

# CDG - GRAPHIC DESIGN (CDG)

## **CDG 2303 Introduction to Graphic Design (3-1-3)**

Explores the elements and principles of both two and three-dimensional designs to equip students with the concepts, skills, and competencies to become versatile practitioners in a wide range of media and professions. Focusing on color theory, color systems and typography, the course describes the composition, rendering and production techniques using sketching and industry-standard software methods.

## **CDG 3003 Graphics Studio (3-1-3)**

The focus of Studio Graphics is the praxis of methods and techniques garnered from across the design industry. The course provides a framework in which students can develop more critical application of ideas by effectively managing stages of the design process, from conceptual development to full digital production. The Adobe Certified Associate (ACA) Visual Communication Using Adobe Photoshop is embedded in this course.

**Prerequisites:** COM 1123, CDG 2303

## **CDG 3503 Typography I (3-1-3)**

Introduces essential aspects of typography such as letter-forms and page structures. Develops an understanding of the historical background, technical and aesthetic issues, and communicative abilities of typography through exploration and application of various design scenarios. Explores type solution and applies basic typography concepts to given situations.

**Prerequisites:** CDG 2303

## **CDG 4003 New Trends in Graphic Design (3-1-3)**

Discuss new trends and disruptive technologies that have an impact on Graphic Design. Developing processes and techniques to evaluate new trends, acquiring new knowledge and skills required for the adaptation. Several case studies will be used based on current trends at the time when the course is offered.

## **CDG 4013 Design Thinking for Innovation (3-1-3)**

Addressing four fundamental designing thinking questions and several tools to help in understanding design thinking as a problem solving approach. Discussing case studies different organizations that used design thinking to uncover compelling solutions. Building mindsets and foundations essential for graphic designers. Learn about the Human-Centered Design methodology and understand their real-world applications with focus on Graphic Design. Work on several graphic design thinking challenges and develop a design solution for real life challenge.

## **CDG 4023 Design Illustration (3-1-3)**

Analyses the professional field of illustration to produce effective visual narratives. Applying a variety of media and formats, explores the functionality of illustration effectiveness for presentation and distribution. Developing a dialogue of drawing and illustration as part of the classroom experience to equip students with the concepts and skills to work effectively in creative industry.

## **CDG 4033 Advanced Graphics Studio (3-1-3)**

The focus of Studio Graphics is the praxis of methods and techniques garnered from across the design industry. The course provides a framework in which students can develop more critical application of ideas by effectively managing stages of the design process, from conceptual development to full digital production. The Adobe Certified Associate (ACA) Graphic Design & Illustration Using Adobe Illustrator is embedded in this course.

**Prerequisites:** CDG 2303

## **CDG 4503 Advanced Typography (3-1-3)**

Aims to develop students' understanding of typographic principles in the context of current practice. Students' ability to make aesthetic and technical choices will be honed through evaluation of procedural standards used by professionals. Experimenting with typographic convention will allow students to develop their own approach, as they explore relationships between technology, process, and the creative application of typography.

**Prerequisites:** CDG 3503

## **CDG 4713 Packaging Design (3-1-3)**

Addresses the theory behind, and the studio investigation of, three-dimensional structures as they relate to the area of packaging, exhibition, advertising and environmental design. Through experiment with different materials while addressing client briefs, ensures design rationale addresses the target market. Develops skills by creating a package design for industry use.

## **CDG 4723 Sustainable/Social Design (3-1-3)**

Explores how the designer's role in shaping the public narrative on sustainable/social issues, causes and other needs-based topics, is crucial in becoming an accomplished graphic designer. By analysing contemporary environmental, cultural and societal issues around the world that have an impact on daily lives, applies creative design processes that increase awareness, motivate, inspire or incite action from specific, or broad, audiences. Through critiques and feedback sessions, assess design effectiveness according to the requirements of the design brief.

## **CDG 4806 Final Project - Graphic Design (6-2-6)**

Integrates all the skills, competencies and knowledge students have learned in Graphic Design to accomplish a project of industry standard. Brings together professional, creative and critical approaches to conceptualise, research, plan, develop, execute and evaluate an original and independent project, which will be subjected to peer and industry review.

**Prerequisites:** COM 2313