



UNIVERSITI TEKNOLOGI MARA

GDG666: GRAPHIC DESIGN STUDIO

Course Name (English)	GRAPHIC DESIGN STUDIO APPROVED
Course Code	GDG666
MQF Credit	4
Course Description	This unit of study aims to allow students to integrate the acquired knowledge from the programme in relation to various disciplines in graphic design i.e design exploration, visual and tactile conceptualisation, ideation and other design representation in context of problem solutions in real-case situation. This is done by applying the elements and principles of design through intricate design process; incorporating feedback and refining design proposals by experimenting, innovating and testing ideas involving image and text composition.
Transferable Skills	Demonstrate ability to analyse issues/problems from multiple angles and make suggestions
Teaching Methodologies	Lectures, Studio, Presentation, Supervision, Project-based Learning, Problem-based Learning
CLO	CLO1 Adapt critical thinking and problem solving skills towards real-case situation CLO2 Synthesize acquired knowledge in graphic design skills to a real-case situation
Pre-Requisite Courses	No course recommendations
Topics	
1. Studio Study 1: Self-directed work/ relational investigation/ Studio Study 2: Self-directed work/ ideation 1.1) Conducting relational investigation on real issues to reach the best final concept i.e: tackle problems within an organization/ attempting to change public's behavior/ branding activities/ Idea generation through series of brainstorming/ related design processes	
2. Studio Study 3: Self-directed work/ prototype testing/ Studio Study 4: Self-directed work/ experiment/ presentation 2.1) Enhancing design precision through the making of prototyping/ mock-up/ printing/ Presentation of final design to an audience in an academic design exhibition/ poster presentation/ verbal defense	

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Case Study	Studio Study 1: Self-directed work/ relational investigation Studio Study 2: Self-directed work/ ideation	40%	CLO1
	Final Project	Studio Study 3: Self-directed work/ prototype testing Studio Study 4: Self-directed work/ experiment/ presentation	60%	CLO2

Reading List	Recommended Text	<ul style="list-style-type: none"> • Ian Noble, Russell Bestley 2011, <i>Visual Research (second Edition)</i>, AVA Publishing [ISBN: 9782940411603] • Audrey Bennett 2006, <i>Design Studies</i>, Princeton Architectural Press [ISBN: 9781568985862]
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Article/Paper List	This Course does not have any article/paper resources
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Other References	This Course does not have any other resources
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