



UNIVERSITI TEKNOLOGI MARA

JMD233: DESIGN IDEATION

Course Name (English)	DESIGN IDEATION APPROVED		
Course Code	JMD233		
MQF Credit	3		
Course Description	This course is important for students to acquire basic theoretical components of design study that can support their individual jewellery and metalwork design process. The course focus on the research of visual analysis of design works including artists and designers, inspiration and influences in jewellery and metalwork making. Students also examine a range of interpretations of styles, themes, concept and design processes to convey personal meaning in designs. Finally, this course will enhance aesthetic qualities in their sketching skill and styles subsequently develop the ability to identify the diversity problem solving to their product design.		
Transferable Skills	Critical Thinking and Problem Solving Lifelong Learning		
Teaching Methodologies	Lectures, Studio, Demonstrations, Discussion, Presentation, Small Group Sessions		
CLO	CLO1 Apply art and design knowledge to carry out research in design ideation process. CLO2 Construct drawing skills in design sketches based on design concept and research approaches. CLO3 Demonstrate communication skills in presentation design ideation. CLO4 Demonstrate teamwork skills through design ideation project.		
Pre-Requisite Courses	METAL DESIGN DRAWING (JMD123)		
Reading List	<table border="1"> <tr> <td>Recommended Text</td> <td> <ul style="list-style-type: none"> • David Cayton, Philip Wigg, Robert Bone, Otto Ocvirk, Robert Stinson 2012, <i>Art Fundamentals: Theory and Practice</i>, 12th Ed., McGraw-Hill Education [ISBN: 0073379271] • Adolfo Mattiello 1995, <i>Techniques of Jewelry Illustration and Colour Rendering</i> Du- Matt Corporation New Jersey [ISBN: 0964419300] • Maria Joesp Forcadell Berenguer 2012, <i>Drawing for Jewelers: Master Class in Professional Design</i>, Schiffer Publishing Ltd England [ISBN: 9780764340581] • Dominique Audette 2012, <i>Jewelry Illustration</i>, Brymorgen Press USA [ISBN: 1978929565337] • Charles Wallschlaeger, Cynthia Basic-Snyder, Meredith Morgan 1992, <i>Basic Visual Concepts and Principles</i>, WCB/McGraw-Hill USA [ISBN: 9780071156158] </td> </tr> </table>	Recommended Text	<ul style="list-style-type: none"> • David Cayton, Philip Wigg, Robert Bone, Otto Ocvirk, Robert Stinson 2012, <i>Art Fundamentals: Theory and Practice</i>, 12th Ed., McGraw-Hill Education [ISBN: 0073379271] • Adolfo Mattiello 1995, <i>Techniques of Jewelry Illustration and Colour Rendering</i> Du- Matt Corporation New Jersey [ISBN: 0964419300] • Maria Joesp Forcadell Berenguer 2012, <i>Drawing for Jewelers: Master Class in Professional Design</i>, Schiffer Publishing Ltd England [ISBN: 9780764340581] • Dominique Audette 2012, <i>Jewelry Illustration</i>, Brymorgen Press USA [ISBN: 1978929565337] • Charles Wallschlaeger, Cynthia Basic-Snyder, Meredith Morgan 1992, <i>Basic Visual Concepts and Principles</i>, WCB/McGraw-Hill USA [ISBN: 9780071156158]
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Article/Paper List	This Course does not have any article/paper resources		
Other References	<ul style="list-style-type: none"> • Sketches Likes The Pros Chou Tac Chung 2015, <i>Designing Sketching Course</i> http://www.thedesignsketchbook.com 		