UNIVERSITI TEKNOLOGI MARA

GDT309: MAJOR DISCIPLINE

Course Name (English)	MAJOR DISCIPLINE APPROVED
Course Code	GDT309

MQF Credit	6

Course Description	A comprehensive graphic design course which allow student to pursue their main area of interest in graphic design speacialized areas. This course will equipt student with greater understanding and appreciation of contemporary graphic design realm. In this advance design practise course,the student are guided to find a new way in their creative look without ignoring the basic principles. There are 4 (four) sets of comprehensive assignment to be covered: 1) Brand Identity Design/ Corporate Identity Design - Identity Design - Type Design & Lettering - Packaging Design 2) Advertising - Advertising Design & Art Direction - Promotional Design - Supporting Marketing Tools 3) Illustration - Graphic Illustration 2D/ 3D - Manual Illustration - Publication Design 4) Multimedia - Web Interface Design - Animation 2D/ 3D - TV Commercial - Cor porate Video - Video Montage a) Identity Design b) Information design c) Promotional design d) Publication Design e) Type Design and Lettering f) Graphic Illustration 2D/3D g) Advertising h) Interface Design i) Animation 2D/3D The need of central review should be organize frequently combined with all campuses (Graphic Design & Media Digital Department) to ensure the quality of project produced by students in every campuses meet the standard and requirements.

Transferable Skills	Creative design on different area

Teaching Methodologies	Lectures, Studio, Field Trip

CLO	CLO1	1. Explain and apply specific process on how to approach a specific design problem.
	CLO2	2. Apply their most energetic level of technical skill and creative aptitude
	CLO3	3. Prepare a well-planned design portfolio to meet industry demand
	CLO4	4. Respond and interact with surrounding to develop new ways of seeing, interpreting and communicating.

Pre-Requisite Courses	No course recommendations

Topics

1. Defining visual problem
1.1) Basic Understanding of Visual Language
1.2) The study of sign & symbol (semiotics)
1.3) Types of sign (Icons, symbols, indexes)

2. Finding Concept Reflecting on the Research and Strategy
2.1) Visualizing the concept through mood boards.
2.2) Design concept and idea development

3. Colour and Type
3.1) The communicative quality of colour: colour meaning and association.
3.2) Colour implication across culture implication
3.3) The marketable aspect of colour
3.4) The communicative quality of type

4. Design Samples and Visualization Technique
4.1) Animation illustration
4.2) Advertising illustration
4.3) Publication illustration
4.4) Packaging
4.5) Cartoon

5. Execute Conventional and Unconventional Design Applications Preparing Text and Visual Graphics (Photography / Illustration)
5.1) Understanding of styles as a skill and contextual tool
5.2) Regional and international style
5.3) Typographic style
5.4) Layout
5.5) Color trend

6. Design Development
6.1) The Creative Angles
6.2) Advertising Design approaches.
6.3) Before & After
6.4) Wit
6.5) Provocation

7. Design Development
7.1) Advertising Design approaches.
7.2) Intrigue
7.3) Gimmicks
7.4) Knock the competitor

8. Iterations on Selected Design Design Implementation on Various Materials
8.1) Way finding system
8.2) Designing effective way finding system for;
8.3) Multimedia Interface navigation system

9. Iterations on Selected Design Design Implementation on Various Materials
9.1) Way finding system
9.2) Information and directional signage
9.3) Publication page design

10. Design Implementation on Various Materials Design Refinement and Finalization
10.1) Design and Reproduction
10.2) Understanding basic material, print finishing and making artwork for printing
10.3) Selecting colour for printing

11. Design Implementation on Various Materials Design Refinement and Finalization
11.1) Design and Reproduction
11.2) Printing size & format
11.3) Prototyping (mock up)

12. Final Design Refinement and Finalization Recording the Process
12.1) Presentation Tips and Technique

13. Final Design Refinement and Finalization Recording the Process
13.1) Presentation Tips and Technique
13.2) Visual and verbal presentation

14. Final Design Refinement and Finalization Recording the Process
14.1) Presentation Tips and Technique
14.2) Exhibit Design

Assessment Breakdown	%
Continuous Assessment	40.00%
Final Assessment	60.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Individual Project	Ideation for FOUR Major Items	20%	CLO1 , CLO2
	Presentation	Research & Ideation	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 2005, *THE FUNDAMENTALS OF CREATIVE ADVERTISING* • Ogilvy.D 2007, *OGILVY ON ADVERTISING*, Prion • Steven Heller and Veronique Vienne 2006, *THE EDUCATION OF AN ART DIRECTOR*, Allworth Press • Edo Smitshuijzen 2007, *SIGNAGE DESIGN MANUAL*, 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	