

## DESN3321: Publication Design

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 explores contemporary approaches to professional, commercial and experimental publication design. Students will develop the skills and knowledge required to prepare files for print applications through the design and production of a publication.

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

**Assumed Knowledge** DESN1031 and DESN1011 and DESN1021

**Contact Hours** Newcastle City Precinct

**Lecture**

Face to Face On Campus

1 hour(s) per week(s) for 2 week(s) starting Week 7

**Lecture**

Face to Face On Campus

1 hour(s) per week(s) for 2 week(s) starting Week 1

**Tutorial**

Face to Face On Campus

2 hour(s) per week(s) for 10 week(s) starting Week 3

**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

<b>Course Coordinator</b>	<b>Newcastle City Precinct</b> Mr Wayne Thompson <a href="mailto:Wayne.Thompson@newcastle.edu.au">Wayne.Thompson@newcastle.edu.au</a> Consultation: Please email for appointments
<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>	<ul style="list-style-type: none"><li>• Publication forms, conventions, concepts and terminologies;</li><li>• Materiality, user interaction, binding and finishing for publications;</li><li>• Historical and contemporary methods and technologies;</li><li>• Creative solutions to constraints and challenges in print publication;</li><li>• Client/designer/printer/audience relationships and environments;</li><li>• Project management and processes for print design;</li><li>• Environmental, ethical and economic perspectives.</li></ul>
<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. Design content for print to production-ready standards</li><li>2. Select and use appropriate production processes for different print applications</li><li>3. Document and explain design and production decisions</li><li>4. Experiment with print materials, formats and outcomes</li><li>5. Constructively critique design concepts and outcomes</li></ol>
<b>Course Materials</b>	<b>Other Resources:</b> <ul style="list-style-type: none"><li>- See Canvas course website for list of lecture materials required including multi-media resources, recommended and/or required reading and text.</li></ul>

# SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	26 Feb	Introduction	Lecture: Introduction and course overview. Attendance is critical because this lecture explains all of your assessments in detail	
2	4 Mar	Introduction to publications	Lecture: Elements and anatomy of a Publication	
3	11 Mar	Publication concept & planning	Studio class: Concept spreads, content generation, GANTT chart, planning for print. For GANNT chart info, see <a href="https://en.wikipedia.org/wiki/Gantt_chart">https://en.wikipedia.org/wiki/Gantt_chart</a>	
4	18 Mar	Layout and grids	Studio class: grids exercise	
5	25 Mar	Using InDesign	Studio class: InDesign instruction – setting up your document	
6	1 Apr	No scheduled content due to public holiday Mon 1 April. Tues April 2 tutorial is open studio.	No scheduled content due to public holiday Mon 1 April. Tues April 2 tutorial is open studio.	
7	8 Apr	Using InDesign	Lecture: Micro Typography 1  Studio class: InDesign instruction – planning your long-document typography	
<b>Mid-Semester Recess</b>				
<b>Mid-Semester Recess</b>				
8	29 Apr	Pre-Press	Lecture: Micro-Typography 2  Studio class: Preparing for finished art output	
9	6 May	Presentations	Each student presents their progress on all assessments in 1-2 mins	A1 Multi-Print Publication
10	13 May	Photography	Studio class: Photographing your work for portfolio presentation	
11	20 May		Drop-in session: review, feedback, software help	
12	27 May		Drop-in session: review, feedback, software help	
13	3 Jun		Drop-in session: review, feedback, software help	A2, A3
<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	Project 1	5:00pm Friday 10 May 2024 (week 9 of semester)	Individual	40%	1, 2, 3, 4, 5
2	Project 2	5:00pm Friday 7 June 2024 (Week 13 of semester)	Individual	40%	1, 2, 3, 4, 5
3	Online Learning Activity	11:59pm: 1: Friday 15 March 2024 (end Week 3) 2: Friday 22 March 2024 (end Week 4) 3: Friday 29 March 2024 (end Week 5) 4: Friday 12 April 2024 (end Week 7) 5: Friday 3 May 2024 (end Week 8) 6: Friday 17 May 2024 (end Week 10)	Individual	20%	3, 4, 5

## 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

To experiment with the physical construction of a design document

### Description

This project requires the physical production of a multi-finish design document which incorporates experimental materials, finishes, bindings and typography. This task will demonstrate your creative, critical, technical and applied understanding of the layout and design of a longform publication. Attention will be given to different stages of production, including research, conceptualisation, proposal, planning, production, refinement, and physical presentation. Emphasis will be on the material qualities, physical formats, structures, methods, interactions, printing and binding options, and finishes possible for your unique design publication, and you are encouraged to make use of UoN's MakerSpace for access to specialty equipment. A designerly and artistic approach is encouraged to explore and incorporate different materials and techniques to creatively interpret the publication theme, and find opportunities for creative, material, conceptual, and technical design responses to publication production challenges. Scheduled studio classes will focus on particular aspects of professional publication design, with scope for stylistic expression and interpretation. Both digital and physical presentation of your final document is required for submission deadline.

### Weighting

40%

### Length

Minimum 20 pages, minimum 1000 words, minimum page size 200mm x 200mm

### Due Date

5:00pm Friday 10 May 2024 (week 9)

### Submission Method

Specific Location – a submission box near the public computers, ground floor, University House.

Online - a digital version, including lead-up work, must also be submitted via Canvas.

### Assessment Criteria

Please refer to rubrics published on Canvas

### Return Method

In Class

### Feedback Provided

In Class - Feedback will NOT be given at assessment time, instead it is given DURING semester in tutorials. This is in line with industry practice, in which feedback and tutor review contribute to improved outcomes for assessment.

---

## Assessment 2 - Project 2

<b>Assessment Type</b>	Project
<b>Purpose</b>	To gain experience in the planning, design and output of a long document and repurposing content for different formats
<b>Description</b>	This project involves the design and physical production of a magazine and accompanying poster in order to gain experience in the presentation of related content in different physical formats. Attention will be given to research, conceptualisation, planning, proposal, production, refinement and physical presentation. In this assessment, there is special emphasis on editorial page layout and longform typography. Both digital and physical presentation of your final document is required for submission deadline.
<b>Weighting</b>	40%
<b>Length</b>	Magazine: Minimum 24 pages, minimum 1000 words, Page size A4 210 x 297mm or bigger Poster: Minimum A3 size, 0-20 words, 0-10 images
<b>Due Date</b>	5:00pm Friday 7 June 2024 (Week 13 of semester)
<b>Submission Method</b>	Specific Location - submission box near the public computers, ground floor, University House. Online - a digital version, including lead-up work, must also be submitted via Canvas.
<b>Assessment Criteria</b>	Please refer to rubrics published on Canvas
<b>Return Method</b>	In Class
<b>Feedback Provided</b>	In Class - Feedback will NOT be given at assessment time, instead it is given DURING semester in tutorials. This is in line with industry practice, in which feedback and tutor review contribute to improved outcomes for assessment.

## Assessment 3 - Online Learning Activity

<b>Assessment Type</b>	Online Learning Activity
<b>Purpose</b>	To learn specific techniques, theories and principles related to editorial design
<b>Description</b>	Respond to 6 separate self-directed briefs distributed throughout the semester, each of which explores a facet of editorial design. The briefs will be delivered and explained in tutorials, and each has a deadline one week after delivery.
<b>Weighting</b>	20% (1, 2, 3, 5, 6 are worth 3% each, 4 is worth 5%)
<b>Length</b>	A4 page size, 2-4 pages of response to each brief, each containing 2-3 images, with a minimum of 100 words
<b>Due Date</b>	1: Friday 15 March 2024 (end Week 3) 2: Friday 22 March 2024 (end Week 4) 3: Friday 29 March 2024 (end Week 5) 4: Friday 12 April 2024 (end Week 7) 5: Friday 3 May 2024 (end Week 8) 6: Friday 17 May 2024 (end Week 10) (11:59pm)
<b>Submission Method</b>	Online - PDF submission via Canvas x 6
<b>Assessment Criteria</b>	Please refer to rubrics published on Canvas
<b>Return Method</b>	Not Returned
<b>Feedback Provided</b>	In Class - Feedback will NOT be given at assessment time, instead it is given DURING semester in tutorials. This is in line with industry practice, in which feedback and tutor review contribute to improved outcomes for 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).

## WH&S Requirements

MakerSpace inductions are compulsory – see Canvas course site home page 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.

All lecture recordings and tutorial slides will be posted on Canvas, for the benefit of students who may not be able to attend all classes. However this is NOT a course with optional attendance – live content delivery, interaction with your tutor and discussion-based feedback in classes is emphasised, and is this course NOT oriented to online delivery. Students who attend less than 60% of sessions are likely to suffer a deficit of understanding of the course materials and risk course failure.

Tutor is available for limited face to face feedback outside of scheduled tutorials, but will not be giving email feedback.

## 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:

- Assessment deadline spaced throughout semester, rather than all at end

## 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.*

© 2024 The University of Newcastle, Australia