School of Humanities Creative Industries SocialSci

DESN2221: Graphic Brand Identities and Spaces
Newcastle City Precinct
Semester 1 - 2024

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 explores visual design approaches to the development, construction and communication of brand identities. It examines how brand identity operates within historical, social, and commercial contexts, and looks at the application of brand identity design to conceptual and physical spaces, experiences, campaigns and environments. Through a combination of research and project-based learning students will develop the creative, theoretical, and technical expertise required to effectively communicate the identified philosophies and strategic brand messages of organisations, events, and individuals.

Student projects may involve work integrated or research integrated learning opportunities; projects that involve external stakeholders; group/collaborative projects; speculative or more theoretically oriented projects; professionally oriented projects; projects based on competition or award briefs.

Academic Progress Requirements

Nil

Contact Hours

Newcastle City Precinct

Lecture
Face to Face On Campus
1 hour(s) per week(s) for 1 week(s) starting Week 2

Lecture
Face to Face On Campus
1 hour(s) per week(s) for 1 week(s) starting Week 8

Tutorial
Face to Face On Campus
2 hour(s) per week(s) for 12 week(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.

CONTACTS

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

- The construction of brand identity
- Forms of branded content and media
- Historical, cultural, social, and commercial contexts for identity
- Analysis of creative briefs and brand identity objectives
- Branding and identity solutions informed by design and market research
- Concept and content generation in support of key client objectives
- Collaboration, and client/designer/team relationships and strategies
- Presenting branding and identity concepts for professional practice contexts
- Technical, creative, ethical, critical and budgetary implications
- Critical and experimental applications of branded media
- Design documentation

Course Learning Outcomes

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

1. Implement self-directed visual and contextual research for branding and identity design outcomes;

2. Complete brand identity projects to production ready standards;

3. Engage in ongoing testing, reflection, critique, and refinement during the design process;

4. Apply visual identities to spatial and environmental contexts;

5. Collaborate effectively as part of a team.

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	26 Feb		Studio: Design development: Tutorial Activity + Self-Directed Activity	
2	4 Mar	Lecture: Briefing Project 1	Studio: Design development: Tutorial Activity + Self-Directed Activity	
3	11 Mar		Studio: Design development: Tutorial Activity + Self-Directed Activity	
4	18 Mar		Studio: Design development: Tutorial Activity + Self-Directed Activity	
5	25 Mar		online: Design development: Tutorial Activity + Self-Directed Activity	
6	1 Apr		Studio: Design development: Tutorial Activity + Self-Directed Activity	
7	8 Apr		Studio: Presentation Project 1 In class time	Assignment 1 Project 1: Submission before class time/Upload to Canvas
Mid-Semester Recess				
Mid-Semester Recess				
8	29 Apr	Lecture: Briefing Project 2	Studio: Design development: Tutorial Activity + Self-Directed Activity	Assignment 3: Online Learning Activity Submission before class time/Upload to Canvas
9	6 May		Studio: Design development: Tutorial Activity + Self-Directed Activity	
10	13 May		Studio: Design development: Tutorial Activity + Self-Directed Activity	
11	20 May		Studio: Design development: Tutorial Activity + Self-Directed Activity	
12	27 May		Presentation Project 2 In class time	Assignment 2 Project 2: Submission before class time/Upload to Canvas
13	3 Jun			
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	Project 1	In class Thursday 11/04 and Friday 12/04 (Week 7)	Individual	40%	1, 2, 3
2	Project 2	In class Thursday 30/05 and Friday 31/05 (Week 12)	Group	40%	1, 2, 3, 4, 5
3	Online Learning Activity	In class Thursday 2/05 and Friday 3/05 (Week 8)	Individual	20%	1, 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 - Project 1

Assessment Type	Project
Purpose	Build visual research skills and critical creative abilities to deliver graphics in a strategic manner.
Description	Develop brand graphics to visualise a fictional or real service/product supported by print or digital collateral. Branded for a target audience and designed in context with of its environment. Strategy and design principles will be apply
Weighting	40%
Length	150-400 w/ 8-20 img = 8-12 x A4 pages
Due Date	In class Thursday 11/04 and Friday 12/04 (Week 7)
Submission Method	In Class Online
Assessment Criteria	See Rubrics online on Canvas
Return Method	Not Returned
Feedback Provided	Online and ongoing in class (each week you have the opportunity to show your visuals and receive progress feedback).

Assessment 2 - Project 2

Assessment Type	Project
Purpose	Expanding Branding knowledge and skills into wayfinding and spatial experience design.
Description	Brand + Strategy + Wayfinding: Students are required to develop strategies, brand elements and design collateral for spatial problem solving to seamlessly engage human senses delivering a unique solution
Weighting	40%
Length	100-150 w/ 12-18 img = 2 x A2 pages
Due Date	In class Thursday 30/05 and Friday 31/05 (Week 12)
Submission Method	In class Online
Assessment Criteria	See Rubrics online on Canvas and Design Brief
Return Method	Not Returned
Feedback Provided	Online and ongoing in class (each week you have the opportunity to show your visuals and receive progress feedback)

Assessment 3 - Online Learning Activity

Assessment Type	Online Learning Activity
Purpose	Apply course knowledge and skills to deliver a expressive visual design.
Description	Self-directed online activity to inform creative practice in Graphic Identities. Elaborate on learning activities during Studio sessions and Lecture content provided in the first half of the course. The aim is to demonstrate the learnings. Please see detailed brief and more information online on the course Canvas page.

Weighting	20%
Length	100-150 w/ 3 graphics = 3 x A3
Due Date	In class on Thursday 2/05 and Friday 3/05 (Week 8)
Submission Method	Online
Assessment Criteria	See Rubrics online on Canvas and Design Brief
Return Method	Not Returned
Feedback Provided	Online via Canvas

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).

Placement Requirements	This is a placement course covered by the Student Placement Policy. Refer to http://newcastle.edu.au/policy/000768.html for further information.
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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