



UNIVERSITI TEKNOLOGI MARA

GDG615: GRAPHIC DESIGN RESEARCH

Course Name (English)	GRAPHIC DESIGN RESEARCH APPROVED
Course Code	GDG615
MQF Credit	3
Course Description	As an advanced level of Graphic Design Research, this course introduce in depth understanding of communication strategies, research methods, creative approaches in professional graphic design practice and design management skills. Each student will give an option to choose one major area of concentration which includes four sub categories in fulfilling the requirement for the final project. The area are advertising, corporate identity, multimedia and illustration. Students are required to prepare and present three proposals to respective advisors accordingly to the guideline outlined in appendix. The topic of the proposal must be real project and must be discussed through a consensus between respective advisor and student.
Transferable Skills	Can apply the pre press and post press production knowledge in graphic design area
Teaching Methodologies	Lectures, Case Study, Tutorial, Discussion
CLO	<p>CLO1 To identify and analyse a dynamic design process and to built a guidelines as method of creative problem solving (advertising, multimedia, corporate identity and illustration).</p> <p>CLO2 To assemble the graphic design process and visual communication practices for professional portfolio development and research proposal</p> <p>CLO3 To form student's competency level in finding the relevant issues for the formulation of creative strategic thinking process of current issues in branding.</p>
Pre-Requisite Courses	No course recommendations
Topics	
1. Integrated Dynamic Design Process And Situation Analysis	
1.1) Organizing for Design Process and Promotion in corporate identity and branding 1.2) Types of below and above the line categories	
2. Integrated Dynamic Design Process And Situation Analysis	
2.1) Perspectives on Consumer Behaviour and the consumer learning process 2.2) Valuable targets	
3. Analysing the Communication Process	
3.1) A basic model of Communication in corporate identity and branding	
4. Analysing the Communication Process	
4.1) Analyzing the Receiver	
5. Analysing the Communication Process	
5.1) Cognitive processing of communications	
6. Identify the problem solves skills,critical and creative thinking	
6.1) The value of critical analysis 6.2) Communications solutions 6.3) Visual communication practices	
7. Identify the problem solves skills,critical and creative thinking	
7.1) Principle and Elements of visual communication 7.2) Communications Objectives in corporate identity and branding 7.3) Language and communication in corporate identity and branding	

<p>8. Elements of visual communication 8.1) Elements of visual communication 8.2) The Essence Effective communication 8.3) Write to Communicate 8.4) Types of branding</p>
<p>9. Media Planning and Strategy in corporate identity and branding 9.1) An overview of Media Planning 9.2) Problems in Media Planning 9.3) Establishing Media Objectives 9.4) Developing and Implementing Media Strategies</p>
<p>10. Media Planning and Strategy 10.1) Budget Considerations 10.2) Evaluation in in corporate identity and branding strategy</p>
<p>11. Creative Strategy: Implementation and Evaluation 11.1) Appeals and Execution Styles 11.2) Creative Tactics</p>
<p>12. Creative Strategy: Implementation and Evaluation 12.1) Visual perception delivers 12.2) Varying expressions of a visual property</p>
<p>13. Visual communication 13.1) Vision's unique power 13.2) New forms of visual communication 13.3) Visual content</p>
<p>14. Visual communication 14.1) Visual technologies 14.2) Visual representation of quantitative information 14.3) Communicate the meaningful trends, patterns, and exceptions in data collections 14.4) Design Execution strategy</p>

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Final Project	n/a	60%	CLO3
	Presentation	1. Proposal : 20% : (REVIEW 1) a. Background research (5%) b. Problem Statement (5%) c. Aims & Recommendations (5%) d. Weekly Schedule (5%)	20%	CLO1
	Presentation	2. Research on data collection : 20% (REVIEW 2) a. Current situation analysis (5%) b. Data collection (5%) c. Research process (10%) 3. Creative execution strategy : 20% (REVIEW 3) a. Media planning (10%) b. Creative design strategy (10%)	20%	CLO2

Reading List	Recommended Text	<ul style="list-style-type: none"> • Alina Wheeler 2009, <i>Designing Brand Identity</i>, 3rd Ed., 1,2, Wiley canada [ISBN: 9780470401422] • Kathryn Best 2006, <i>Design Management: Managing Design Strategy, Process and Implementation</i>, 1st Ed., 1,2,3, AVA Publishing singapore [ISBN: 9782940373123] • Bill Gardner, Catharine Fishel 2006, <i>Logolounge</i>, 3rd Ed., 2,3, Rockport Publishers USA [ISBN: 1592530877] • Robert Sawyer 2006, <i>Kiss & Sell</i>, 3rd Ed., 3,6, Ava Publishing switzerland [ISBN: 9782940373468]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	