

MTD111 Creative Design Fundamentals

Level: 1

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY SEMESTER

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:

Nigel Cross: Design Thinking: Understanding How Designers Think and Work, 2019 Bloomsbury
ISBN-13: 9781350092662

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 (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	2
	PRE-CLASS QUIZ 2	2
	PRE-CLASS QUIZ 3	2
	TUTOR-MARKED ASSIGNMENT 1	15
	QUIZ 1	9
Overall Examinable Components	ECA	70
Total		100