Rebranding Core Programmed Module In Graphic Design And Visual Communication Through Skills, Technical And Technology

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Abstract
This study was conducted to identify the acceptance, development of technology and technical skills among students at Polytechnic Muadzam Shah, Pahang and then make a comparison with public and private universities that offer the same program to obtain a comparison of the program modules offered to see the ability of the program modules to meet industry needs and current trends. Qualitative research methods were used to analyse the data. After that, data collection is conducted through observation and documentation. The study is limited to the Department of Graphic Design and Visual Communication programs. A comparative analysis study has been carried out on other institutions, such as Universiti Teknologi MARA, Lim Kok Wing, Universiti Multimedia and UniKL, offering programs that can be used to support the comparison of the above findings. The scope has been chosen to assess the program's needs according to the latest technology, reducing students' ability in terms of skills and techniques in the use of software and digital applications. The study proposal is to rebrand the design and visual communication program towards skills, technical and according to current technology trends. This study aims to bring the program at this polytechnic to be part of the program offered by other institutions so that students do not miss out when our country is moving towards TVET NBOS and illustrate the best results for the offer offered to students about the program.

Keywords: Keywords – Skill, Technology and technical

1.0   Introduction

The field of graphic design and visual communication is constantly evolving and following current developments or current trends. The theory of graphic design and visual communication has gradually entered people's lives, involving advertising, landscape, and electronic products (S. H. Huang, 2022). Digital technology, such as multimedia technology applications, has greatly influenced graphic design. The growth of the publishing and hypertext markets in the 1980s and 1990s changed graphic designers' work practices and presentation styles, prompting a shift to digital work methods. The purpose of this study is to review the extent to which the branding of program modules in graphic design and visual communication is currently in line with the development of technology now a day, skills and techniques according to current needs.

The development of visual communication and creative multimedia contributes to positive changes in graphic design and visual communication, making the design profession more in demand and attention to young people and entrepreneurs in the market. The popularity of design is growing but requires skills, techniques and technology to create more creative product value, develop innovation, and promote it in the market, which in a highly competitive product environment is due to the skill of communicating visually by applying aesthetic values in design. Skill, the technical and technological ability can develop creative ideas in graphic design of better quality and be highly skilled in mastering technology according to current trends. For example, graphic design in 2016 influenced traditional design, especially integrated multi-dimensional design implementation technology (WU, 2020). The article aims to identify the extent to which today's graphic design branding and visual communication can improve technical and technological skills. The main objectives of the study are defined as follows:

    i.   Evaluation of the graphic design market in polytechnics and community colleges with Public universities and Private Universities that offer Visual and Communication Design programs as the program courses are offered.

    ii.   Assessment of technology development to identify techniques and skills used to improve presentation quality in graphic design and visual communication.

    iii.   This study evaluates the development of graphic design in the context of learning and teaching, with the offer given to students in terms of expertise in the field, graduates skilled in either design or ICT

2.0   Method

The current study aims to identify the impact of modern technology's use on graphic design and visual communication skills in higher education institutions. The approach used is a method that can be evaluated quantitatively. The results are based on information related to the program modules offered, technology applications used, presentation techniques as a study, and visual elements to support the study's findings. Analyse and

compare the research results of program modules offered by Public institutions, including polytechnics and Private universities, that offer similar programs with elements of design and visual communication. The main focus of this study is to attract the interest of youth who have completed secondary education to choose this program as one of the career fields leading to Technical and Vocational Education and Training (TVET). TVET is considered one of the strengths of the education system in developed countries such as Germany, Japan and France, and even regional countries such as South Korea, China and Singapore are also trying to strengthen the field, according to the Minister of Rural Development, Datuk Seri Mahdzir Khalid. Below is the overview of the methods that would be applied to fulfil the objectives of this study. Sample study consisting of (100) male and female Graphic Design students at Muadzam Shah Polytechnic. The results show that the use of modern technology among Graphic Design students at Muadzam Shah Polytechnic is moderate, and the effect of modern technology on simple graphic design skills. Researchers recommend that it is important to encourage graphic design to keep up with the latest developments in the field of graphic design and visual communication through technical skills and current technology.

2.1   Research Observe Understand Analysis
The Planning Phase
Examine and identify the government's programmes to curb social ills and see an improvement in Youth Development.
  i.   Gather requirements and information related to the program activities, objectives and learning modules.
  ii.   Analyse and compare the results of research Department of Design and Visual Communication at a polytechnic is, Polytechnic Ibrahim

2.2   A case study of the concept of process design wireframes
Phase concept - the initial steps to detect activities and existing programs.
  i.   Create wireframes, use-case scenarios, and the layout of activities and programs in order of low, medium and high.
  ii.   To confirm trends and program activities in an appropriate solution to be programmed in Graphic Design and Visual Communication at the Polytechnic
  iii. Sultan Polytechnic Tunku Syed Sirajuddin and local institutions that have the same field with the courses offered by the University Technology MARA, Lim Kok Wing University Science Malaysia, UNIKL and University Multimedia).
  iv.   Creating a design plan appropriate programs in line with current needs.
  v.   Gather research data from Graphic Design and Visual Communication.

2.3 Presentation of visual communication design

Design Development Phase

i. In this case, when the product is close to the target and activity program.

ii. Gather feedback from respondents about programs and activities that result.

iii. Ensure all the details are consistent with the program, the activities carried out, and the effectiveness of the translated results.

3.0 Design And Development Of The Project

At the beginning of the design, several processes are conducted to evaluate the criteria and target. That process is through pilot testing of the respondents, through random interviews among students regarding programmed modules in Graphic Design and Visual Communication, Polytechnic Muadzam shah, through data collected to assess in terms of brand strategy and brand value to create the design criteria. A Pilot Test (Open-ended) was conducted to obtain design criteria for programmed Graphic Design and Visual Communication on the programmed modules, which are available for getting responses among student sessions in June 2016 about the programmed modules.

Other variables that arise have a relationship with skills, techniques and technologies that are evaluated through brand identity, where the scope of concentration can improve the quality of skills and technical creativity in applying certain technologies in producing effective visual communication presentations.

Therefore, some of the research on programmed modules in Graphic Design and Visual Communication implemented in the private sector and government sector programme modules in graphic design are evaluated and compared with existing program modules in Graphic Design and Visual Communication at Polytechnic Muadzam Shah to find the difference. Suppose there is a difference in the programmed modules. In that case, these modules will be highlighted and used as a brand strategy to attract youth/students to participate in the program and avoid these people from getting involved in social ills. Brand strategy for Polytechnic Graphic Design and Visual Communication students in Education, Entrepreneurship, Skills, Communication, Leadership, Creative, Innovation and Technology.
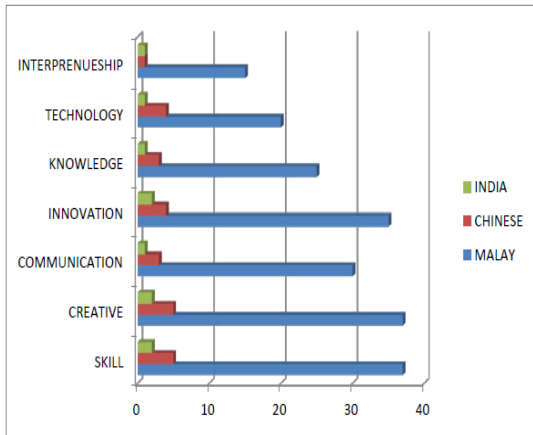
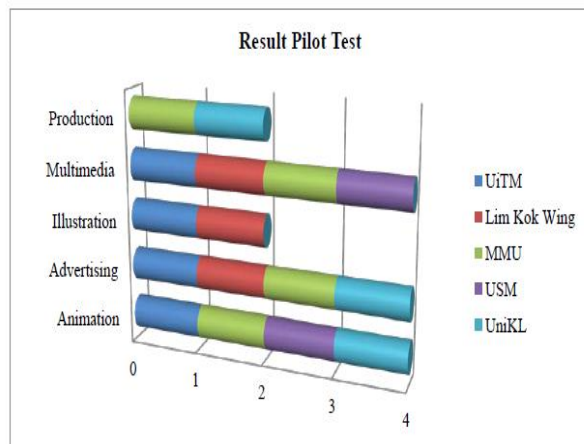**Figure 1:** Pilot test survey based on program modules through skills and technology.

Figure 2: Pilot test survey based on program modules offered by UA.
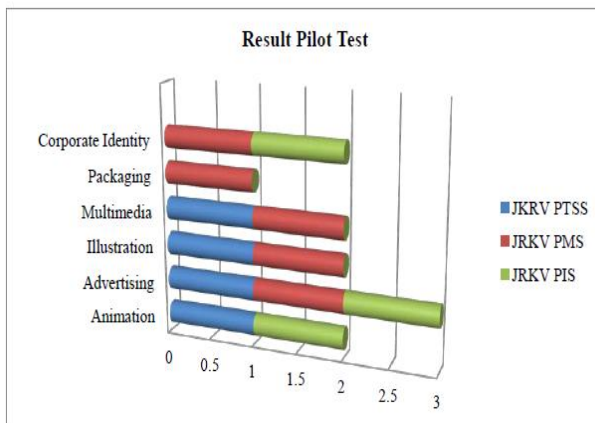

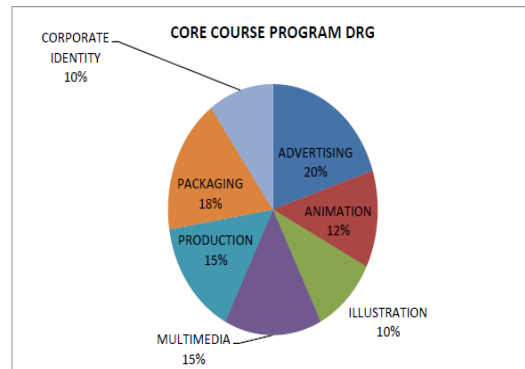**Figure 3:** Pilot test survey based on existing program module offer by polycc

Figure 4: Pilot test survey based on existing program modules in Polytechnics and Public and private Universities to obtain program rebranding modules

In this chapter, all Modules related to Graphic Design and Visual Communication will be tested and evaluated by the students to obtain a reaction to the concept of the new modules and activities of the Graphic Design and Visual Communication program. In the discussion section, the research questions will be answered simultaneously, seeking to complement the main subject of the research.

A pilot study was conducted using quantitative methods of graphic design development analysis. Based on the indicator of the number of programs offered in graphic design and visual communication, the number of public and private universities that offer the same program and apply skills, techniques and technology according to current trends.

4.0   FINDINGS
The development of graphic design and visual communication offered at polytechnics and community colleges, as well as public and private universities, implements strategies for the growth of graduate jobs in the industry, showing the creativity of students who are skilled in applying technology and techniques according to current needs or current trends.

4.1   Results
Summarising the collective data analysis conducted in this study, the researcher has found satisfactory answers to the questions posed in the initial phase. The findings of the study are as below:

In the field of graphic design and visual communication at the polytechnic, the level of student knowledge of technology is between 12% to 20% compared to the level of skill and creativity of students (Figure 1). Compared to local and private universities, the emphasis on skills and technology in multimedia and animation plays an important role in increasing the demand of the industrial market. It is a vast job opportunity. Graphic design brings together art and technology. Besides skills, knowledge of graphic design principles is also very important. The combination of today's digital technology can improve the quality of a good visual communication presentation.

4.2   Discussion
In this study, there are findings that the researcher has found; In particular, it was found that rebranding the core module programmed in Graphic Design and Visual Communication through the review of learning and teaching measures, promoting the program offered widely and regularly on the offer of design and communication programs more towards the Industrial Revolution 4.0 technology in line with current industry trends can attract the interest of the youth to follow this program because it is a market requirement.

5.0   Conclusion
Graphic design and visual communication are important fields to satisfy the aesthetic abilities of people, and it is a current need that helps to increase the economic market from various angles of business, whether corporate or online. It plays an important role in the presentation and delivery of digital technology and print media. The renewal of the design program and visual communication through skills, techniques and technology is necessary because it is in line with the development of digital technology today. It opens up opportunities and space for development in terms of economy, skills and technology.

6.0   Recommendation
This study is proposed to explore other new technologies that can be highlighted in visual's design and communication programs to improve students' technical skills and exposure to technology that is always in line with the modernity of today's world. The rebranding of core course programs

is necessary for the country's economic development in increasing the number of skills and students in technology.

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