

Course Outline (Higher Education)

School:	School of Arts
Course Title:	COMMUNICATION DESIGN STUDIO PRACTICE 3
Course ID:	COMMD2003
Credit Points:	30.00
Prerequisite(s):	Nil
Co-requisite(s):	Nil
Exclusion(s):	Nil
ASCED:	100501

Description of the Course:

This course of Communication Design extends theories and practice building on the foundation of first year studies. Sequential, interrelated projects are taught covering a wide variety of design activities. Students continue to refine their knowledge of verbal and visual graphic design vocabulary through research, experience and critical analysis. The focus on a student's ability for exploration, experimentation and self-discovery is increased so that the creation and manipulation of imagery is at an intermediate level. Students are required to respond to certain themes, ideas and contexts which involve research and planning in order to produce creative responses. Specific skills in time based media and knowledge in digital print production are introduced. These studies are conducted in a studio environment consisting of lectures, projects, individual experience and peer interaction.

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

Work Experience:

No work experience: Student is not undertaking work experience in industry.

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	■	■	■	■	■	■
Intermediate	■	■	✓	■	■	■
Advanced	■	■	■	■	■	■

Learning Outcomes:

Knowledge:

- K1.** Research visual strategies and demonstrate their application in the communicative processes.
- K2.** Review capabilities and limitations of various applications as a means of producing artwork.
- K3.** Research national and international designers and design groups' approaches, styles and philosophies.
- K4.** Recognise the role and significance of critical evaluation and active reflection in the creative process.

Skills:

- S1.** Apply the conceptual and technical skills necessary for the execution of various applications related to Communication Design.
- S2.** Appraise results that are reflective of processes within varying formats related to Communication Design.
- S3.** Demonstrate a problem solving approach through investigative and experimental tasks appropriate to different media in design, multimedia and packaging.
- S4.** Develop a practical understanding of communication skills required for direct client contact.
- S5.** Develop skills to enable effective teamwork

Application of knowledge and skills:

- A1.** Record investigatory and resource material in journal/ sketchbook.
- A2.** Review, reflect and respond to feedback for draft in progress work.
- A3.** Interpret, organise, plan and produce a final design solution to a specified design brief within a specified time period.

Course Content:

Topics may include:

- Professional Practice and Design Strategies – professionalism in communication design as it relates to the work designers produce and the processes by which they produce it. It addresses contemporary issues, such as sustainability, ethics and strategic use of design within organisations.
- Design processes, thinking & innovation – visual thinking, creative processes, idea generation, user-centred design and collaborative processes.
- Design technical production – fundamental software skills using major print software packages, current digital design print practices and a working understanding of production in the context of digital pre-press.
- Image Making – interpretive and descriptive qualities of image making and the methods and processes used to create them.

- Typography – fundamental design principles, focuses on typography and its key role in graphic design.
- Print Design – typography, packaging, printmaking, illustration and publication design.
- Web and Time Based Design – projects include; motion graphics, web design, interface design, video and new media.

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.	K1, K2, K3, K4, S1, S2, S3, S4	1,2
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.	K1, K2, K3, K4, S1, S2, S3, S4, V1, A1, A2, A3	1,2
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.	S5, K3, V2, V3, V4	1
GA 4 Communicator ^s	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.	K1, K2, S1, S4, S5, V3	1,2
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.	S5, V2, V3, V4, V5	1

Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
A2, A3 S1, S2, K1, K3, K4	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	Resource file and journal/sketchbook	15-25%
A1 S1, S2, S3, S4, S5, K1, K2, K3, K4,	Preparing and presenting a folio of works from required design briefs	Presentation of a folio of required works	75-85%

Adopted Reference Style:

Chicago

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

Fed Cite - [referencing tool](#)