UNIVERSITI TEKNOLOGI MARA

GDI615: ILLUSTRATION DESIGN RESEARCH

Course Name (English)	ILLUSTRATION DESIGN RESEARCH `APPROVED`
Course Code	GDI615

MQF Credit	3

Course Description	Student work will be predominantly research based, which may comprise of one or more parts, focusing on a central theme of idea. A single project or investigation will in most cases sustain a student throughout the entire duration of the course, though at stage assessment, in consultation with lecturers, it may naturally evolve into a new or related area of study. This course will further explore more unique, personal and conceptual approaches to illustration. Students will have the opportunity to experiment within each research proposal. Student will become familiar with traditional and digital mediums, the means of creating and delivering art, the history of illustration, and the expectations of working as an illustrator in the field.

Transferable Skills	Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts
	Demonstrate ability to manage personal performance to meet expectations and demonstrate drive, determination, and accountability.
	Demonstrate practical and contemporary knowledge of relevant professional, ethical and legal frameworks
	Demonstrate resilience, perseverance and positivity in multi-tasking, dealing with change and meeting new challenges.
	Demonstrate ability to analyze issues/problems from multiple angles and make suggestions

Teaching Methodologies	Lectures, Studio

CLO		
	CLO1	Students will be able to describe and speak articulately and critically about their work and the field of illustration.
	CLO2	To encourage self-directed learning as an instrument in upgrading/refinement of knowledge and skills among students.

Pre-Requisite Courses	No course recommendations

Topics

1. Activity 01 – An Overview of Illustration Design Research (Week 1-2)
1.1) Self-Directed Learning

2. Activity 02 – Understanding the Design Research Process (Week 3-4)
2.1) Students will propose a topic of no less than four related illustrations for an article, book or product that interest's time.
2.2)
2.3) Self-Directed Learning.

3. Activity 03 – Progress I (Week 5)
3.1) Students will propose a topic of no less than four related illustrations for an article, book or product that interest's time.
3.2)
3.3) Self-Directed Learning.

4. Activity 04 – Individual Presentation (Week 6-7)
4.1) Self-Directed Learning.

5. Activity 05 – Individual Presentation (Week 8-9) 5.1) Self-Directed Learning.
6. Activity 06 – Progress Preview II (Week 10) 6.1) Self-Directed Learning.
7. Activity 07 – Individual Presentation (Week 11-13) 7.1) Self-Directed Learning.
8. Activity 8 – Progress Preview II (Week 14) 8.1) Assessment of the Design Research

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Students will be asked to conduct preliminary research and critically analyze area of studies, and the proposal generated from the findings is to be documented and presented in class room. As a requirement for this course the student is expected to select mode of presentation suit to the best that he / she can apply. A set of visual and written documents is to be submitted for the final assessment process.	70%	CLO1
	Final Project	This is an individual project. The assignment will be involved with special research methods reflecting students ability in managing self directed learning with the intention of acquiring data in the area of illustration design. For self directed learning activities, students are to select component (as listed below) as a basis in demonstrating the extension of students knowledge in meeting the current need in industry.	30%	CLO2

Reading List	Recommended Text	• **Steven Heller,Marshall Arisman 2004,** *Inside the Business of Illustration*, **Skyhorse Publishing Inc. [ISBN: 1581153864]** • **Jo Davies 2014,** *Becoming a Successful Illustrator Creative Careers*, **A&C Black [ISBN: 1472587359]** • **Alan Male 2017,** *Illustration*, **Bloomsbury Publishing [ISBN: 1474263038]**
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	