UNIVERSITI TEKNOLOGI MARA

GDT154: GRAPHIC COMMUNICATION I

Course Name (English)	GRAPHIC COMMUNICATION I `APPROVED`
Course Code	GDT154

MQF Credit	4

Course Description	This subject is an introduction of graphic design as a tool for communication. It will be divided to 3 important parts as the result means the synthesis of execution succeeded graphic layout, as a tool for visual communication and has the aesthetic value. First part will be the study of the development in graphic design from the aspect of style and implication. Second part will be the study of informative organizational and elements from the principle and procedure for the layout and design. Third part will be the basic study from observation of style, structures and visual effectiveness. Area of concentration: a) Creating and developing ideas for symbol design b) Creating and developing ideas of basic layout design composition d) Software Skills (Adobe Illustrator and Photoshop) e) Application & implementation of elements and principles of design

Transferable Skills	graphic design communication visual visual communication graphic design process elements of design principles of design logo design corporate identity promotion design

Teaching Methodologies	Lectures, Studio, Demonstrations, Tutorial, Discussion, Presentation, Workshop

CLO	CLO1	Identify graphic design as an effective tool for visual communication
	CLO2	Establish the design synthesis in producing artwork and learn important terms in lines of graphic verbally or visually
	CLO3	Communicate the role of graphic design as tools of communication in daily life.

Pre-Requisite Courses	No course recommendations

Topics
1. INTRODUCTION 1.1) Definition of graphic, graphic design & graphic communication. 1.2) To define the variousity of field in graphic 1.3) General overview about local graphic industry, side activity and service 1.4) The design process: 1.5) Research 1.6) Thumbnails 1.7) Roughs 1.8) Comprehensive 1.9) Presentation

2. GRAPHIC DESIGN HISTORY
2.1) The development of graphic communication in era of 20th century
2.2) The turn of the century
2.3) Modernism
2.4) Abstract movements
2.5) Figurative movement
2.6) American design
2.7) Postmodernism
2.8) Contemporary implication
2.9) The development of computer graphic

3. ELEMENTS OF GRAPHIC DESIGN
3.1) Shapes and Symbol
3.2) Using Lines in Graphic Design

4. ELEMENTS OF GRAPHIC DESIGN (Continue)
4.1) Colour Theory
4.2) Typography and Fonts in Graphic Design
4.3) Art, Illustration and Photography

5. PRINCIPAL OF GRAPHIC DESIGN
5.1) The balancing act
5.2) Alignment
5.3) Repetition or Consistency
5.4) Contrast
5.5) White Space
5.6) Size and proportion
5.7) Visual rhythm or Proximity

6. VISUAL & INTELLECTUAL UNITY and GESTALT PRINCIPLES
6.1) Visual Dynamic (Top to bottom, Vertical & horizontal, Left to right)
6.2) Balance (Symmetry, As symmetry, Balance through contrast)
6.3) Gestalt Principles (Similarity, Proximity, Continuation, Closure, Figure & Ground)

7. VISUAL & INTELLECTUAL UNITY and GESTALT PRINCIPLES (continue)
7.1) Visual Dynamic (Top to bottom, Vertical & horizontal, Left to right)
7.2) Balance (Symmetry, As symmetry, Balance through contrast)
7.3) Gestalt Principles (Similarity, Proximity, Continuation, Closure, Figure & Ground)

8. INTRODUCTION OF ICON, INDEX AND SYMBOL
8.1) An introduction to Icon, Index and symbol (meaning and differentiation)
8.2) Function & Rational

9. TYPE OF SYMBOL DESIGN
9.1) Symbol in Typography
9.2) Symbol in daily life:
9.3) Instructional Symbol
9.4) Commercial Symbol
9.5) Guide/ Sign Symbol
9.6) Cultural Symbol

10. LAYOUT AND PRESENTATION
10.1) Grid Layout:
10.2) Type of Grids
10.3) Elements of Grids

11. LAYOUT AND PRESENTATION (continue)
11.1) Grid Layout:
11.2) Keeping the beat
11.3) Playing the theme

12. LAYOUT AND PRESENTATION (continue)
12.1) Grid Layout:
12.2) Choosing the grid
12.3) Constructing the grid

13. LAYOUT AND PRESENTATION (continue)
13.1) Path Layout:
13.2) Focal Point

14. LAYOUT AND PRESENTATION (continue)
14.1) Path Layout:
14.2) Focal Point

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	STUDENT PREPARATION TASK : Element and Principle of Design (Self-Exploration)---------------> To identify and understand the application of elements and principles of design in Graphic Design (Printed Advertisement)	10%	CLO2
	Final Project	PROJECT 2: Symbol and Layout Design (Communicating graphic design in communication)---------------> This project will help the students to communicate graphic design as the tools of communication in daily life. Therefore, you are required to create a symbol design based on the theme given by the lecture. Hence, the process of creating a symbol will include the process of design itself. Not only that, students later are required to apply the symbol design on related layout design as to evaluate your understanding on layout design aspect.	40%	CLO3
	Individual Project	PROJECT 1: ELEMENTS & PRINCIPLES MATRIX---------------> Using your chosen subject matter, illustrate the following combinations (the intersections of the columns and rows) of the Elements and Principles of Design. As to explain the design synthesis, you need to produce 5 sketches of each matrix (elements X principles) before you proceed to digital work. You must use Illustrator and Photoshop software to do your work.	20%	CLO2
	Practical	STUDIO TASK 1: Circle, Square, Triangle (Playing with basic shape)---------------> Often, designers must limit themselves to simple shapes, yet still achieve maximum meaning. Therefore your challenge here is to turn each of these circles, squares, and triangles into simple designs or doodles. You may combine adjacent shapes into a singular design, but the shape must feature prominently in your ideas.	10%	CLO1
	Practical	STUDIO TASK 2: Black Box Problem (Playing with communication words)---------------> In the small boxes below, create a well-crafted graphic image using 'only 4 black boxes'; to illustrate the given word. The six sets of six squares below are for creating thumbnails. Execute your best idea in the corresponding large square on the bottom half of this sheet.	10%	CLO1
	Practical	STUDIO TASK 3: CREATIVE ROAD SIGN (Explain the process of communication)-------------> Road signs need to be easily read and quickly understood. They are immediate and practical. You will practice your ability to explain the images that are simple and meaningful. However, you are required to explain something that is also personal and creative. Do not limit yourself to an obvious road sign for the available words. Rather, try to be creative in how you depict your images. The road sign concept is rather ordinary, but the topics are not. All the best.	10%	CLO1

Reading List	Reference Book Resources	2004, *Graphic Design that Works*, Rockport Publishers [ISBN: 9781592530847]
		Ellen Lupton,Jennifer Cole Phillips 2008, *Graphic Design: The New Basics*, Princeton Architectural Press [ISBN: 9781568987705]
		David E. Carter 2003, *The New Big Book of Logos*, Harper Collins [ISBN: 9780060567552]

	• David E. Carter 2007, *American Corporate Identity 2008*, First Ed., 15, Collins Design and Suzanna MW Stephens New York [ISBN: 9780061255731] • Amy Arntson 2011, *Graphic Design Basics*, Cengage Learning [ISBN: 9780495912071] • Alice Twemlow 2006, *What is Graphic Design For?*, 4, RotoVision Switzerland [ISBN: 9782940361076] • James Craig 1989, *Working with Graphic Designers*, New York : Watson-Guptill Publications [ISBN: 9780823058679] • Gregory Thomas 2000, *How to Design Logos, Symbols & Icons*, North Light Books [ISBN: 9780891349150] • Malcolm Barnard 2005, *Graphic Design as Communication*, Psychology Press [ISBN: 9780415278133] • Veronica Napoles 1988, *Corporate Identity Design*, Van Nostrand Reinhold Company [ISBN: 9780442268442]
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources