

# 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 (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	TUTOR-MARKED ASSIGNMENT 1	20
	TUTOR-MARKED ASSIGNMENT 2	30
Overall Examinable Components	ECA	50
<b>Total</b>		<b>100</b>

