School of Humanities Creative Industries SocialSci

DESN1021: Visual Design Projects

Newcastle City Precinct

Semester 2 - 2023

OVERVIEW

Course Description

This course introduces students to the integration of a variety of visual media, processes and practices into visual communication projects. It explores brief definition and development, idea generation, design prototyping and project implementation and execution. It emphasises the importance of thinking, communicating and reflecting through visual forms. It explores the application of foundational design principles and elements to visual communication print, screen, and motion graphics media and highlights the similarities and differences of designing for them.

Requisites

This course replaces DESN1150. If you have successfully completed DESN1150 you cannot enrol in this course.

Assumed Knowledge

DESN1011 and DESN1031

Contact Hours

Newcastle City Precinct
Lecture
Face to Face On Campus
1 hour(s) per Week for 4 Weeks starting Week 1
Weeks 1, 2, 7 and 8
Tutorial
Face to Face On Campus
2 hour(s) per Week for 10 Weeks starting Week 1

Unit Weighting

10

Workload

Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

CONTACTS

Course Coordinator	**Newcastle City Precinct** Mr Carl Morgan Carl.Morgan@newcastle.edu.au Consultation: Consultations by appointment - welcome and encouraged!
Teaching Staff	Other teaching staff will be advised on the course Canvas site.
School Office	**School of Humanities Creative Industries and Social Sciences** NU Space, Level 4 409 Hunter Street Newcastle HCISS@newcastle.edu.au +61 4985 4500

SYLLABUS

Course Content

Topics will include:
1. Brief definition and development
2. Design prototyping, experimentation, and selection;
3. Project execution and management;
4. Processes, techniques and technologies print, screen and motion graphics

Course Learning Outcomes

On successful completion of this course, students will be able to:

1. Complete basic designs for the output requirements of print, screen and motion graphic media

2. Experiment with the interplay between content, image, type and graphic elements for different design applications

3. Create design outcomes to appropriate production and presentation standards

4. Visually communicate and reflect on the design process

Course Materials

  Recommended Reading:
find some), design magazines / journals, design

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    documentaries / TV shows, design podcasts (there are heaps) and anything else that inspires you.

SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	17 Jul	LEC Hello & Welcome	Briefs	
2	24 Jul	LEC Industry / Branding	Branding	
3	31 Jul	Typography Rules	Page Layout	
4	7 Aug	Image Basics	Brief 2 / Abstraction	A1
5	14 Aug	Metaphor	Visual Communication	
6	21 Aug	Colour	Music	
7	28 Aug	LEC Inspiration / Presentation	Smells Like Teen Spirit	
8	4 Sep	LEC Surprise /	Brief 3 / Speed Design	A2
9	11 Sep	Workshopping	Workshopping	
10	18 Sep	Workshopping	Presentation	A3
Mid Term Break				
Mid Term Break				
11	9 Oct			
12	16 Oct			
13	23 Oct			
Examination Period				
Examination Period				

ASSESSMENTS

This course has 3 assessments. Each assessment is described in more detail in the sections below.

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Multi-part practical design project 1 - 40%	Week 4 / Friday 12th August	Individual	40%	1, 2, 3, 4
2	Multi-part practical design project 2 - 40%	Week 8 / Friday 9th September	Individual	40%	1, 2, 3, 4
3	Online Learning Activity - 20%	Week 10 / Friday 23rd September	Individual	20%	2, 4

Late Submissions   The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.

Assessment 1 - Multi-part practical design project 1 - 40%

Assessment Type   Project
Purpose   To expand your mind and your design skills
Description   Campaign 1 - Directed
Weighting   40%
Length   Minimum of 4 x A4pp
Due Date   Week 4 / Friday 12th August
Submission Method   In Class
                        Online
Assessment Criteria Refer to brief
Return Method   Not Returned
Feedback Provided   Online - . In class

Assessment 2 - Multi-part practical design project 2 - 40%

Assessment Type   Project
Purpose   To further enhance your cognitive control of design execution

Description	Campaign 2 – Self-Directed Minimum of 4 x A4pp
Weighting	40%
Length	Poster and booklet
Due Date	Week 8 / Friday 9th September
Submission Method	Online
Assessment Criteria	Refer to brief
Return Method	Not Returned
Feedback Provided	Online - . In Class

Assessment 3 - Online Learning Activity - 20%

Assessment Type	Online Learning Activity
Purpose	To explore various methods and approaches to a variety of design projects
Description	A curated selection of design projects
Weighting	20%
Length	A4 / multipage page document
Due Date	Week 10 / Friday 23rd September
Submission Method	Online
Assessment Criteria	Refer to brief
Return Method	Not Returned
Feedback Provided	Online - . In class

ADDITIONAL INFORMATION

Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

*Skills are those identified for the purposes of assessment task(s).

Attendance

Attendance/participation will be recorded in the following components:

- Tutorial (Method of recording: Roll Call)

To adhere to the WH&S policy for the School of Humanities, Creative Industries and Social Sciences (HCISS), and to access resources and specialist facilities, inductions are required as part of coursework and research activities.

This course requires you to complete the General Induction BY WEEK 1 of SEMESTER

https://hciss.newcastle.edu.au/technical/knowledge-base/general-induction/

How to Guide

https://hciss.newcastle.edu.au/technical/knowledge-base/booking-system-access/

Induction Catalogue

https://hciss.newcastle.edu.au/technical/inductions/

The general induction must be completed by all staff and students within the School of Creative Industries. This induction covers WHS, General information, Technical support and University operations. This general induction (Level 0) is Mandatory and is required to access general facilities and equipment.

By completing the general induction (level 0) you are given access to:

General facilities within the city precinct (includes after hours access)
Access to book facilities and equipment (Booking point)

WH&S Requirements	Due to COVID-19 safety restrictions, it is the student's responsibility to sanitise their work/computer space prior to any face to face lessons in this course. They must be mindful of current social distancing rules during their face to face lessons.
Communication Methods	Communication methods used in this course include: - Canvas Course Site: Students will receive communications via the posting of content or announcements on the Canvas course site. - Email: Students will receive communications via their student email account. - Face to Face: Communication will be provided via face to face meetings or supervision.
Course Evaluation	Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement. As part of the evaluation process of any assessment item in this course an oral examination may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the Oral Examination Guidelines. In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the Student Conduct Rule.
Oral Interviews (Vivas)	As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the Oral Examination (viva) Procedure.

In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the [Student Conduct Rule](#).

Academic Misconduct	All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to https://policies.newcastle.edu.au/document/view-current.php?id=35.
Adverse Circumstances	The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where: 1. the assessment item is a major assessment item; or 2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system; 3. you are requesting a change of placement; or 4. the course has a compulsory attendance requirement. Before applying you must refer to the Adverse Circumstance Affecting Assessment Items Procedure available at: https://policies.newcastle.edu.au/document/view-current.php?id=236
Important Policy Information	The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures that support a safe and respectful environment at the University.

This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.