Course Outline (Higher Education)

School:	School of Arts
Course Title:	COMMUNICATION DESIGN STUDIO PRACTICE 4
Course ID:	COMMD2004
Credit Points:	30.00
Prerequisite(s):	(COMMD2003)
Co-requisite(s):	Nil
Exclusion(s):	Nil
ASCED:	100501

Description of the Course :

This course of Communication Design utilises sequential, interrelated projects that cover a wide variety of design activities continuing to build a relevant verbal and visual vocabulary through research, experience and critical analysis. Specific skills in time based media and print production are enhanced and increased. Students' capabilities to create or manipulate work through exploration, experimentation and self-discovery are developed at an intermediate level. 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, etc.)

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:

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

Learning Outcomes:

Knowledge:

K1. Differentiate between visual strategies and demonstrate their application in the communicative processes.

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K2. Evaluate capabilities and limitations of various applications as a means of producing their artwork.

K3. Review approaches, styles and philosophies of national and international designers and design groups.

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. Interpret 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. Evaluate effective communication skills required for direct client contact.

S5. Develop skills to enable effective teamwork

S6. Develop skills to enable effective teamwork

Application of knowledge and skills:

A1. Generate investigatory material and resource material in journal/ sketchbook.

A2. Review, reflect and respond to feedback for draft in progress work.

A3. Organise, plan and produce a final design solution to a specified design brief within a specified time period.

A4. Undertake, complete and document 40 hours of work experience in a design related studio environment.

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.

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- 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:

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	Students continue to experiment with the practice of image making and have an understanding of image as language and communication processes. Students continue to refine their knowledge of verbal and visual graphic design vocabulary through research, experience and critical analysis	High
Critical, creative and enquiring learners	Students continue to establish their design practice and are able to reflect critically upon and monitor their progress in the development of a project.	High
Capable, flexible and work ready	Students engage in collegial discussions and provide peer review	High
Responsible, ethical and engaged citizens	Students continue to gain understanding in the ways in which graphic designs production and communication interacts with wider society.	Medium

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, A4 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%

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Adopted Reference Style:

Chicago