PROGRAM	DIPLOMA IN GRAPHIC DESIGN
COURSE NAME	WORKSHOP PORTFOLIO 1
COURSE CODE	DPW 4014
CREDIT HOUR	4
SYNOPSIS	This module will include a number of workshop and studio activities which aims to provide the student with the knowledge, skills and aptitude required to use a range of fundamental drawing skills and media to make a portfolio of drawings based on observation of the physical world, in particular the built world and to create a portfolio of the artist's work, including personal and professional graphic design print pieces, paintings, drawings, and flash animations. Academic and technical staff will guide and support practical based activity through studio and workshop based teaching/demonstrating.

COURSE STRUCTURE

CHAPTER	TOPICS
1	**MODULE 1: Advertising and Visual Communication Methodology** 1.1 Advertising theoretical lessons, 1.2 Practical individual and group exercises, **1.3** Laboratory activities,
2	**MODULE 1: Advertising and Visual Communication Methodology** 1.4 Visits to design studios, trade fairs, , workshops, exhibitions 1.5 Working in the different fields of visual communication.
3	**MODULE 2: Communication theories** 2.1 Analyzing advertising: the critique process 2.2 History of advertising 2.3 Demonstration,
4	**MODULE 2: Communication theories** 2.4 Testimonial, 2.5 Declarations, 2.6 Slice of life, 2.7 Ideas, fantasy, etc
5	**MODULE 2: Communication theories** 2.8 Semiotic analysis. 2.9 Rhetorical appeals. 2.10 Gestalt and perception.
6	**MODULE 3: Attributes of various media formats** 3.1 Print media: newspapers, magazines 3.2 Collateral 3.3 Movies
7	**MODULE 3: Attributes of various media formats** 3.4 Product placement. 3.5 Images with Messages. 3.6 TV & Media

8	**MODULE 3: Attributes of various media formats** 3.7 Internet. **3.8** Interactive Advertising
9	**MODULE 4: Visual Communication Learning Outcomes** 4.1 Communication Skills - Demonstrate effective skills in visual communication, speaking,writing, listening, reading and computer literacy 4.2 Thinking Skills - Demonstrate abilities on conceptual. logical, and intuitive thinking within a variety of contexts 4.3 Global Perspectives - Demonstrate an understanding of differences in cultures and societies.
10	**MODULE 4: Visual Communication Learning Outcomes** 4.4 Artistic Discernment - Show an ability to discern artistic merit of diverse forms of art/ design in their contexts. Be able to defend critical interpretations concerning the significance of artistic expression. 4.5 Self Directed Learning - Demonstrate responsibility for independent learning andperseverance towards goal attainment. 4.6 Collaboration - Understand and practice collaboration in appropriate situations
11	**MODULE 5: Visual Persuasion: Evaluation** 5.1 Process 5.2 Research methods 5.3 Solutions in design problems **5.4** Historical background and functional concerns
12	**MODULE 5: Visual Persuasion: Evaluation** 5.5 Exploration 5.6 Concept 5.7 Realization 5.8 Visual organization **5.9** Communication
13	**MODULE 5: Visual Persuasion: Evaluation** 5.10 Color 5.11 Aesthetic and emotive 5.12 Concerns **5.13** Professionalism
14	**MODULE 6: Principles and techniques of advertising design** 6.1 Illustration, 6.2 Lay-out, 6.3 Poligraphic techniques (for publishing) 6.4 Development of graphic design 6.5 New multi-medial systems 6.6 Internet, etc 6.7 Photography, 6.8 Use of theimage 6.9 Study of color theory **6.10** Dynamics of publicity.
References:	1. 1. Sorrentino, Miriam. (2014). Creative Advertising: An Introduction. United Kingdom: Laurence King Publishing.

2.	2. Peter Zec. (2013). Red Dot Design Yearbook 2013/2014. Essen, Germany: Red dot edition.	