

## DESN3411: Creative Studio Placement

Newcastle City Precinct

Summer 2 - 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 prepares students for the careers in the creative industries by providing opportunities to undertake a professional placement in an internal university-run studio. During the placement they will develop professional skills and practices appropriate to their chosen profession and experience the dynamics, discourses, practices and realities of working in a professional environment. Direction is provided onsite by a placement supervisor.

Student projects may include, but are not limited to: theoretical explorations and reviews; speculative design practices; professionally oriented projects; work-integrated learning and research-integrated learning opportunities; group / collaborative projects; external stakeholder based projects.

### Contact Hours

#### Newcastle City Precinct Lectorial

Face to Face On Campus  
24 hour(s) per term starting Week 1

#### Placement

Face to Face On Campus  
80 hour(s) per term starting Week 1

#### Self-Directed Learning

Self-Directed  
40 hour(s) per term starting Week 1

### 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

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# CONTACTS

<b>Course Coordinator</b>	<b>Newcastle City Precinct</b> Dr Simone O'Callaghan Simone.Ocallaghan@newcastle.edu.au (02) 4913 8096 Consultation: email for times.
<b>Teaching Staff</b>	Carl Morgan Carl.morgan@newcastle.edu.au Consultation: email for consultation
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# SYLLABUS

<b>Course Content</b>	<ol style="list-style-type: none"><li>1. Record, report and critically reflect on placement.</li><li>2. Develop a portfolio of work that demonstrates participation and experiential learning.</li><li>3. Evaluate aspects of their field of creative professional practice with peers and professional practitioners.</li><li>4. Develop professional skills that can be used in client-facing situations such as appropriate communication methods, presenting to clients and responding to client feedback.</li></ol>
<b>Course Learning Outcomes</b>	<p><b>On successful completion of this course, students will be able to:</b></p> <ol style="list-style-type: none"><li>1. Demonstrate the ability to apply creative and technical skills learned in their degree to a relevant industry placement</li><li>2. Present solutions to briefs in a manner commensurate with industry standards and respond to feedback on these, through the implementation of reflective and/ or iterative processes</li><li>3. Critically evaluate issues facing visual communication practitioners in day to day practice.</li><li>4. Demonstrate the ability to collaborate in a team with colleagues when responding to client briefs.</li></ol>
<b>Course Materials</b>	<p><b>Other Resources:</b></p> <ul style="list-style-type: none"><li>- See Canvas for list of Lecture Materials required including project and client related resources, recommended and/or required reading and text.</li></ul> <p><b>Recommended Reading:</b></p> <ul style="list-style-type: none"><li>- Shaughnessy, A &amp; Brook T (2009): <i>Studio Culture: the Secret Life of Graphic Design Studio</i>, Laurence King Publishing, London</li></ul>

# SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	15 Jan	Introduction Client Briefs	Start work on client briefs	<b>A1:</b> Placement Journal Entry 1, including Learning Contract – <b>21/1/24</b>
2	22 Jan	Project Evaluation	Present 1st drafts of design solutions to clients	<b>A1:</b> Placement Journal Entry 2 – <b>28/1/24</b>  <b>A2:</b> Presentation – <b>Tue/Wed/Thur in agreement with clients</b>
3	29 Jan	Project Refinement	Incorporate client feedback into design work, present updated work	<b>A1:</b> Placement Journal Entry 3 – <b>4/2/24</b>
4	5 Feb	Project Delivery	Finalise design projects and prepare for hand-over to clients	<b>A1:</b> Placement Journal Entry 4 – <b>11/2/24</b>
<b>Examination Period</b>				<b>A3:</b> Designed Report & Client Files – <b>18<sup>th</sup> February 2024</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	Online Journal Entries	Sunday night of each week	Individual	20%	1, 3, 4
2	Presentation	Week commencing 22 <sup>nd</sup> January 2024	Individual	40%	1, 2, 3
3	Final Report	Sunday 18th February 2024	Individual	40%	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 - Online Journal Entries

### Assessment Type Description

Journal  
This record of the placement is to document, reflect and evaluate each week of the placement. It should provide the factual basis for the written report and presentation. Please upload every Sunday as per dates above. *The first blog upload must include the Learning Contract as well*, as the weekly journal entries.

### Weighting

20%

### Length

4 blog posts: 250 – 500 words each, plus images

### Due Date

Sunday night of each week

### Submission Method

Submit to Canvas via Placement Journal Blog

### Assessment Criteria

See Rubric Provided on Canvas

### Return Method

Not Returned

### Feedback Provided

Online

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## Assessment 2 - Presentation

<b>Assessment Type</b>	Presentation
<b>Description</b>	Students will deliver a 5 -10 minute presentation to their clients detailing the first drafts of their designs in response to the client briefs. Students will be assessed on their design solutions and how they engage with clients professionally. The structure, design and content of the presentation as a whole will also be assessed
<b>Weighting</b>	40%
<b>Length</b>	5-10 minute presentation
<b>Due Date</b>	Week commencing 22 <sup>nd</sup> January 2024
<b>Submission Method</b>	In Class Online via Canvas
<b>Assessment Criteria</b>	See Rubric Provided on Canvas
<b>Return Method</b>	Not Returned
<b>Feedback Provided</b>	In Session – Clients provide feedback formative feedback in session Online – formal grading information 3 weeks after submission date (excluding holidays).

## Assessment 3 - Final Report

<b>Assessment Type</b>	1500 – 2000 word Designed Report
<b>Description</b>	This report should be student appraisal of the value of the creative studio placement. You should will critically evaluate your experiences and reflect on your transition from student-practitioner to professional practice. You should reflect on your what you assumed at the beginning of the studio, referring to your learning contract, and discuss whether you achieved what you set out to do in the learning contract, or if your goals, expectations and understanding of industry practices have changed as a result of working in the studio, and how this might inform your future career. The report is also a visual record of the placement and can include examples of the visual tasks performed while on placement. You should also discuss within your report, your experiences of working with clients, working collaboratively as a designer and what you have learnt through these that will contribute to your own professional practices. Due to the varying nature of placement tasks that might be allocated to you, the actual work set by placement supervisors will not be assessed. However the design of the report as a whole, as well as the articulation and evaluation of the processes associated with the tasks, will be assessed.
<b>Weighting</b>	40%
<b>Length</b>	1500 – 2000 words plus images
<b>Due Date</b>	Sunday 18th February 2024
<b>Submission Method</b>	Online via Canvas
<b>Assessment Criteria</b>	See Rubric Provided on Canvas
<b>Return Method</b>	Not Returned
<b>Feedback Provided</b>	Online – 3 weeks after submission date (excluding holidays).

# 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).

## Communication Methods

Communication methods used in this course include:

## 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

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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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