COURSE CONTENT

Course Code	DN1009
Course Title	Graphic Form
Pre-requisites	NIL
No of AUs	3
Contact Hours	39

Course Aims

The Graphic Form course aims to develop your understanding of principles that underlie all good graphic design, whether print-based, web or digital. The goal of this course is to equip you with a set of practical and conceptual tools for both making and communicating in the field of graphic design. As you are gradually introduced to the basics of concepts such as research, typography, color, form, composition and layout, you will learn how to become visually aware and design literate. You will be introduced to invaluable practical skills and technologies of design production, both on screen and in print. Finally, you will be placing and viewing these visual and technical skills and creating your own visual language.

Intended Learning Outcomes (ILO)

By the end of this course, you (as a student) would be able to:

1. employ the fundamentals of image making, transformation and meaning (deconstruction, juxtaposition, type as image, figures of speech) to generate new meaning in your work

2. develop and communicate design ideas and concepts using wide range of media and practical techniques

3. apply formal elements and principles of two dimensional design (such as point, line, plane, scale, hierarchy, color and pattern) in conjunction with exploring the key concepts of visual language of two-dimensional design

4. act in the ways that are consistent with good level of professional practice such as working well collaboratively and contributing to peer learning and discussion