



UNIVERSITI TEKNOLOGI MARA

GDI646: ILLUSTRATION DESIGN EXECUTION

Course Name (English)	ILLUSTRATION DESIGN EXECUTION APPROVED
Course Code	GDI646
MQF Credit	5
Course Description	As an advanced level of Graphic Communication studies, this course introduce in depth understanding of Illustration design and production and also creative approaches in professional graphic design practice and design management skills. Most marketers are seeking more than just a one time exchange or transaction with consumer. The focus of market-driven assignment / project is importance on developing and sustaining relationships between company and consumer.
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 the ability to dream, imagine and visualize Demonstrate resilience, perseverance and positivity in multi-tasking, dealing with change and meeting new challenges. Demonstrate ability to analyse issues/problems from multiple angles and make suggestions Demonstrate ability to work professionally and contribute positively in a team
Teaching Methodologies	Lectures, Studio, Web Based Learning, Self-directed Learning, Computer Aided Learning, Problem-based Learning
CLO	CLO1 Organize an illustration design process and to build guidelines as a method of creative problem-solving. CLO2 To place a strong emphasis on research to detect and analyze the complexity of illustration problems statement. CLO3 Produce a professional and well-planned illustration design project that meets industry demands. CLO4 Demonstrate illustration design work and communication towards to the society as the final project execution
Pre-Requisite Courses	No course recommendations
Topics	1. Activity 01 - An Overview of Illustration Design Project (Week 1) 1.1) Students will be asked to design the 1st part of illustration project referring to their analysis and finding from the previous semester. The Presentation Board will be use as the main guidelines. 2. Activity 02 - Design Progress and Development (Week 2) 2.1) Self-Directed Learning 3. Activity 03 – Progress Preview (Week 3) 3.1) Design Progress and Presentation 4. Activity 04 - Design Progress and Development (Week 4-7) 4.1) Self-Directed Learning 5. Activity 05 – Progress Preview (Week 8) 5.1) Design Progress and Presentation 6. Activity 06 - Design Progress and Development (Week 9-13) 6.1) Self-Directed Learning 7. Activity 07 – Final Preview (Week 14) 7.1) Complete Illustration Design and Presentation

Assessment Breakdown		%		
Continuous Assessment		100.00%		
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Review 1 - Creative Platform	10%	CLO1
	Assignment	Review 2 - Ideation and sketches	15%	CLO2
	Assignment	Review 3 - Final Execution	15%	CLO3
	Final Project	Students are required to completed the whole illustration design project in order to demonstrating the extension of students ability in meeting the need of industry.	60%	CLO4
Reading List	Recommended Text	3D Total Publishing, Publishing 3dtotal 2020, <i>Beginner's Guide to Digital Painting in Procreate</i> , 3dtotal Publishing [ISBN: 1912843145] Uma Kelkar 2020, <i>The Urban Sketching Handbook: Drawing with a Tablet</i> , Quarry Books [ISBN: 1631598074] James Kale, <i>Skulls & Anatomy</i> [ISBN: 0648049760] Publishing 3dtotal 2020, <i>Beginner's Guide to Digital Painting in Photoshop 2nd Edition</i> , 3dtotal Publishing [ISBN: 1909414948] Marc Taro Holmes 2016, <i>Designing Creatures and Characters</i> , North Light Books [ISBN: 1440344094] Darrel Rees 2008, <i>How to be an Illustrator</i> , Laurence King Publishing [ISBN: 1856695301]		
Article/Paper List	Recommended Article/Paper Resources	CHENG-LIN GAO, YA-YING WANG 2019, PRACTICE AND APPLICATION OF ILLUSTRATION IN PACKAGING DESIGN EDUCATION, <i>SOCIAL SCIENCE, EDUCATION and HUMAN SCIENCE</i> , (ICESD 2019), 7 [ISSN: 978-1-605] http://www.dpi-proceedings.com/index.php/dtssehs/article/view/29872/28757		
Other References	This Course does not have any other resources			