# School of Humanities Creative Industries SocialSci

## DESN1331: Character Design
Newcastle City Precinct
Semester 2 - 2023

*The School of Humanities, Creative Industries and Social Sciences is committed to providing an inclusive environment in which all cultures are accorded respect and all students and staff are expected to act with honesty, fairness, trustworthiness and accountability in dealings with others. The School recognises and respects the unique histories and cultures of Aboriginal and Torres Strait Islander peoples, their unbroken relationship with the lands and the waters of Australia over millennia, and the validity of Aboriginal ways of knowing. We are dedicated to reconciliation and to offering opportunities for Aboriginal and Torres Strait Islander peoples to access and succeed in higher education.*

# OVERVIEW

**Course Description**

In this course students will learn the process of designing characters through conceptualisation and iteration. Using imaginative and observational skills students will create a visual narrative around their created character. Students will also produce visual outcomes that visually communicate the character design.

**Requisites**

This course replaces DESN1111. if you have successfully completed DESN1111, you cannot enrol in this course.

**Contact Hours**

**Lecture**
Face to Face On Campus
1 hour(s) per Week for 4 Weeks starting Week 1

**Tutorial**
Face to Face On Campus
2 hour(s) per Week for 12 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**<br>Ms Bettina Hodgson<br>Bettina.Hodgson@newcastle.edu.au<br>Consultation: By appointment, please email to arrange a time. |
|---|---|
| **Teaching Staff** | Other teaching staff will be advised on the course Canvas site. |
| **School Office** | **School of Humanities Creative Industries and Social Sciences**<br>NU Space, Level 4<br>409 Hunter Street<br>Newcastle<br>HCISS@newcastle.edu.au<br>+61 4985 4500 |

# SYLLABUS

**Course Content**

Topics will include:
1. Representation of characters through the different modalities of line, tone and light source
2. Holistic and sequential compositional considerations
3. Translation of observational portraiture into imaginary character creations
4. How media and aesthetic affect meaning and communication
5. Analysis of exemplars and precedents from professional practice, history and cultural perspectives

**Course Learning Outcomes**

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

1. Demonstrate the ability to render believable characters through a variety of mark making media, styles and techniques

2. Purposefully explore a variety of compositional formats of their character including perspective, foreground, midground, background

3. Create believable characters in a narrative setting

4. Evaluate own work and the work of others through peer assessment and critique

5. Establish drawing practice, process and development

**Course Materials**

**Other Resources:**

**Required Studio Materials:**
As there are no textbook or studio fees for this course, and due to the practical studio nature of the course, it is expected that:

- You will take note of the complete Materials List PDF available on Canvas.

- You will take responsibility and be prepared with the required materials, drawings, sketchbooks, items and print outs for studio tutorial sessions. Please refer to weekly studio briefs and Canvas announcements for specific items to bring each session.

- For sketching, documenting and exploring ideas, you will be required to have access to a range of basic creative media and materials. THESE CREATIVE MATERIALS INCLUDE: a sketchbook, your choice of a selection of basic cartridge paper (A4 and A3), pencils (a range), erasers (hard and soft) and marker pens, coloured media, etc.

- For recording ideas and outcomes and storing your work you will be required to have access to a camera (this can be as basic as a camera phone), and a USB/portable hard drive or Cloud Storage arranged to save your digital files. Please note that you have a terabyte of free cloud storage through the University:

http://www.newcastle.edu.au/current-students/campus-environment/information-technology/storing-your-data/sidebar/onedrive-1-tb-of-free-cloud-storage

- For printing out design work when needed/requested, for pin-up presentations, folios, and to better enable group critique and feedback, you will be expected to load credit and maintain funds on your UON PrintCopy account:
https://www.newcastle.edu.au/current-students/campus-environment/information-technology/printing-and-scanning/paying-for-printing

- For the professional display of your work, you may be required to source presentation materials. Many of these materials and tools may be useful across other DESN courses. THESE PRESENTATION MATERIALS MAY INCLUDE: An A3 presentation folder, foam board (foamcore), spray mount adhesive (you can share with peers) or double-sided tape, long metal ruler, Stanley knife/scalpel and spare blades. There are large cutting boards in the University House to help you trim and present your work.

- Additional materials and resources may be suggested at different stages of the course and detailed via Canvas, Lectures or in the weekly Studio Briefs.

**Recommended Studio Materials:**
As you progress in the course, and particularly in researching and developing your chosen direction as a designer, you may wish to extend your material and equipment choices to include media specific to your intended practice, such as a more advanced camera or photographic equipment, specific digital media, tablets or brushes, traditional illustration media such as watercolours, gouache, inks etc. Please note that extensive additional materials are not required to successfully complete the course and are at your creative discretion.

**Required Revision/Resources:**
As there are no textbook or studio fees for this course, it is expected that:

- You will extend your knowledge, follow up on skills, exercises and tasks explored in studio classes as well as gain and revise skills through undertaking independent theoretical and technical revision, practice and skill extension. These activities assist proficiency, make up part of the self-directed study required each week throughout the course, and contribute to the 10-hour Unit Weighting Workload. This revision is especially important if you miss any studio class or lecture content.

- You will make time to access the required software for the course, by allocating time to attend the UNH labs and Library labs on campus where the software resources are available. The software we will be using for this semester is minimal, but may include Sketchbook Pro, Adobe Photoshop, Acrobat, Illustrator and InDesign. There are also free trials you can take advantage of. You may choose to get your own personal software subscription), see:
http://www.adobe.com/au/creativecloud/buy/students.html
http://www.adobe.com/au/education/students/how-to-buy-eligibility.edu.html?

You can find information on extra resources available to you as a student in the Visual Communication Design discipline, building access, scanning and printing, submitting files for large format printing, product table use, the online Materials Store, as well as program information via the Bachelor of Visual Communication Design Program Site under My Course Sites on Blackboard:
https://uonline.newcastle.edu.au

Design also has an equipment borrowing system for many items, as well as selling items through the internal Materials Store https://soci.newcastle.edu.au/viscom/product-loans/ where you can purchase necessary studio materials online to be collected in G01. You can check the open hours each semester through the Vis Com program Blackboard site.
Our Technical Officers Alex, Giselle and Liane can help you out with borrowing, printing and copying, tech and equipment!

Giselle Penn - giselle.penn@newcastle.edu.au
Liane Audrins - liane.audrins@newcastle.edu.au
Dominic Lindus - dominic.lindus@newcastle.edu.au

You also have 1TB of FREE Cloud Storage (through Microsoft OneDrive via your UON student email Office 365 account login) for backing up and sharing your digital files.

# SCHEDULE

| Week | Week Begins | Lecture | Tutorial | Assessment Due |
|---|---|---|---|---|
| 1 | 17 Jul | Lecture 01.<br>Introduction to Character Design: storytelling and the drawing board + Course and Assessment overview | Tutorial 01. Observational Drawing<br>+ Brief Assessment 1 // Sketchbooks + Visual Journals | |
| 2 | 24 Jul | Lecture 02.<br>Design Drawing: Designing character, developing process + Brief Assessment 2 | Tutorial 02. Character Process<br>Planning + Inspiration<br>Concept + Development<br>Visual References + Styles<br>Shape + Anatomy<br>Developing Key Words + Concept Statement | |
| 3 | 31 Jul | Lecture 03.<br>Narrative Drawing: Characters in action, characters in sequence | Tutorial 03. Character Development<br>Bone Structure<br>Facial Expression + Emotion<br>Developing Character Portrait | |
| 4 | 7 Aug | Lecture 04.<br>Contextual and Applied Drawing: Characters in situation, characters in composition | Tutorial 04. Character Development<br>Body Language + Gesture<br>Shape, Stance + Proportion<br>Developing Character Turnaround | |
| 5 | 14 Aug | No lecture | Tutorial 05. Character development<br>Colour + Costume<br>Refining Characteristics + Personality<br>Refining Appearance + Accessories + Palette<br>Developing Style Guide/Model Sheet | |
| 6 | 21 Aug | No Lecture | Tutorial 06. Character development<br>Storytelling + Narrative<br>Situation + Action + Sequence + Motion<br>Dialogue + Text + Image<br>Developing Panel Sequence | ASSESSMENT #01<br>30%<br>Sketchbook / Visual Journal Due 5pm Friday 25th August |
| 7 | 28 Aug | No Lecture | Online Peer Review + A2 Production Week<br>[Note: replaces tutorials this week] | |
| 8 | 4 Sep | No Lecture | Tutorial 08. Character development<br>Character + Composition<br>Refining Panel Sequence<br>Formative feedback + Refining A2 for hand-in | |
| 9 | 11 Sep | No Lecture | Tutorial 09. Pin up reflection + informal presentation + Brief Assessment 3 | ASSESSMENT #02<br>35%<br>Character Concept Design Portfolio<br>Pin-Up + Upload by 5pm Monday 11th September 2023 |

| 10 | 18 Sep | No Lecture | Tutorial 10. Applied Character Design Character Design Translation + Extension Blank Preparation + Image Application | |
| --- | --- | --- | --- | --- |
| | | **Mid Term Break** | | |
| | | **Mid Term Break** | | |
| 11 | 9 Oct | No Lecture | Tutorial 10. Applied Character Design Realisation + Additions Articulation + Presentation | |
| 12 | 16 Oct | No Lecture | Tutorial 10. Formative Feedback + Refining A3 for hand-in | |
| 13 | 23 Oct | No Lecture | No Tutorial | ASSESSMENT #03 35% Character Application Design Portfolio Pin-Up + Upload by 5pm Friday 27th October 2023 |
| | | **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 | Character sketch book/ visual journal - 30% | Week 6, Friday 25th August, 5pm | Individual | 30% | 4, 5 |
| 2 | Character Concept Design Portfolio - 35% | Week 9, Monday 11th September, by 5pm (Close of business) | Individual | 35% | 1, 2, 3 |
| 3 | Character Design Application Portfolio - 35% | Week 13, Friday 27th October, 5pm | Individual | 35% | 1, 2, 3 |

**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 - Character sketch book/ visual journal - 30%

**Assessment Type**      Journal
**Purpose**      The journal is focused on developing your sketches illustration and design process.
**Description**      This project involves maintaining a character sketchbook/visual journal of weekly tasks in support of your Character Design Portfolio (Assessment #02) and participating in peer-assessing other students' sketchbooks/visual journals. Please see the Design Brief document on Canvas for the complete assessment details.
**Weighting**      30%
**Length**      30 Pages
**Due Date**      Week 6, Friday 25th August, 5pm
**Submission Method**      Online
      Please see A1 Design Brief document for specific submission requirements.
**Assessment Criteria**      Please see the A1 Design Brief document on Canvas for the specific criteria and digital rubric.
**Return Method**      Online

| | |
|---|---|
| **Feedback Provided** | Online - Please note feedback is verbally provided in tutorials sessions. Individual and group feedback is provided verbally during face-to-face classes, and through overall collective feedback. Final grade result and rubric band indications for each assessment criteria (within the UON policy of 15 working days of the final due date). |

## Assessment 2 - Character Concept Design Portfolio - 35%

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|---|---|
| **Assessment Type** | Portfolio |
| **Purpose** | To develop, design and present an original character design. |
| **Description** | Physical presentation and digital submission of a completed portfolio of design work. |
| | This project involves researching, inventing, developing, refining and articulating a concept for an original character thorough drawing and design processes. This character design concept will be presented through a drawing portfolio consisting of multiple visual communication design and drawing outcomes. |
| | Please see the A2 Design Brief document on Canvas for the complete assessment details. |
| **Weighting** | 35% |
| **Length** | A2 Print + 20 Journal pages |
| **Due Date** | Week 9, Monday 11th September, by 5pm (Close of business) |
| **Submission Method** | Specific Location |
| | Online and Physical Pin-up Exhibition. |
| **Assessment Criteria** | Please see the A2 Design Brief document on Canvas for the specific criteria and digital rubric. |
| **Return Method** | Not Returned: Student pick up. Assessment Items are not individually returned – participants are responsible for arranging the collection of their assessment work at the allocated time. (You will be notified on the return of assessment, usually within the UON three-week period of the due date). |
| **Feedback Provided** | Online. Individual feedback is provided verbally during face-to-face classes, and through overall collective feedback, and examples of High Distinction (HD) work shown and discussed during participation in the allocated week discussions. Final grade result, rubric band indications for each assessment criteria, and individual written feedback on CANVAS (within the UON policy of 15 working days of the final due date). |

## Assessment 3 - Character Design Application Portfolio - 35%

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|---|---|
| **Assessment Type** | Portfolio |
| **Purpose** | To apply an original character design to an industry-specific design outcome. |
| **Description** | This project involves further developing, translating, extending, refining and applying your original character concept to a set of designed products through drawing, digital painting and illustration/design processes. This applied character design will be presented through a portfolio consisting of multiple visual communication design and drawing outcomes. |
| **Weighting** | 35% |
| **Length** | A2 Print + 20 Journal Pages |
| **Due Date** | Week 13, Friday 27th October, 5pm |
| **Submission Method** | Online |
| **Assessment Criteria** | Please see the Design Brief document on Canvas for the specific criteria and digital rubric. |
| **Return Method** | Not Returned |
| **Feedback Provided** | Online. Individual feedback is provided verbally during face-to-face classes, and through overall collective feedback. Final grade result, rubric band indications for each assessment criteria, and individual written feedback on CANVAS (within the UON policy of 15 working days of the final due date). |

# 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: Attendance/participation will be recorded in the following components:
  - Tutorial (Method of recording: Online )
  - Written Roll
  As this is a first-year course 70% Attendance in tutorials is required in order to pass the course.)

**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.