

GEM Trailblazer Summer Programme

DETAILED COURSE INFORMATION

Academic Year	:	AY2022-2023
Session	:	Summer 2023
Course Code & Title	:	AAA18K Communication Design
Academic Units	:	3
Pre-requisite (if any)	:	NIL
Delivery mode	:	Physical
Taught by	:	Ng Yong Yi

Brief Course Description

This studio course introduces you to learn about communicating ideas or information through arrangement of visual elements within a 2D through the use of space, type and image. You will acquire basic graphic design skills and realise impactful and meaningful 2D design works

1. Intended Learning Objectives (ILOS)

1. Basics of Adobe Illustrator, Production Workflow and Techniques
2. Introduction to Typography and Fundamentals of Typesetting. How to design for good reading?
3. Principles of Design and Layout. What makes a good design?
4. Type Expression and Semantic Typography
5. Exploring Semiotics
6. Brief Introduction to info design, branding and publication design.

2. Course Syllabus/Topics

Lesson	Topic/s
1	Software Basics: Illustrator Lecture: Type Basics
2	Typesetting and Compositional rules / Principles of Layout / Type Manipulation and Expression
3	Brief Introduction: Info Design / Semiotics
4	Brief Introduction: History of Graphic Design
5	Brief Introduction: Branding
6	Brief Introduction: Publication Design
7	Conceptualising and Working on the Final Project

3. Learning Outcomes

1. You will be able to carry out design based tasks such as page layouts, visual collaterals and posters utilising computer based software.
2. You will be able to create visual content using elements of graphic design, graphical elements of art and typography with an understanding of hierarchy and typographical formalism
3. You will make functional, meaningful and visually engaging compositions for your intended group of audience.

4. Course Assessments

Components	Group/Individual	Weighting
1. CA1 – Formative Studio Projects	Individual	40%
2.SA1 –Written Project	Individual	20%
3.SA2 – Final Project	Individual	40%
Total		100%

5. References/Recommended Reading List

Bringhurst, R. (2004). The elements of typographic style. Hartley & Marks.
Brockmann, J. M. (1999). Grid systems in graphic design. Verlag Niggli.
Meggs, P. B. (2016). Meggs' history of graphic design. John Wiley & Sons.
Fletcher, A.(2001). The art of looking sideways. Phaidon.
Bierut, M. (2015). How to use graphic design to sell things, explain thing, make things look better, make people laugh, make people cry, and (every once in a while) change the world. Thames and Hudson Ltd

6. Other requirements

Course Policies and Student Responsibilities

(1) General

You are expected to complete all assigned pre-class readings and activities, attend all seminar classes punctually and take all scheduled assignments and tests by due dates. You are expected to take responsibility to follow up with course notes, assignments and course related announcements for seminar sessions they have missed. You are expected to participate in all seminar discussions and activities.

(2) Absenteeism

Absence from class without a valid reason will affect your overall course grade. Valid reasons include falling sick supported by a medical certificate and participation in NTU's approved activities supported by an excuse letter from the relevant bodies.

If you miss a lecture, you must inform the course instructor via email prior to the start of the class.

Academic Integrity

Good academic work depends on honesty and ethical behaviour. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honour Code, a set of values shared by the whole university community. Truth, Trust and Justice are at the core of NTU's shared values.

As a student, it is important that you recognize your responsibilities in understanding and applying the principles of academic integrity in all the work you do at NTU. Not knowing what is involved in maintaining academic integrity does not excuse academic dishonesty. You need to actively equip yourself with strategies to avoid all forms of academic dishonesty, including plagiarism, academic fraud, collusion and cheating. If you are uncertain of the definitions of any of these terms, you should go to the academic integrity website for more information. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

7. Instructor Details

Course Instructor	Office	Email
Ng Yong Yi		yy@semistudio.co