

# Course Outline

**Title:** CREATIVE DIGITAL DESIGN TOPICS

**Code:** ITECH2117

**Faculty / Portfolio:** Faculty of Science

## Program Level:

	AQF Level of Program					
	5	6	7	8	9	10
Level						
Introductory						
Intermediate			✓			
Advanced						

**Pre-requisites:** (ITECH1004)

**Co-requisites:** (ITECH2102)

**Exclusions:** Nil

**Progress Units:** 15

**ASCED Code:** 029999

## Learning Outcomes:

### Knowledge:

- K1.** Recognize how deliberately arranged works affect one or more of the senses, emotions, and intellect;
- K2.** Recognise the aesthetic components required of visual design;
- K3.** Define the key features of visual communication;
- K4.** Analyse and interpret styles in new and existing digital works.

### Skills:

- S1.** Demonstrate skills in writing narrative;
- S2.** Demonstrate advanced skills in audio and video editing;
- S3.** Interpret and reorganise visual composition;
- S4.** Demonstrate skills in colour theory application;
- S5.** Apply traditional art theory to contemporary to contemporary digital creative works.

### Application of knowledge and skills:

- A1.** Improve depth of analysis of digital creative works;
- A2.** Plan more effective and aesthetic visual communication.

## Values and Graduate Attributes:

### Values:

- V1.** Appreciate the importance that culture has on creativity;

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- V2. Appreciate creative design in digital, pre-digital creative/artistic works and current creative digital works;
- V3. Understand and appreciate the ethical and moral duties associated with the production of creative digital works.

### Graduate Attributes:

Attribute	Brief Description	Focus
Continuous Learning	Show resourcefulness and self-motivation in relation to discovery of knowledge regarding the significance of historical influences on creative digital design	Medium
Self Reliance	Take full responsibility for self-management in terms of further development of skills associated with digital creative design	Medium
Engaged Citizenship	employ improved skills regarding visual communication and creative design in a range of different contexts.	Low
Social Responsibility	Conduct one's self in an ethical and moral way that ensures no individual or organisation is harmed by any of the decisions associated with the design and development of digital creative designs. This includes analysis and examination of copyright.	Low

### Content:

Topics may include:

- Aesthetics;
- Audio and video enhancements;
- Colour theory application;
- Cultural influences;
- Ethics and new media;
- Genre, design, format, and style;
- Historical influences in design;
- Ludology;
- Narrative Design;
- New developments in media integration;
- Visual Communication Design.

### Assessment:

Assessment for this course will be based on a number of tasks including practical assignments, design documentation, and an end of semester examination covering theoretical aspects of the course.

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K2, K3, K4, S1, S2, S3, S4, S5, A1, A2	Design and Development of a Creative Digital Work	Assignment	40%-60%
K1, K2, K3, K4, S5	Theoretical knowledge	Examination	40%-60%

### Adopted Reference Style:

APA

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## **Presentation of Academic Work:**

<https://federation.edu.au/students/assistance-support-and-services/academic-support/general-guide-for-the-presentation-of-academic-work>