

DESN2011: Design Futures and Professional Practice

Newcastle City Precinct
Semester 2 - 2023



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

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 use speculative design and iterative design concepts to plan, design and reflect upon their career trajectory. It will explore current industry trends and challenges that indicate future opportunities for emerging practitioners. Students will engage with industry professionals and peers to shape the emerging landscape of work in their preferred area/s of visual communication practice.

Requisites

If you have successfully completed DESN2004 you cannot enrol in this course.

Assumed Knowledge Contact Hours

Basic skills in Adobe Illustrator, Photoshop and XD

Newcastle City Precinct

Lecture

Face to Face On Campus

1 hour(s) per Week for 2 Weeks starting Week 1
Weeks 1 and 8

Tutorial

Face to Face On Campus

2 hour(s) per Week for 10 Weeks starting Week 1
Weeks 1-7 and 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

CRICOS Provider 00109J

CONTACTS

Course Coordinator **Newcastle City Precinct**
Dr Ralph Kenke
Ralph.Kenke@newcastle.edu.au
Consultation:

Teaching Staff Other teaching staff will be advised on the course Canvas site.

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SYLLABUS

Course Content

- Speculative design for your future career
- Situate your talent and skills towards a work/life journey as design practitioner
- Understanding of the diverse pathways in a design career
- Design industry trends and forecast

Course Learning Outcomes **On successful completion of this course, students will be able to:**
1. Apply speculative and iterative design concepts to creative outputs and projects aligning with professional practice.
2. Create an aspirational professional project
3. Analyse industry and workforce research data and case studies
4. Identify and interact with relevant design communities of practice

Course Materials **Other Resources:**
- See Canvas for list of Lecture Materials required including multi-media resources, recommended and/or required reading and text.

SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	17 Jul	Lecture: Introduction Design Futures & Professional Practice, Briefing Assessment 1 & 2	Self-directed work (no studio) Concept development and Pitch Deck Design	
2	24 Jul	Lecture: Speculative Design & Kinetic Type	Studio: Concept review Pitch Deck Design review	
3	31 Jul		Studio: Pitch Deck Presentation De-briefing Assessment 2	Presentation
4	7 Aug		Studio: Project work in progress	
5	14 Aug	Lecture: Current and Future Design Practice	Studio: Project work in progress	
6	21 Aug	22/08/2022	Studio: Project Submission Briefing Assessment 3	Project
7	28 Aug		Studio: Case Study in progress	
8	4 Sep	Lecture: Current and Future Design Practice		
9	11 Sep		Studio: Case Study in progress	
10	18 Sep		Studio: Case Study in progress	
Mid Term Break				
Mid Term Break				
11	9 Oct		Studio: submission	Case Study
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	Presentation	02/08/2023	Combination	25%	1, 3, 4
2	Project	23/08/2023	Individual	40%	1, 2, 4
3	Case Study	11/10/2023	Individual	35%	1, 2, 3, 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 - Presentation 25%

Assessment Type Description

Presentation
A presentation to share design concept(s) and elaborate on professional practice in the Visual Communication Design Industry. Development of a professional pitch deck with consideration of content and format.

Weighting

25%

Length

at least 6 A3 slides/images/graphic renders

Due Date

02/08/2023

Submission Method

In Class

Assessment Criteria	Online
Return Method	All criteria will be provided on Canvas and outlined in detail on the assessment brief
Feedback Provided	Not Returned
	Online - . In class

Assessment 2 - Project 40%

Assessment Type	Project
Description	Develop a creative project to position your practice within a professional context. Create visual assets to the proposed project considering methods and techniques discussed and presented during Lectures and Studio sessions. Demonstrate weekly progress as part of the creative process and the skills to share and contribute to the Improvement of the design project.
Weighting	40%
Length	at least 4 A4 images/graphic renders
Due Date	23/08/2023
Submission Method	In Class
	Online
Assessment Criteria	All criteria will be provided on Canvas and outlined in detail on the assessment brief
Return Method	Not Returned
Feedback Provided	Online - . In class

Assessment 3 - Case Study 35%

Assessment Type	Case Study / Problem Based Learning
Description	Investigate professional design practices and deconstruct applied methods and technics. Share and elaborate on your findings in a case study and use a design process to position your creative practice within a field of your preference. Use your design skills as well as appropriate media and format to place your practice within the case study.
Weighting	35%
Length	at least 4 A4 images/graphic renders
Due Date	11/10/2023
Submission Method	In Class
	Online
Assessment Criteria	All criteria will be provided on Canvas and outlined in detail on the assessment 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.

Attendance	<p>*Skills are those identified for the purposes of assessment task(s). Attendance/participation will be recorded in the following components:</p> <ul style="list-style-type: none">- Tutorial (Method of recording:)
WH&S Requirements	<p>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.</p>
Communication Methods	<p>Communication methods used in this course include:</p> <ul style="list-style-type: none">- 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	<p>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.</p> <p>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.</p>
Oral Interviews (Vivas)	<p>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.</p>
Academic Misconduct	<p>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.</p>
Adverse Circumstances	<p>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:</p> <ol style="list-style-type: none">1. the assessment item is a major assessment item; or2. 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; or4. the course has a compulsory attendance requirement. <p>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</p>
Important Policy Information	<p>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.</p>

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.

