



**UNIVERSITI TEKNOLOGI MARA**

**GDI635: ILLUSTRATION MATERIAL AND TECHNIQUES**

<b>Course Name (English)</b>	ILLUSTRATION MATERIAL AND TECHNIQUES <b>APPROVED</b>				
<b>Course Code</b>	GDI635				
<b>MQF Credit</b>	3				
<b>Course Description</b>	This course introduces the students to various style and techniques of media applications illustrating the work of art based on the observation and imagination. The students will demonstrate technical and develop their own expressive style by using strong media related in order to compose final execution of work which emphasis on the element and principles of design. Students will develop understanding of how various media affect illustration and enable them to create their own expression of self-identity and characteristic through their skill of illustration. Furthermore, the students able to effectively plan, explore and analyze their own concepts, ideas through discovering various tools available. At the end of the course, the students will have the opportunity to produce mastery of work that demonstrate their highest quality of illustration on visual form, including but not limited to style, composition, perspective and concept that illustrates techniques and choices of material into their finished artwork in delivering the imaginative and effective visual communication ideas into their sketchbook and portfolio evidence.				
<b>Transferable Skills</b>	Communication skills Problem-solving skills Critical thinking Leadership skills Creativity and innovation				
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Studio, Demonstrations, Field Trip, Tutorial, Discussion, Presentation, Self-directed Learning, Supervision				
<b>CLO</b>	CLO1 Engaged in research process, developing ideas, sketching, and working with visual references. CLO2 Explore new and mixed media techniques and finding their own visual style and identity in building strong characteristic in illustration with mastery of skills and ability to com-positing ideas that creates designs and information for target audience. CLO3 Apply various form of media and materials (such as wet and dry media) to create creative expression of illustrative images.				
<b>Pre-Requisite Courses</b>	No course recommendations				
<b>Reading List</b>	<table border="1"> <tr> <td><b>Recommended Text</b></td> <td> <ul style="list-style-type: none"> <li>• Lawrence Zeegen 2010, <i>Complete Digital Illustration – A Master Class n Image Making</i>, RotoVision SA UK</li> <li>• Jane Davies 2011, <i>Adventures in Mixed Media</i>, Crown Publishing Group New York</li> </ul> </td> </tr> <tr> <td><b>Reference Book Resources</b></td> <td> <ul style="list-style-type: none"> <li>• Lawrence Zeegen 2009, <i>What is Illustration? Essential Design Handbooks</i>, RotoVision SA UK</li> <li>• Maggie Price 2013, <i>Creative Freedom – 52 art ideas, projects and exercise to overcome your creativity block</i>, North Light Books</li> <li>• Sale, T., &amp; Betti, C., 2008, <i>Drawing – A Contemporary Approach</i>, 6th Edition Ed., Thomson Wadsworth USA</li> <li>• Peter Gray 2011, <i>Creative Drawing &amp; Illustration – A Sourcebook Of Inspirational Drawing Skills</i>, Arcturus Publishing Limited London</li> </ul> </td> </tr> </table>	<b>Recommended Text</b>	<ul style="list-style-type: none"> <li>• Lawrence Zeegen 2010, <i>Complete Digital Illustration – A Master Class n Image Making</i>, RotoVision SA UK</li> <li>• Jane Davies 2011, <i>Adventures in Mixed Media</i>, Crown Publishing Group New York</li> </ul>	<b>Reference Book Resources</b>	<ul style="list-style-type: none"> <li>• Lawrence Zeegen 2009, <i>What is Illustration? Essential Design Handbooks</i>, RotoVision SA UK</li> <li>• Maggie Price 2013, <i>Creative Freedom – 52 art ideas, projects and exercise to overcome your creativity block</i>, North Light Books</li> <li>• Sale, T., &amp; Betti, C., 2008, <i>Drawing – A Contemporary Approach</i>, 6th Edition Ed., Thomson Wadsworth USA</li> <li>• Peter Gray 2011, <i>Creative Drawing &amp; Illustration – A Sourcebook Of Inspirational Drawing Skills</i>, Arcturus Publishing Limited London</li> </ul>
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<b>Article/Paper List</b>	This Course does not have any article/paper resources
<b>Other References</b>	This Course does not have any other resources