



GDT315: PRINT DESIGN PROJECT

Course Name (English)	PRINT DESIGN PROJECT APPROVED
Course Code	GDT315
MQF Credit	4
Course Description	This course is an extension of knowledge in the scope of print design, in the sense that the student will produce and apply visual design solutions using actual project-based learning. The students are required to prepare problem-solving cases using the skills and techniques that they acquired. Students will take part in identifying visual problems, decision making, organizing ideas, developing visual design concepts, and execute visual solutions through producing print design campaigns. In accordance with the course requirement, students are required to create one solution/direction from several choices of print design components, and complete comprehensive visual and design planning to execute a print promotional campaign for the completion of the course.
Transferable Skills	Identifying Problems Statement Decision Making Print Design Planning Print Design Execution
Teaching Methodologies	Lectures, Studio, Discussion, Supervision, Project-based Learning
CLO	CLO1 Identify visual solutions on advertising issue in communicating new promotional output CLO2 Construct print visual solution through the creative idea development process CLO3 Demonstrate understanding of print visual solution through application on media platform
Pre-Requisite Courses	No course recommendations
Topics	<p>1. Visual Research 1.1) The role of Print Design for client 1.2) How to define clients' problems</p> <p>2. Client's Assessment 2.1) Mapping clients' problem with a proper art direction 2.2) Creating Design solution specifically for clients</p> <p>3. Critical & Creative Thinking (I) 3.1) How to set specific Visual Language 3.2) How to set specific Visual Storyline</p> <p>4. Critical & Creative Thinking (II) 4.1) Aligning and Summarizing Visual Strategy 4.2) Creating a link between creative and demand</p> <p>5. Design for communication 5.1) Setting "The Tone" for communication 5.2) Setting "The Proposition" to communicate to the audience</p> <p>6. Print Design Elements and Principles - aligning with clients' need (I) 6.1) Press Ads vs Poster Ads 6.2) Photography vs Illustration vs Image manipulation</p> <p>7. Print Design Elements and Principles - aligning with clients' need (II) 7.1) Series vs Sequential 7.2) Image Dominant vs Headline Dominant</p> <p>8. Print Design Elements and Principles - aligning with clients' need (III) 8.1) Applying tone & proposition into Design 8.2) Strategizing the design into series or sequential advertisements</p> <p>9. Print Design Selection 9.1) Visualization Decision 9.2) Copywriting Decision 9.3) Researching Image Perception</p> <p>10. Design Space (I) 10.1) Effective Ambient Concepts 10.2) Effective Integrated Ads</p> <p>11. Design Space (II) 11.1) Selecting Appropriate Design Media Platform 11.2) Does Budget Matters?</p> <p>12. Connecting Audiences with Clients 12.1) The Power of Public Awareness and Participations 12.2) Social Design</p> <p>13. Designing For Social Change 13.1) Designer's Responsibility 13.2) Responsibility towards the Society 13.3) Responsibility towards the Clients</p> <p>14. Design Presentation 14.1) Conveying your Design Effectively</p>

Assessment Breakdown		%		
Continuous Assessment		100.00%		
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Students are required to prepare a Design Brief in order to explain design problems, and proposed appropriate print design solutions.	20%	CLO1
	Assignment	The students are required to construct print advertisement designs (series OR sequential) base on the solutions proposed.	40%	CLO2
	Assignment	Students are required to apply visual design by creating ambient and/or integrated advertisements on various types of media platforms and/or items that are appropriate and relevant to the solutions proposed.	40%	CLO3
Reading List	Recommended Text	<ul style="list-style-type: none"> • Pete Barry 2016, <i>The advertising concept book : think now, design later</i>, 3rd Ed., Thames & Hudson 181A High Holborn, London [ISBN: 9780500773604] • Robin Landa 2014, <i>Graphic Design Solutions</i>, 5th Ed., 13, Clark Baxter Wadsworth, 20 Channel Center Street, Boston, MA 02210, USA [ISBN: 9781285085180] • Robin Landa 2016, <i>Advertising by Design</i>, 3rd Ed., John Wiley & Sons [ISBN: 9781118971055] • Connie Malamed 2015, <i>Visual Design Solutions</i>, John Wiley & Sons [ISBN: 9781118863565] • Thomas (Tom) B. Altstiel, Jean M. Grow 2016, <i>Advertising Creative</i>, Sage Publications, Incorporated [ISBN: 9781506315386] • Robyn Blakeman 2004, <i>The Bare Bones of Advertising Print Design</i>, Rowman & Littlefield Publishers [ISBN: 9781461644118] 		
	Reference Book Resources	<ul style="list-style-type: none"> • Gavin Ambrose, Paul Harris 2009, <i>The Fundamentals of Graphic Design</i>, 3, AVA Publishing Rue des Fontenailles 16, Case Postale, 1000 Lausanne 6, Switzerland [ISBN: 29403738255] • Michael Lewrick, Patrick Link, Larry Leifer 2018, <i>The Design Thinking Playbook</i>, John Wiley & Sons, Inc. Hoboken, New Jersey [ISBN: 9781119467472] 		
Article/Paper List	Recommended Article/Paper Resources	<ul style="list-style-type: none"> • Daniel Scott 2012, Designing for Social Change: Social Responsibility and the graphic designer, <i>Design and Visual Communication</i> 		
	Reference Article/Paper Resources	<ul style="list-style-type: none"> • Natalia Viktorovna Antonova 2015, The Psychological Effectiveness of Interactive Advertising, <i>Journal of Creative Communications</i>, 10(3), 303 https://journals.sagepub.com/ezaccess.library.uilm.edu.my/doi/full/10.1177/0973258615614426 • Brown, M., Bhadury, R., Bansal, N. & Bloxsome, E. 2020, The Priming Effect of Competitor Product Information on Advertising Creativity, <i>International Journal of Market Research</i>, 116 https://journals.sagepub.com/ezaccess.library.uilm.edu.my/doi/full/10.1177/1470785320910301 • Gonzales Onate, C., Vazquez Cagiao, P. & Farran Teixeira, E. 2019, Effective Communication Models in Advertising Campaigns. A Strategic Analysis in The Search for Effectiveness, <i>Communication & Society</i>, 32(4), 109 [ISSN: 23867876] http://web.b.ebscohost.com/ezaccess.library.uilm.edu.my/ehost/pdfviewer/pdfviewer?vid=1&sid=96c11a2e-235f-4776-9547-1304e67835a7%40sessionmgr101 • Tadrissi Javan, H., Khanlari, A., Motamedi, O. & Mokhtari, H. 2018, A Hybrid Advertising Media Selection Model Using AHP and Fuzzy-Based GA Decision Making, <i>The Natural Computing Application</i>, 29, 1153 http://web.b.ebscohost.com/ezaccess.library.uilm.edu.my/ehost/pdfviewer/pdfviewer?vid=1&sid=96bb9b2e-b50c-4656-90c7-5840de742555%40pdv-sessionmgr4 • Zamozhnykh, E. & Srybnaya, P. 2018, Multimedia Tools and The Latest Technologies in The Advertising and Communicative Space, <i>IEEE Communication Strategies in Digital Society Workshop</i> https://ieeexplore-ieee.org/ezaccess.library.uilm.edu.my/document/635493 		
Other References	This Course does not have any other resources			