

## DESN1031: Digital Practices in Visual Communication

Newcastle City Precinct

Semester 2 - 2023



THE UNIVERSITY OF  
NEWCASTLE  
AUSTRALIA

## OVERVIEW

### Course Description

This course provides an introduction to the core digital competencies and practices required to work effectively as a visual communication designer through supported self-directed student learning. It commences with generic digital design workflow practices, file management protocols, and an understanding of common visual design software principles and builds foundational skills in digital design and content creation.

### Contact Hours

#### Newcastle City Precinct

##### Laboratory

Face to Face On Campus

2 hour(s) per Week for 6 Weeks starting Week 2

Lab - 2 hour(s) per Week for 6 Weeks - 2, 4, 6, 8, 10, 12

##### Lecture

Face to Face On Campus

1 hour(s) per Week for 6 Weeks starting Week 1

Lecture - 1 hour per Week for 6 Weeks - 1, 3, 5, 7, 9, 11

##### Online Activity

Online

1 hour(s) per Week for 6 Weeks starting Week 1

Online self-directed learning - 1 hour per Week for 6 Weeks - 1, 3, 5, 7, 9, 11

### Unit Weighting Workload

10

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

# COURSE OUTLINE

[www.newcastle.edu.au](http://www.newcastle.edu.au)

CRICOS Provider 00109J

---

# CONTACTS

**Course Coordinator**      **Newcastle City Precinct**  
Dr Marilia Lyra Bergamo  
Marilia.Lyrabergamo@newcastle.edu.au  
Consultation:

**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**              Generic digital competencies and best practices around the following digital management areas:

- Visual Communication Design computing and maker facilities
- Images
- Colour
- Print
- Motion
- Screen

**Course Learning Outcomes**      **On successful completion of this course, students will be able to:**

1. Identify the opportunities and limitations of integrating digital technologies with creative practices and processes.
2. Use industry standard practices and software to produce a digital artefact to specification.
3. Explore digital technologies, tools and services thoroughly to understand their functions and uses.
4. Create, share and showcase digital artefacts with an awareness of audience and purpose.

**Course Materials**

# COMPULSORY REQUIREMENTS

In order to pass this course, each student must complete ALL of the following compulsory requirements:

## Course Assessment Requirements:

- Assessment 1 - Quiz: Pass Requirement - Students must pass this assessment item to pass the course.
- Assessment 2 - Tutorial / Laboratory Exercises: Pass Requirement - Students must pass this assessment item to pass the course.

# SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	17 Jul	Module 1: Introduction to Facilities		Quiz Module 1: Introduction to Facilities
2	24 Jul		Module 1: Tutorial Introduction to Facilities	Canvas: Delivery Material of Tutorial Introduction to Facilities
3	31 Jul	Module 2: Vector Image and Colour		Quiz Module 2: Vector Image and Colour
4	7 Aug		Module 2: Tutorial Vector Images and Colour	Canvas: Delivery Material of Tutorial Vector Images and Colour
5	14 Aug	Module 3: Images		Quiz Module 3: Images
6	21 Aug		Module 3: Tutorial Image	Canvas: Delivery Material of Images
7	28 Aug	Module 4: Print		Quiz Module 4: Print
8	4 Sep		Module 4: Tutorial Print	Canvas: Delivery Material of Print
9	11 Sep	Module 5: Motion		Quiz Module 5: Motion
10	18 Sep		Module 5: Tutorial Motion	Canvas: Delivery Material of Tutorial Motion
Mid Term Break				
Mid Term Break				
11	9 Oct	Module 6: Screen		Quiz Module 6: Screen
12	16 Oct		Module 6: Tutorial Screen	Canvas: Delivery Material of Tutorial Screen
13	23 Oct		Final Project - adjustment of previous pieces and final delivery	Canvas and Padlet: Delivery Material of Final Project
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	Quiz x 5	Please check the schedule for each quiz date.	Individual	30%	1, 2
2	Tutorial Exercises	Please check the schedule for each tutorial date.	Individual	50%	2, 3, 4
3	Project	Please check the schedule.	Individual	20%	2, 3, 4

\* This assessment has a compulsory requirement.

## 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.  
Please access Canvas for rubrics.

## Assessment 1 - Quiz x 5 - 30%

<b>Assessment Type</b>	Quiz
<b>Purpose</b>	To identify gaps in knowledge and highlight any areas that need more revision
<b>Description</b>	A group of questions on one topic related to the previous lecture.
<b>Weighting</b>	30%
<b>Compulsory Requirements</b>	Pass Requirement - Students must pass this assessment item to pass the course..
<b>Length</b>	5 x 1 page of questions
<b>Due Date</b>	Please check the schedule for each quiz date.
<b>Submission Method</b>	Online Canvas
<b>Assessment Criteria</b>	Please check canvas rubrics
<b>Return Method</b>	
<b>Feedback Provided</b>	Online - Please check the schedule for each quiz date. Automatic
<b>Opportunity to Reattempt</b>	Students WILL be given the opportunity to reattempt this assessment. Students can reattempt each quiz one time.

## Assessment 2 - Tutorial Exercises - 50%

<b>Assessment Type</b>	Tutorial / Laboratory Exercises
<b>Purpose</b>	To give space to engage more actively with the course content.
<b>Description</b>	Follow a series of step-by-step instructions to achieve a specific goal.
<b>Weighting</b>	50%
<b>Compulsory Requirements</b>	Pass Requirement - Students must pass this assessment item to pass the course.
<b>Length</b>	Between 2 pages PDF for each tutorial
<b>Due Date</b>	Please check the schedule for each tutorial date.
<b>Submission Method</b>	Specific Location Please check the schedule for each tutorial date.
<b>Assessment Criteria</b>	Please check canvas rubrics
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online - Please check the schedule for each tutorial date. From tutor as message
<b>Opportunity to Reattempt</b>	Students WILL be given the opportunity to reattempt this assessment. Students can reattempt.

## Assessment 3 - Project - 20%

<b>Assessment Type</b>	Project
<b>Purpose</b>	Organize all knowledge and products in a hub of design solution

<b>Description</b>	Please deliver a final project posted online and sent by Canvas with the main products of your visual solution.
<b>Weighting</b>	20%
<b>Length</b>	5 PDF pages
<b>Due Date</b>	Please check the schedule.
<b>Submission Method</b>	Online
	Upload data and digital products by Canvas
<b>Assessment Criteria</b>	Please check canvas rubrics
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online - Please check the schedule. By tutor

## 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).

### Communication Methods

Communication methods used in this course include:

### 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.

### 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.*

© 2023 The University of Newcastle, Australia