



## UNIVERSITI TEKNOLOGI MARA

### GDT316: DIGITAL DESIGN PROJECT

<b>Course Name (English)</b>	DIGITAL DESIGN PROJECT <b>APPROVED</b>
<b>Course Code</b>	GDT316
<b>MQF Credit</b>	4
<b>Course Description</b>	A comprehensive graphic design course which allows students to pursue their main area of interest in graphic design specialized areas. This course will equip students with a greater understanding and appreciation of contemporary graphic design realm. In this advance design practice course, the student is guided to find a new way in their creations look without ignoring the basic principles. There are 4 (four) sets of comprehensive assignment to be covered: 1) Brand Identity Design/ Corporate Identity Design a) Identity Design b) Type Design & Lettering c) Packaging Design 2) Advertising a) Advertising Design & Art Direction b) Promotional Design c) Supporting Marketing Tools 3) Illustration a) Graphic Illustration 2D/ 3D b) Manual Illustration c) Publication Design 4) Multimedia a) Web Interface Design
<b>Transferable Skills</b>	Communication Communication Design Process Media Digital Design
<b>Teaching Methodologies</b>	Lectures, Lab Work, Studio, Practical Classes, Tutorial, Discussion, Supervision, Problem-based Learning, Work-based Learning
<b>CLO</b>	CLO1 Prepare a compilation of supportive research in order to develop an effective design solution for the Digital Screen-Based process. CLO2 Construct the development of ideation processes for creating an effective Screen-Based design. CLO3 Demonstrate the ability to produce the Digital Screen-Based project on various platforms.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Pre-Production: (Analysis) Research and Concept</b> 1.1) Identify the problems 1.2) SWOT Analysis 1.3) Unique Selling Proposition 1.4) Target Audience	
<b>2. Pre-Production : (Design) Research and Analysis Concept - Interactive Design - Non-Interactive Design - Exhibit Design</b> 2.1) Idea Target consumer, time and budget Authoring structure (flowchart) and storyboard Preparation of design, concept, and artwork. 2.2) 2.3) Other Interface (Website, Interactive Kiosk, Application, Game Design & Courseware)	
<b>3. Production :(Design &amp; Development) -Interactive Design</b> 3.1) Interface design and pages setup using the elements: 3.2) Top Panel 3.3) Navigation Panel 3.4) Background 3.5) Buttons / arrow 3.6) Pictures & Graphics 3.7) Typography & texts 3.8) Colour scheme 3.9) Hypertext 3.10) Logo 3.11) Title 3.12) Animated gif	

3.13) Audio 3.14) Video
<b>4. Production : (Development) - Interactive Design</b> 4.1) INTEGRATION MEDIA, EDITING & FILES FORMAT 4.2) Audio files (music/voice over/sound effect) 4.3) Video files 4.4) Animation files
<b>5. Production : (Development) - Interactive Design</b> 5.1) AUTHORIZING STRUCTURE 5.2) Montage 5.3) Homepage / main page 5.4) Story pages 5.5) Navigation structure/links 5.6) Levels Sub-story
<b>6. Production : (Development &amp; Implementation) - Interactive Design</b> 6.1) Error detection 6.2) Navigation 6.3) User Experience 6.4) Interactivity 6.5) Usability 6.6) Functionality
<b>7. Production : (Design &amp; Development) - Non-Interactive Design</b> 7.1) Script/Story 7.2) Storyboard 7.3) Animatic 7.4) Storyboard 7.5) Character Design 7.6) Cinematography
<b>8. Production : (Development) - Non-Interactive Design</b> 8.1) Work area 8.2) Format setting 8.3) Layer & 8.4) Compositing 8.5) Composition setting
<b>9. Production : (Development) - Non-Interactive Design</b> 9.1) Offline Editing 9.2) Progress & critiques
<b>10. Production : (Development &amp; Implementation) - Non-Interactive Design</b> 10.1) Offline Editing 10.2) Progress & critiques
<b>11. Production : (Design &amp; Development) - Exhibit Design</b> 11.1) 2D or 3D Modeling 11.2) Animation
<b>12. Production: (Development) -Exhibit Design</b> 12.1) Offline Editing 12.2) Progress & critiques
<b>13. Post-Production: (Development &amp; Implementation) -Exhibit Design</b> 13.1) Offline Editing 13.2) Progress & critiques
<b>14. Evaluation : - Interactive Design -Non-Interactive Design -Exhibit Design</b> 14.1) Professional Design Presentation

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Students are required to prepare and analyze the concept and ideation for Digital Screen-Based Design into the website, Video advertisement, and Exhibit design	20%	CLO1
	Assignment	The students are required to produce a Digital Screen-Based Design on the website, Video advertisement (TVC), & Exhibit Design.	30%	CLO2
	Assignment	Students are required to demonstrate Digital Screen-Based Design in the website design, Video advertisement (TVC), and exhibit design.	50%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>• Dabner, David 2014, <i>Graphic design school</i> [ISBN: 9780500291436]</li> <li>• Ravi s Sharma, Margaret Tan &amp; Francis Periera 2011, <i>Understanding The interactive Digital Media Marketplace</i> [ISBN: 9781613501481]</li> <li>• Tay, Vaugan 2014, <i>Multimedia : Making it work</i> [ISBN: 9780071832885]</li> </ul>
	Reference Book Resources	<ul style="list-style-type: none"> <li>• Matthew S. Eastin, Terry Daugherty, Neal M.Burns 2011, <i>Handbook of research on digital media and advertising</i> [ISBN: 9781605667928]</li> <li>• Clifton Park 2008, <i>Exploring multimedia for designer</i> [ISBN: 9781418001032]</li> <li>• Koumi,Jack 2006, <i>Designing video and multimedia for open and flexible learning</i> [ISBN: 9780415383035]</li> </ul>

Article/Paper List	This Course does not have any article/paper resources
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Other References	<ul style="list-style-type: none"> <li>• Book Gershon, Richard A 2017, <i>DIGITAL MEDIA AND INNOVATION : MANAGEMENT AND DESIGN STRATEGIES IN COMMUNICATION.</i></li> <li>• Book Paulsen, Karl 2001, <i>Video and media servers : technology and applications</i></li> <li>• Book Mark Simon 2007, <i>Storyboards</i>, Taylor &amp; Francis</li> <li>• Book Lyver, swainson, 1999, <i>Basic Video Production</i>, Focal Press Publishing,</li> <li>• Book Christiansen 2008, <i>Adobe After Effects CS4 Visual Effects and Compositing Studio Techniques</i> , Adobe Press</li> </ul>
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