub [ISBN: 9781856695114]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	