

BAE121 Graphic Design Essentials

Level: 1

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

This module introduces graphic design as a medium for expression and communication. With examples from the mass culture, visual communication and visual literacy concepts would be brought together to examine the relevance of graphic design to children and adolescents. A Design Thinking approach will be role-modelled in this module. This course is meant for those with foundation skills in Fine Arts.

Topics:

- What is Graphic Design?
- Principles of Design
- Design process and representations
- Typography & Its Applications
- Grids and Layout
- Development and progress of ECA

Learning Outcome:

- Identify a given genre, its target audience and the conceptual and stylistic approach used in a graphic design
- Discuss a given genre, its target audience and the conceptual and stylistic approach used in graphic design.
- Examine ways in which design techniques could be used, adapted and combined for a given purpose.
- Employ appropriate design and techniques to express artistic intentions.
- Prepare a short project proposal to design a self-published book cover.
- Create a series of graphic design works.

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
TUTOR-MARKED ASSIGNMENT	20
TUTOR-MARKED ASSIGNMENT	30
Sub-Total	50

Examinable Component	Weightage (%)
ECA	50
Sub-Total	50

Weightage Total **100**