

## DESN2003: The Design Process in Theory and Professional Practice

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

<b>Course Description</b>	This course examines various understandings and models of the design process, their related stages and techniques, and their relevance to visual communication design in theory and professional practice. It will explore the philosophical and ideological underpinnings of the design process. The course will require students to reflect upon their understanding of their own design process and compare that to theories outlined in research and/or professional literature as well as case studies and/or first-hand professional accounts.
<b>Academic Progress Requirements</b>	Nil
<b>Contact Hours</b>	<b>Newcastle City Precinct</b>  <b>Lecture</b> Face to Face On Campus 1 hour(s) per week(s) for 6 week(s) starting Week 1  <b>Tutorial</b> Face to Face On Campus 2 hour(s) per week(s) for 9 week(s) starting Week 1  <b>Tutorial</b> Face to Face On Campus 1 hour(s) per week(s) for 3 week(s) starting Week 10
<b>Unit Weighting</b>	10
<b>Workload</b>	Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

# COURSE OUTLINE

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# CONTACTS

<b>Course Coordinator</b>	<b>Newcastle City Precinct</b> Dr Jane Shadbolt <a href="mailto:Jane.Shadbolt@newcastle.edu.au">Jane.Shadbolt@newcastle.edu.au</a> (02) 4921 6369 Consultation: Monday 3-4 or by arrangement
<b>Teaching Staff</b>	Other teaching staff will be advised on the course Canvas site.
<b>School Office</b>	<b>School of Humanities Creative Industries and Social Sciences</b> NU Space, Level 4 409 Hunter Street Newcastle <a href="mailto:HCISS@newcastle.edu.au">HCISS@newcastle.edu.au</a> +61 4985 4500

# SYLLABUS

<b>Course Content</b>	Topics will include: <ol style="list-style-type: none"><li>1. Models of the design process in theory and practice</li><li>2. Design process stages and techniques including: contextual research, ideation, incubation, collaboration, co-design, problem solving, user testing</li><li>3. The social, historical and philosophical contexts of models of the design process</li><li>4. Conducting case study and primary research</li><li>5. Reviewing literature</li></ol>
<b>Course Learning Outcomes</b>	<b>On successful completion of this course, students will be able to:</b> <ol style="list-style-type: none"><li>1. Describe various models, phases and techniques of the design process;</li><li>2. Visually depict and compare various models, phases and techniques of the design process</li><li>3. Conduct primary and secondary research about the design process;</li><li>4. Communicate their research findings using appropriate presentation, written and visual forms of communication.</li></ol>
<b>Course Materials</b>	Lecture Materials: <ul style="list-style-type: none"><li>• Lectures are recorded and available on Canvas</li><li>• Tutorials are face to face.</li></ul> Other Resources: <ul style="list-style-type: none"><li>• See Canvas for all other assignment and course details including readings, assessments and weekly tasks.</li></ul>

# SCHEDULE

	Week Begins	Topic	Tutorial	Comments
1	26 Feb	LECTURE 01: Introduction: Course overview and key concepts.	Introduction and creativity workshop	Quiz 01
2	4 Mar	LECTURE 02: Design Process Models	Design thinking workshop	Quiz 02
3	11 Mar	LECTURE 03: Copying and fan art	Fan art workshop	Quiz 03
4	18 Mar	LECTURE 04: Designer process in practice	Case study, peer review, making an argument	Quiz 04
5	25 Mar	LECTURE 05: Idea Generation and AI	Case study, peer review, making an argument	Quiz 05
6	1 Apr	LECTURE 06: Speculative and radical design	Case study, peer review, making an argument	Quiz 06
7	8 Apr	No Lecture	Visual Thinking - creative iteration workshop	
<b>Mid-Semester Recess</b>				
<b>Mid-Semester Recess</b>				
8	29 Apr	No Lecture	Visual Thinking - analogue creativity workshop	Assessment 2 due - Designer Process video report
9	6 May	No Lecture	Visual Thinking - digital creativity workshop	
10	13 May	No Lecture	Team assignment In-class support	Note: tutorial is 1 hour only
11	20 May	No Lecture	Team assignment In-class support	Note: tutorial is 1 hour only
12	27 May	No Lecture	Team assignment In-class support	Note: tutorial is 1 hour only
13	3 Jun	No Lecture	No tutorial	Assessment 3 due - Creative Project in teams
<b>Examination Period</b>				
<b>Examination Period</b>				

# 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	Multiple choice questions on key course readings and content	Each quiz will open after the Monday lecture and be open for two weeks Quiz 1 – open 26 <sup>th</sup> Feb – 11 <sup>th</sup> March Quiz 2 – open 4 <sup>th</sup> March – 18 <sup>th</sup> March Quiz 3 – open 11 <sup>th</sup> March – 25 <sup>th</sup> March Quiz 4 – open 18 <sup>th</sup> March – 1 <sup>st</sup> April Quiz 5 – open 25 <sup>th</sup> March – 8 <sup>th</sup> April Quiz 6 – open 1 <sup>st</sup> April – 15 <sup>th</sup> April	Individual	30% (6x5%)	1
2	Video report	Please note some variable deadlines - see Canvas for details You will be assigned a presentation slot that will occur in your tutorial in weeks 4,5, or 6 Video Report due Week 8 - Monday 29 <sup>th</sup> April at 11:59pm	Individual	30%	2, 3, 4
3	Creative project in teams	Week 13 - Friday 7th June at 11.59pm	Group	40%	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 - Multiple choice questions on key course readings and content

<b>Assessment Type</b>	Quiz
<b>Purpose</b>	The quiz component of this course helps you review and reflect on key concepts outlined in that week's lectures and assigned readings.
<b>Description</b>	A multiple choice quiz on lectures and readings for content delivered in weeks 1-6
<b>Weighting</b>	30% (6x5%)
<b>Length</b>	6 x weekly quiz
<b>Due Date</b>	Each quiz will open after the Monday lecture and be open for two weeks Quiz 1 – open 26 <sup>th</sup> Feb – 11 <sup>th</sup> March 11:59pm Quiz 2 – open 4 <sup>th</sup> March – 18 <sup>th</sup> March 11:59pm Quiz 3 – open 11 <sup>th</sup> March – 25 <sup>th</sup> March 11:59pm Quiz 4 – open 18 <sup>th</sup> March – 1 <sup>st</sup> April 11:59pm Quiz 5 – open 25 <sup>th</sup> March – 8 <sup>th</sup> April 11:59pm Quiz 6 – open 1 <sup>st</sup> April – 15 <sup>th</sup> April 11:59pm
<b>Submission Method</b>	Online via course website
<b>Assessment Criteria</b>	Please see Canvas for more details
<b>Return Method</b>	Online via course website
<b>Feedback Provided</b>	No Feedback - .

## Assessment 2 - Video report

<b>Assessment Type</b>	Report
<b>Purpose</b>	Researching the work of other designers is key to understanding contemporary trends and influences in visual communications. In this exercise you will choose a design professional to research and make an argument for the type and style of design process they use in their professional work. Sharing, commenting and getting feedback on your research is also a key part of being a design professional so you will help and encourage your peers by providing constructive written feedback on their ideas and arguments for their video essay.
<b>Description</b>	<p>Deliverables</p> <p>A 3-5 minute video essay of your findings in the form of a pre-recorded PowerPoint style presentation.</p> <p>A work in progress (WIP) presentation in class</p> <p>Written comment/feedback on at least 2 x student WIP presentations in class</p>
<b>Weighting</b>	30%
<b>Length</b>	3-5 minutes (equivalent to approximately 1800 words)
<b>Due Date</b>	Please note some variable deadlines - see Canvas for details You will be assigned a presentation slot that will occur in your tutorial in weeks 04,05,06 Video Report due Week 08 - Monday 29 <sup>th</sup> April at 11:59pm
<b>Submission Method</b>	Online
<b>Assessment Criteria</b>	Please note you will be assessed on the Video report and written feedback to peers only in this assignment. The content of the WIP presentation is not formally assessed. Please see Canvas for further details.
<b>Return Method</b>	Not Returned
<b>Feedback Provided</b>	Online - Assessment is via rubric and feedback is provided in class and through peer assessment.

## Assessment 3 - Creative project in teams

<b>Assessment Type</b>	Project
<b>Purpose</b>	This assessment allows you to articulate your understanding of design theories and how you can use them in creative practice.
<b>Description</b>	<p>Working in teams of two you will document your progression through a design process as your team presents a design in mock meetings to fictional clients. Your team will also play the role of a client who will set the tone of the brief and see those creative ideas designed by another team in your class.</p> <p>Deliverables:</p> <ul style="list-style-type: none"><li>* your visual work as a design team (your design iterations for your client and your reflections on that process as a designer)</li><li>* your creative work as a client team (your brief, research and reflections on that process as a client)</li></ul> <p>Note: total written reflections of the process are to be between 1000-1200 words</p>
<b>Weighting</b>	40%
<b>Length</b>	1200 words + min of 2 x A3 pages for visuals (equivalent to approximately 2200 words)
<b>Due Date</b>	Week 13 - Friday 7th June at 11.59pm
<b>Submission Method</b>	Online
<b>Assessment Criteria</b>	See Canvas for further details
<b>Return Method</b>	Not Returned
<b>Feedback Provided</b>	Online - Feedback is provided via rubric and in support sessions in tutorial time

# 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: A role will be taken at each tutorial session)

Attendance in person is recommended for this course. The style of assignments requires collaboration with your peers to complete successfully and the content has not been designed to be taken online, asynchronously or remotely.

## 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.

Canvas is the preferred method of communication in this course. Please send all email inquiries via Canvas.

## 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 a result of student feedback, the following changes have been made to this offering of the course:

- Assessments have been substantially changed. The order, form and style of the assessments have been redesigned in response to feedback received in 2023.

## 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

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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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