

Course Outline (Higher Education)

Faculty: Faculty of Education and Arts

Course Title: MOTION

Course ID: COMMD2015

Credit Points: 15.00

Prerequisite(s): Nil

Co-requisite(s): Nil

Exclusion(s): (COMMD2014)

ASCED Code: 100501

Description of the Course :

This course develops student capacity to make and analyse hand and media-generated images and expand their possibilities beyond the static to time-based media. Students will have the opportunity to explore image-making skills in the context of visual narratives, moving image design and interactive design. While the primary focus of this subject is experimentation and investigations of visual form that occurs over time, an emphasis on the relationship between images and text remains with a strong focus on producing formal outcomes. The course will develop analytical skills to aid critical reflection on the development of design work and its context. Historical and technical developments and contemporary uses of sequential art, moving image design and interactive media are investigated in the context of visual communication design.

Grade 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.** Detail and justify design decisions.
- K2.** Reflect and critique aesthetic aspects of design and visual communication design and develop a capability in achieving aesthetic resolutions.
- K3.** Outline how national and international designers and design groups' approaches, styles and philosophies apply to new forms and/or technologies in visual communication design.

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- K4.** Appreciate the role and significance of critical evaluation and active reflection in the creative process.

Skills:

- S1.** Utilize cutting edge technologies in application of new forms in design practice.
S2. Articulate design concepts and visually communicate ideas.
S3. Demonstrate a problem solving approach through investigative and experimental tasks appropriate to sequential art, moving image design and interactive media.
S4. Recognise communication skills required for client contact.
S5. Demonstrate skills that reflect effective teamwork.

Application of knowledge and skills:

- A1.** Enter and modify investigatory material and resource material in journal/ sketchbook.
A2. Undertake peer review, reflect and respond to feedback for draft in progress work.
A3. Organize, plan and produce a final design solution to a specified design brief within a specified time period.

Course Content:

Each student has the opportunity to explore image-making skills in the context of visual narratives and moving image design. Students develop their analytical skills, critically reflecting on the development of their work and its context. Historical and technical developments and contemporary uses of sequential art and moving image design are investigated in the context of visual communication design.

Topics may include:

- Visual Narrative & Reflection
- Moving Image
- Projection Art
- Animation.

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. Appreciate the importance of initiative, enthusiasm and commitment to practice
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 have experimented with the practice of image making and have an understanding of image as language and communication processes	Medium

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Attribute	Brief Description	Focus
Critical, creative and enquiring learners	Students begin to establish their own creative practice and are able to reflect critically upon and monitor their progress in the development of projects and journals	High
Capable, flexible and work ready	Students begin to gain understanding in the ways in which creative practice interacts with wider society	Low
Responsible, ethical and engaged citizens	Students engage in collegial discussions and provide peer review	Medium

Learning Task and Assessment:

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

Adopted Reference Style:

Chicago