

School / Faculty: Federation Business School

Course Title: APPLIED DESIGN CONCEPT

Course ID: BSDES3190

Credit Points: 15.00

Prerequisite(s): (BSDES3003 and BSMAN3005)

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED Code: 100501

Grading Scheme: Graded (HD, D, C, etc.)

Program Level:

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

Learning Outcomes:

Knowledge:

- K1.** Identify with the design process and necessary skills that enable effective participation within the design industry
- K2.** Recognise different target groups who require design solutions and their specific requirements
- K3.** Determine contemporary materials, production processes, techniques and their uses across design contexts
- K4.** Appreciate research, collaboration and communication skills as a means to gathering insights and understand meaning in design development.

Skills:

- S1.** Interpret client needs and define project brief then articulate project intent, process and outcomes to the client
- S2.** Develop creative, imaginative and persuasive solutions in response to client need
- S3.** Demonstrate advanced technical knowledge and skills in a chosen design specialisation to complete design concepts
- S4.** Develop appropriate communication aimed at selling the concept development to the client

Application of knowledge and skills:

Course Outline (Higher Education)

BSDES3190 APPLIED DESIGN CONCEPT

- A1.** Apply creativity and judgment in developing design solutions responsive to client needs and organisational problems or opportunities
- A2.** Implement appropriate persuasive communication techniques that illustrate the integration of program knowledge to present design concepts and creative solutions in consideration of all key stakeholders
- A3.** Demonstrate innovative design solutions using contemporary materials, production processes, design techniques and technology.

Course Content:

The course aims to consolidate project management, research, communication skills and concept development. It will focus on developing, refining and selling the design concept to a client with emphasis on the skills needed to successfully fulfil a client brief.

Specifically it will examine business and audience research from a design perspective, concept development techniques and issues, and developing long term, win-win relationships with clients. Students will develop written and verbal communication skills, including presentation skills and proposal writing

Values and Graduate Attributes:

This course will help students develop values and attributes that will enable them to:

Values:

- V1.** Embrace the complexity of design problems using multiple considerations when solving problems
- V2.** Work collaboratively with people from other disciplines, businesses and industries to develop creative solutions.
- V3.** Create design solutions that embrace the business needs of the client and the needs of the audience
- V4.** Communicate the value of design in terms of a return that is meaningful to clients

Graduate Attributes:

FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

| Attribute | Brief Description | Focus |
|---|--|--------|
| Knowledge, skills and competence | The strong drive for self-directed learning in the design discipline helps equip students to engage in continuous learning and meet their personal, professional and vocational challenges. | Medium |
| Critical, creative and enquiring learners | This course requires students to apply their learning towards real design projects and helps them develop confidence, capability, assurance, independence and objectivity, enabling the fulfilment of personal and career aspirations. | High |
| Capable, flexible and work ready | The engaged nature of design with business and target audiences will encourage students to engage with, contemporary social and cultural issues. | High |

Course Outline (Higher Education)

BSDES3190 APPLIED DESIGN CONCEPT

| Attribute | Brief Description | Focus |
|---|--|-------|
| Responsible, ethical and engaged citizens | The applied nature of this course will encourage students to act in a socially responsible manner both in the work place and other settings. | High |

Learning Task and Assessment:

| Learning Outcomes Assessed | Assessment Task | Assessment Type | Weighting |
|---|--|---|-----------|
| K2, K4 S1, S2, S4 A1, A2 | Identify and research an organisational problem or opportunity in which a design project can provide creative solutions. Develop a project proposal - the 'pitch' | Research report/ Proposal document | 20 - 30% |
| K1, K3, K4 S1, A2 | Communicate the development of proposed design concept. Interim report needs to identify client and audience needs, technical requirements, project limitations and intended strategy for the development of innovative solutions. | Strategy report/Essay/ | 20 - 30% |
| K1, K2, K3 S1, S2, S3, S4 A1, A2, A3 | Final presentation of concept details and proposal. | Project report/Portfolio/ Presentation | 50 - 60% |

Adopted Reference Style:

APA