



UNIVERSITI TEKNOLOGI MARA

GDG635: CONTEMPORARY DESIGN ISSUES

Course Name (English)	CONTEMPORARY DESIGN ISSUES APPROVED
Course Code	GDG635
MQF Credit	3
Course Description	This course introduce in depth understanding of issue related to contemporary graphic design. Student will be introduced to appropriate research methodologies and apply the skills and knowledge to significance design projects. The course will be conduct in 2 ways communication with student been given ample time for independent study while been guide by the lecturer. Assessment will be based on individual project,
Transferable Skills	Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving.
Teaching Methodologies	Lectures, Case Study, Tutorial, Reading Activity, Discussion, Small Group Sessions , Self-directed Learning, Directed Self-learning , Supervision
CLO	CLO1 Identify (C4) graphic design issue in relation to social, economic and political contexts CLO2 Perform (P4) the design process for finding the solution through graphic design practice CLO3 Initiate (A3) the creative solution to solve issue
Pre-Requisite Courses	No course recommendations
Topics	
1. Aesthetics and its relevancy in the 21st century 1.1) Design for aesthetics and functionality	
2. The role of graphic design in 21st century 2.1) Understanding communication 2.2) Graphic design as visual communication	
3. Inter-disciplinary practice in design and best solution 3.1) The importance of design integration	
4. Identify the opportunity from the issues 4.1) PEST analysis 4.2) SWOT analysis 4.3) Competitive analysis 4.4) Product Life-cycle (PLC)	
5. User Centered Design 5.1) Understanding user behavior, needs and want	
6. Initiate the design for environmental, global and social sustainability 6.1) Graphic Design contributions towards Sustainability Development Goals (SDGs)	

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Final Project	Perform the creative solution to counter the design issue	40%	CLO3
	Individual Project	Construct the tools to find the creative strategy for design solution	30%	CLO2
	Journal/Article Critique	Critique the research paper related to design issue	30%	CLO1

Reading List	Recommended Text	<ul style="list-style-type: none"> • Charlotte Fiell, Peter Fiell, <i>Graphic Design For The 21st Century</i>, Taschen [ISBN: 3822816051] • John Maeda 2006, <i>The laws of simplicity</i>, MIT Press Cambridge, Mass. [ISBN: 0262134721] • Kathryn Best, <i>Design Management: Managing Design Strategy, Process and Implementation</i>, AVA Publishing [ISBN: 2940373124] • Benson. E, Perullo. Y 2016, <i>Design to Renourish: Sustainable Graphic Design in Practice</i>, 1 Ed., Focal Press [ISBN: 978-11389166] • Dennis Puhalla 2011, <i>Design Elements, Form & Space</i>, Rockport Publishers [ISBN: 1592537006] • Robert Sawyer 2006, <i>Kiss & Sell: Writing for Advertising: (Redesigned & Rekissed)</i>, AVA Publishing [ISBN: 9782940373468]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	