

# MTD111e Creative Design Fundamentals

**Level:** 1

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JULY

**E-Learning:** BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

## **Synopsis:**

MTD111 Creative Design Fundamentals aims to provide students with the knowledge of fundamental design components and skills to create designs for the commercial market. Students will learn all essential design concepts and basic graphical treatments which will lead them to the exciting and dynamic world of design.

## **Topics:**

- Chiaroscuro
- Unity
- Line qualities
- Shading
- Geometric shape
- Colour theory
- Perspective
- Abstraction
- Tonal values
- Dominance
- Balance
- Space

## **Textbooks:**

Christian Boucharenc: Design for a Contemporary World: A textbook on Fundamental NUS Press  
Singapore  
ISBN-13: 9789971693473

Christian Boucharenc: Design for a Contemporary World: A textbook on Fundamental NUS Press  
Singapore  
ISBN-13: 9789971693473-AA

**Learning Outcome:**

- Develop a critical viewpoint and awareness of design
- Discuss the design elements and the role of a ‘designer’ in the creative and commercial industry
- Analyse works of design and explain how their strengths and weaknesses are based on the principles of design
- Express eye and hand coordination by representing forms from observation
- Show creative ideas by way of visualization and illustration
- Apply design elements and basic principles in art and design for creative outcomes

**Assessment Strategies:**

| <b>Continuous Assessment Component</b> | <b>Weightage (%)</b> |
|--|----------------------|
| TUTOR-MARKED ASSIGNMENT                | 15                   |
| QUIZ                                   | 9                    |
| PRE-CLASS QUIZ                         | 2                    |
| PRE-CLASS QUIZ                         | 2                    |
| PRE-CLASS QUIZ                         | 2                    |
| <b>Sub-Total</b>                       | <b>30</b>            |

| <b>Examinable Component</b> | <b>Weightage (%)</b> |
|-----------------------------|----------------------|
| ECA                         | 70                   |
| <b>Sub-Total</b>            | <b>70</b>            |

**Weightage Total** **100**