Macao Polytechnic Institute

School of Applied Sciences

Bachelor of Science in Computing

Module Outline

Learning Module	Graphics Design			**Class Code**	MSEL109
Pre-requisite(s)	NIL				
Medium of Instruction	English			**Credit**	3
Lecture Hours	15 hrs	**Lab/Practice Hours**	30 hrs	**Total Hours**	45 hrs

Description

This module introduces basic 2D design knowledge, terminologies, design methods and esthetic principles. This module will also focus on how to develop students' ability in seeing things and to use the visual language and design principles to help visual communication.

Learning Outcomes

After completing the learning module, students will be able to:

1. Describe the nature of basic visual forms such as line, shape, text and composition;(EA1)
2. Describe the principles and methods of form interactions;(EA1)
3. Record and analyze visual elements in the surrounding environment;(EA2)
4. Identify basic elements for VI system; (EA1)
5. Discuss the principles and practices of color in VI;(EA1)
6. Use types with shapes to conduct a VI design project for game company;(EA4p)
7. Use basic shapes to build game characters;(EA4p)

Content

1. Introduction to Graphic Design (3 hours)
   - 1.1 Introduction of graphic design
   - 1.2 Terminology of graphic design
   - 1.3 Materials for the class
   - 1.4 Documentation of progress
   - 1.5 Basic study 1 (build basic lines, shapes in AI)
2. Basic design principles, line, shape (3 hours)
   - 2.1 Symbol and shape
   - 2.2 positive and negative shapes
   - 2.3 Organic shape study (3 shapes)
   - 2.4 Basic study 2 (3 shapes with line)
   - 2.5 Logo in design case
   - 2.6 Homework: look for different shapes in surrounding
3. Working with types I (3 hours)
   - 3.1 Type classification exercise
   - 3.2 Composition study 1 (3 shapes with lines and texts)
   - 3.3 Homework: look for type and signage in surrounding
4. Working with types II (3 hours)
   - 4.1 Analysis type samples collected by students
   - 4.2 Type size and spacing exercise
   - 4.3 Business card design case (shapes with lines and texts)
5. Type and Image (3 hours)
   - 5.1 Understand hierarchy in a visual system
   - 5.2 Type and image
   - 5.3 Type expression
   - 5.4 Collage exercise
6. Introduction of color theory (3 hours)
   - 6.1 Expression of Color (Primary color, secondary color and complimentary color)
   - 6.2 Color exercise I: build a color system from image (3 colors)
   - 6.3 Color exercise II : logo with color
7. Introduction of VI system (3 hours)
   - 7.1 Basic elements in VI
   - 7.2 Creative thinking with brand positioning
   - 7.3 Start from logo with color system
8. Final design project I (Game company VI system) (9 hours)
   - 8.1 Preparation for VI

8.2 Development of basic VI elements (Name, Logo, font, color, pattern etc.)
8.3 Presentation

9. Final design project II (Game company VI system) (12 hours)
   9.1 Development of advance VI elements (business card, envelop & letter, transport, Billboard etc.)
   9.2 Design game characters by basic shapes
   9.3 Final Presentation

10. Field Trip (3 hours)

Teaching Method

Lectures, studio tutorials, and field trip.

Attendance

Attendance requirements are governed by the "Academic Regulations Governing Bachelor's Degree Programmes of Macao Polytechnic Institute". Students who do not meet the attendance requirements for the module will not be permitted to sit the final or re-sit examination and shall be awarded an 'F' grade.

Assessment

This learning module is graded on a 100 point scale, with 100 being the highest possible score and 50 being the passing score.

Item	Description	Percentage
1. Projects	Home-based exercises	20%
2. Class work	Class-based exercises	30%
3. Final Project	Portfolio review	50%
	Total Percentage:	100%

No supplementary exam will be arranged for this module.

Students with an overall score of less than 35 in the coursework must take the re-sit examination even if the overall score for the module is 50 or above.

Students with a score of less than 35 in the final examination must take the re-sit examination even if the overall score for the module is 50 or above.

Students with an overall final grade of less than 35 are NOT allowed to take the re-sit examination.

Teaching Material

Textbook(s)

There is no official text for this module. Module notes are distributed in the class.

Reference

Reference book(s)

1. Lin Gengli (2012). *Geometric Graphics.* Sandpotints books.
2. Viction Workshop (2009). *Flash Back: Retro Design in Contemporary Graphics.* Victionary.
3. Steven Heller (Editor), Talarico Lita (Editor) (2011). *Typography Sketchbooks*. Illustrated edition. Princeton Architectural Press;
4. Wang Shao Qiang (2011). *Mini Graphics*. China Citic Press.