



Course Outline (Higher Education)

School:	School of Arts
Course Title:	INTRODUCTION TO COMMUNICATION DESIGN STUDIO PRACTICE
Course ID:	COMMD1000
Credit Points:	15.00
Prerequisite(s):	Nil
Co-requisite(s):	Nil
Exclusion(s):	COMMDT1001
ASCED:	100501

Description of the Course:

This course introduces students to the principles and practices of visual communication design. Visual communication is an essential skill in today's complex world, for effectively communicating ideas, information, perspectives and proposals to diverse audiences in a variety of contexts. Students will learn about the theories of visual perception and psychology underlying visual design principles, and strategies for the composition of visual elements. These studies are conducted in a studio environment consisting of lectures, individual experiences and peer interaction.

Grade Scheme: Graded (HD, D, C, P, MF, F, XF)

Placement Component: No

Supplementary Assessment: Yes

Where supplementary assessment is available a student must have failed overall in the course but gained a final mark of 45 per cent or above and submitted all major assessment tasks.

Program Level:

Level of course in Program	AQF Level of Program					
	5	6	7	8	9	10
Introductory	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intermediate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Learning Outcomes:**Knowledge:**

- K1.** Identify visual strategies and how they contribute to problem solving and communication processes
- K2.** Reflect on processes related to communication design
- K3.** Identify expressive components of visual language
- K4.** Recognise the vocabulary of communication design
- K5.** Indicate the content and philosophical issues involved in the creative process
- K6.** Discuss basic principles of health and safety issues for the graphic designer

Skills:

- S1.** Practice the technical skills as appropriate to various applications related to communication design
- S2.** Demonstrate the use of a variety of media for visual communications
- S3.** Apply the design elements and principles to a range of subject matter
- S4.** Evaluate and reflect on design processes, conceptual experimentation techniques and uses of different media in design, multimedia and packaging.
- S5.** Apply appropriate health and safety requirements and standards to the design studio practice

Application of knowledge and skills:

- A1.** Compose investigatory material and resource material in journal/ sketchbook
- A2.** Review, reflect and respond to feedback for draft in progress work
- A3.** Interpret, plan and produce finished artwork within a specified time period

Course Content:

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Values:

- V1.** Develop a willingness to explore and take creative risks.
- V2.** Appreciate and respect various attitudes and values within contemporary graphic design practice
- V3.** Value the importance of initiative, enthusiasm and commitment
- V4.** Respect and practise professional and responsible behaviour in the workplace.
- V5.** Promote the importance of attention to detail and completion of tasks

Graduate Attributes

The Federation University FedUni graduate attributes (GA) are entrenched in the [Higher Education Graduate Attributes Policy](#) (LT1228). FedUni graduates develop these graduate attributes through their engagement in explicit learning and teaching and assessment tasks that are embedded in all FedUni programs. Graduate

attribute attainment typically follows an incremental development process mapped through program progression. **One or more graduate attributes must be evident in the specified learning outcomes and assessment for each FedUni course, and all attributes must be directly assessed in each program**

Graduate attribute and descriptor		Development and acquisition of GAs in the course	
		Learning Outcomes (KSA)	Assessment task (AT#)
GA 1 Thinkers	Our graduates are curious, reflective and critical. Able to analyse the world in a way that generates valued insights, they are change makers seeking and creating new solutions.	Identify visual strategies through reflective and critical thinking practices that are insightful and contribute to problem solving and creating new solutions.	Resources File/Journal Sketchbook Written Report Folio of Works
GA 2 Innovators	Our graduates have ideas and are able to realise their dreams. They think and act creatively to achieve and inspire positive change.	Develop new ideas that inspire positive change through a willingness to explore and take creative risks	Resources File/Journal Sketchbook
GA 3 Citizens	Our graduates engage in socially and culturally appropriate ways to advance individual, community and global well-being. They are socially and environmentally aware, acting ethically, equitably and compassionately.	Engage socially and culturally in ways that benefit the wider community. Understand the importance of respectful, professional and responsible behavior in the workplace.	Written Report Folio of Works
GA 4 Communicators	Our graduates create, exchange, impart and convey information, ideas, and concepts effectively. They are respectful, inclusive and empathetic towards their audience, and express thoughts, feelings and information in ways that help others to understand.	Identify expressive components of written, verbal and visual language and communicate them effectively, clearly and empathetically to an audience.	Resources File/Journal Sketchbook Written Report Folio of Works
GA 5 Leaders	Our graduates display and promote positive behaviours, and aspire to make a difference. They act with integrity, are receptive to alternatives and foster sustainable and resilient practices.	Develop sustainable and resilient practices, act with integrity to display and promote positive behaviours that aspire to make a difference	Resources File/Journal Sketchbook Written Report

Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1, K3, K4, K6, S1, S2, A2, A3	Acquiring and recording investigatory material and resource material in journal/ sketchbook that demonstrates the generation and development of concepts and exploration of solutions to visual communication issues.	Presentation of resource file and journal/sketchbook.	10-20%
K1, K2, K3, K4, K5, S1, S2, S3, S4, S5, A1, A3	Preparing and presenting a folio of works from required design briefs.	Presentation of folio of required works	70-80%
K1, K3, K4, K5	Ongoing evaluation of class work and participation in either written or visual form	Written Report	5-15%

Adopted Reference Style:

Chicago

Refer to the [library website](#) for more information

Fed Cite - [referencing tool](#)