



Course Category	Creative Studies			
Course Title	Introduction to Commercial Design			
Course Code	DA143			
Medium of Instruction	Cantonese			
Duration	45.0 hour(s)			
Certificate	Students who have obtained an overall passing grade of the course and met the attendance requirement will be issued a course certificate by UTM. The passing grade of the course is 50.			
	Course Code	Sub Code	Course Start Date	Course End Date
	DA143	2001	2020/09/21	2020/10/14
Objective	In this course, students will learn about the important elements in commercial design, such as aesthetic approaches, design concepts and principles, and color applications.			
Outline	<p>Styling Construction</p> <ul style="list-style-type: none">• Aesthetics of painting, architecture, design and crafts, sculpture• Styling and materials• Comparison of Chinese and Western styles <p>Design Principles</p> <ul style="list-style-type: none">• Image concepts• Design elements• Design theories and applications <p>Combining and Applying Colors</p> <ul style="list-style-type: none">• Color and light• Color system• Color matching and color psychology• Color application in different design media			