

## Course Description Form

<b>Course Code</b>	GEN1416																																												
<b>Course Title</b>	Advanced Graphic Design																																												
<b>Credit Value</b>	3																																												
<b>QF Level</b>	4																																												
<b>Pre-requisite</b>	GEN1404 Introduction to Graphic Design and Digital Imaging																																												
<b>Objectives</b>	<p>Heighten the senses, awareness, and appreciation of students about original works through detailed excursions to exemplary works.</p> <p>To develop both technical and conceptual skills relevant to design and production for multimedia and communication content using computer-based techniques.</p>																																												
<b>Course Intended Learning Outcomes (CILOs)</b>	<p>Upon completion of this course, students should be able to:</p> <p>(a) Develop a mature understanding of the relationship between the graphic designer's creative process and the context of the profession, contemporary culture, and design history;</p> <p>(b) Use major design software applications and traditional media to create successful original design solutions;</p> <p>(c) Produce design projects that demonstrate a balance between technical sophistication and visual thinking skills; and</p> <p>(d) Analyze and critique design projects with critical thought.</p>																																												
<b>Course Synopsis/ Indicative Syllabus</b>	<p>This course covers advanced concepts and processes of graphic design and portfolio preparation. Students are required to create portfolio with various market-leading graphic application/software, as well as traditional art and design media, toward original design solutions. Projects involve advanced digital imaging and typography, packaging and page layout. Students will learn the relationship between individual creative and critical thinking skills and the designer's role within professional and cultural contexts.</p>																																												
<b>Learning &amp; Teaching Methodology</b>	<p><u>Lecture</u></p> <p>Course content will be delivered primarily through lecture. Key knowledge and skills on presentation, discussion. Practical class exercises are required to implement with appropriate tools/software during lessons.</p>																																												
<b>Assessment Methods in Alignment with Course Intended Learning Outcomes</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th rowspan="2" style="width: 30%;">Specific assessment methods/tasks</th> <th rowspan="2" style="width: 10%;">% weighting</th> <th colspan="5" style="text-align: center;">Course intended learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th style="width: 5%;">(a)</th> <th style="width: 5%;">(b)</th> <th style="width: 5%;">(c)</th> <th style="width: 5%;">(d)</th> <th style="width: 5%;"></th> </tr> </thead> <tbody> <tr> <td>▪ Individual assignments</td> <td style="text-align: center;">40%</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td></td> </tr> <tr> <td>▪ Group Projects</td> <td style="text-align: center;">30%</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td></td> </tr> <tr> <td>▪ Final Project</td> <td style="text-align: center;">30%</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td></td> </tr> <tr> <td><b>Total</b></td> <td style="text-align: center;"><b>100 %</b></td> <td colspan="5"></td> </tr> </tbody> </table>					Specific assessment methods/tasks	% weighting	Course intended learning outcomes to be assessed (Please tick as appropriate)					(a)	(b)	(c)	(d)		▪ Individual assignments	40%	✓	✓	✓	✓		▪ Group Projects	30%	✓	✓	✓	✓		▪ Final Project	30%	✓	✓	✓	✓		<b>Total</b>	<b>100 %</b>					
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	<p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p><u>Individual Assignments</u> Apply various design skills and tools to complete tasks as appropriate.</p> <p><u>Group Projects</u> Students are required to handle design projects in groups. In addition to design and practical skills, the projects also tests student’s ability to work co-operatively and organize graphic work effectively.</p> <p><u>Final Project</u> Students will demonstrate their ability in graphic design project from research, idea generation, execution, final output and presentation.</p>	
<b>Student Study Effort Required</b>	Class contact:	
	▪ Lectures	28 Hrs.
	▪ Tutorials	14 Hrs.
	Outside study:	
	▪ Self-study	28 Hrs.
	▪ Preparation of presentations and written assignments	56 Hrs.
	Total student study time	126 Hrs.
<b>Reading List and References</b>	<p><u>References</u></p> <ol style="list-style-type: none"> <li>1. David A. Lauer, Stephen Pentak (2011) <i>Design Basics (with Art CourseMate with eBook Printed Access Card)</i>. Wadsworth.</li> <li>2. Elizabeth Resnick. (2003). <i>Design for Communication: Conceptual Graphic Design Basics</i>. Wiley.</li> <li>3. Steven Heller, Karen Pomeroy. (2004) <i>Design Literacy: Understanding Graphic Design</i>. Allworth.</li> <li>4. Donald A. Norman. (2002) <i>The Design of Everyday Things</i>. MIT Press.</li> <li>5. Leatrice Eiseman (2006) <i>Color - Messages &amp; Meanings: A PANTONE Color Resource</i>. Hand Books Press</li> </ol>	