

DESN1031: Digital Practices in Visual Communication

Newcastle City Precinct

Semester 1 - 2024



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	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.
Academic Progress Requirements	Nil
Contact Hours	Newcastle City Precinct Laboratory Face to Face On Campus 2 hour(s) per fortnight for 6 fortnight(s) starting Week 2 Lecture Face to Face On Campus 1 hour(s) per fortnight for 6 fortnight(s) starting Week 1 Online Activity Online 1 hour(s) per fortnight for 6 fortnight(s) 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.

COURSE OUTLINE

CONTACTS

Course Coordinator **Newcastle City Precinct**
Dr Marilia Lyra Bergamo
Marilia.Lyrabergamo@newcastle.edu.au
Consultation: All contact is through institutional email; please allow a 24-hour response time during business days.

Consultation hours can be scheduled directly with the tutor.

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

School Office **School of Humanities Creative Industries and Social Sciences**
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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.

COMPULSORY REQUIREMENTS

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

Course Assessment Requirements:

- Assessment 1 - Quiz x 5: Pass requirement - Must pass this assessment item to pass the course.
- Assessment 2 - Tutorial Exercises: Pass requirement - Must pass this assessment item to pass the course.
- Assessment 3 - Project: Submit assessment item - Must submit this assessment to pass the course.

SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	26 Feb	Course Introduction	Lecture + Online content	Quiz
2	4 Mar	Final project assembly	Tutorial	Tutorial exercise
3	11 Mar	Colour	Lecture + Online content	Quiz
4	18 Mar	Colour	Tutorial	Tutorial exercise
5	25 Mar	Image	Lecture + Online content	Quiz
6	1 Apr	Image	Tutorial	Tutorial exercise
7	8 Apr	Print	Lecture + Online content	Quiz
Mid-Semester Recess				
Mid-Semester Recess				
8	29 Apr	Print	Tutorial	Tutorial exercise
9	6 May	Motion	Lecture + Online content	Quiz
10	13 May	Motion	Tutorial	Tutorial exercise
11	20 May	Web	Lecture + Online content	Quiz
12	27 May	Web	Tutorial	Tutorial exercise
13	3 Jun	Final project	Final project assembly	Canvas and Padlet upload
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*	Quizzes are due 11.59pm the day before the tutorial starts.	Individual	30% (6 X 5%)	1, 2
2	Tutorial Exercises*	Tutorials are due 11.59pm the day before the following lecture.	Individual	50% (5x8% & 1x10%)	2, 3, 4
3	Project*	The final work must be submitted by 11.59pm Friday 7 June in the last week of class.	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.

Assessment 1 - Quiz x 5

Assessment Type Purpose

Quiz
This evaluation aims to review the contents presented in the lectures. It is expected that the student had viewed the Lecture and answered the questions a week before the tutorial. The quizzes will help students understand the usefulness of the following digital practice and the reason for using a specific digital tool.

Description Weighting Compulsory Requirements

Each quiz will contain five questions; some may be essay or upload file questions.
30% (6x5%)
Pass requirement - Must pass this assessment item to pass the course.

Length Due Date

Approx. 30 mins per quiz
11.59pm a day before the tutorial starts

Submission Method Assessment Criteria

Online
Please check Canvas Rubrics to understand the criteria.

Return Method	Online
Feedback Provided	Online - Feedback is due a day before the following Lecture.. Feedback will consist of what is expected as an essay answer and score.
Opportunity to Reattempt	Students WILL be given the opportunity to reattempt this assessment.

Assessment 2 - Tutorial Exercises

Assessment Type	Tutorial / Laboratory Exercises
Purpose	This assessment aims to ensure the student's practical learning by effectively using digital tools to complete specific graphic design and animation tasks.
Description	The student will be presented with a step-by-step orientation on executing his work during the tutorial. The student is expected to develop some form of autonomy during this time by experimenting within the scope of the task to challenge themselves creatively.
Weighting	50% (5x8% and 1x10%)
Compulsory Requirements	Pass requirement - Must pass this assessment item to pass the course.
Length	Approximately 1 A4 or 1 A3 pages
Due Date	Tutorials are due to 11.59pm a day before the following lecture
Submission Method	Online
Assessment Criteria	Please check Canvas Rubrics to understand the criteria.
Return Method	Online
Feedback Provided	Online - Feedback is provided according to the Tutor's schedule. Please check with your tutor about the frequency.
Opportunity to Reattempt	Students WILL be given the opportunity to reattempt this assessment.

Assessment 3 - Project

Assessment Type	Project
Purpose	This final work aims to ensure consistency between the design produced in each tutorial and delivered as a visual communication product.
Description	Students will deliver all the finished material they started on each tutorial as collective images and files. They are also expected to publish each part of the final product on the online class portfolio indicated by the course coordinator.
Weighting	20%
Compulsory Requirements	Submit assessment item - Must submit this assessment to pass the course.
Length	5 x A4 equivalent images, 1 x 30 second animation and a link to a 5 page website
Due Date	The final work must be submitted by the last week 11.59pm Friday, by Canvas (20% final score).
Submission Method	Online
Assessment Criteria	Please check Canvas Rubrics to understand the criteria.
Return Method	Online
Feedback Provided	Online - Feedback is provided according to the Tutor's schedule. Please check with your tutor about the final feedback.
Opportunity to Reattempt	Students WILL NOT be given the opportunity to reattempt this assessment.

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:

- Laboratory (Method of recording: University attendance system)

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.

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/respect-at-uni/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.

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