UNIVERSITI TEKNOLOGI MARA

GDT308: MINOR DISCIPLINE

Course Name (English)	MINOR DISCIPLINE APPROVED
Course Code	GDT308

MQF Credit	4

Course Description	This course introduce a basic understanding of design research methods in preparing a strategic design planning. Student will take part in making competitive visual auditing, presenting visual problems, organizing design concept and execute design solutions for an integrated design program. During this course, student are compulsory to complete a comprehensive project research, design planning and execution for Brand Identity Design/ Corporate Identity Design, Advertising Design, Creative Illustration and Multimedia Design.

Transferable Skills	Corporate design

Teaching Methodologies	Lectures, Studio, Field Trip

CLO		
	CLO1	1. State how to identify design problems and formulate creative concept
	CLO2	2. Prepare and apply creative and strategic design ideas
	CLO3	Manipulate and use appropriate graphic elements throughout an integrated design program.
	CLO4	Initiate, produce and present design artwork in a semi-professional physical manner.

Pre-Requisite Courses	No course recommendations

Topics
1. Defining Visual Problem 1.1) Using appropriate research tactics including: 1.2) Site tour 1.3) Visual auditing 1.4) SWOT analysis 1.5) Providing wealth of information about products or services chosen.
2. Design for Communication 2.1) The role of graphic design today 2.2) Perceiving visual messages 2.3) Graphic design common jobs
3. Finding Concept Reflecting on the Research and Strategy 3.1) Visualizing the concept through mood boards. 3.2) Design concept and idea development
4. The Design Process 4.1) A practical design research 4.2) Creative workplan 4.3) Concept Development 4.4) Executing concept and idea
5. Designing Logo Samples 5.1) The variation of selected initial logo
6. Iterations on selected logo design 6.1) Look and Feel 6.2) Establishing color 6.3) Typefaces 6.4) Layout grid 6.5) Other visual graphics style for design/ marketing collaterals

7. Branding Basics
7.1) Brand Identity & brand Image
7.2) Brand components (logo, package design, retail environment; interior/exterior signage, point of purchase displays, merchandise labels, and marketing collateral)

8. Identity design Collaterals
8.1) Stationary design system
8.2) Promotional Graphic

9. Advertising design communication
9.1) Writing headline/tagline
9.2) Advertising Design
9.3) Advertising; above the line (Print based/Broadcast)

10. Advertising design communication
10.1) Component of effective advertising layout
10.2) Planning advertising media & format
10.3) Copywriting
10.4) Advertising illustration

11. Identity design Collaterals
11.1) Livery Design Uniform

12. Advertising design
12.1) Below the line Print based/Broadcast)

13. New Media
13.1) Interface Design
13.2) Interactive design usability

14. New Media
14.1) Content development
14.2) Digital Illustration (2D/3D)

Assessment Breakdown	%
Continuous Assessment	40.00%
Final Assessment	60.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Proposal & Presentation	20%	CLO1 , CLO2
	Assignment	Research	20%	CLO1 , CLO2

Reading List	Reference Book Resources	• Hambree.R 2006, *THE COMPLETE GRAPHIC DESIGNER, Rockport Publisher*, USA • Wheeler.A 2006, *DESIGNING BRAND IDENTITY, John Wiley & Son*, Canada • Ken Burtenshaw, Nik Mahon, Caroline Barfoot 2007, *Ogilvy.D., OGILVY ON ADVERTISING* • Steven Heller and Veronique Vienne 2006, *THE EDUCATION OF AN ART DIRECTOR*, Allworth Press • Edo Smitshuijzen 2007, *SIGNAGE DESIGN MANUA*, , Lars Muller Publishers • Moggridge. B 2006, *DESIGNING INTERACTIONS*, MIT Press • Shane R.J.Walter 2008, *MOTION BLUR: MULTIDIMENSIONAL MOVING MAKERS*, Laurence King Publisher
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	