

# Course Outline

**School / Portfolio:** Faculty of Education and Arts

**Course Title:** STUDIO PRACTICE 5

**Course ID:** COMMD3005

**Credit Points:** 30.00

**Prerequisite(s):** (COMMD2004)

**Co-requisite(s):** (COMMD2004)

**Exclusion(s):** (COMMD2004)

**ASCED Code:** 100501

## Program Level:

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

## Learning Outcomes:

### Knowledge:

- K1.** Understand ideas and skills required for a mature and independent design practice.
- K2.** Explore and investigate the communication of culture through other forms of communication such as film, fine art, theatre, music and architecture.
- K3.** Evaluate combinations of media.
- K4.** Recognise and evaluate current philosophical and theoretical concerns appropriate to contemporary design and culture more broadly.
- K5.** Identify professional practice requirements and standards.

### Skills:

- S1.** Utilise latest production technologies, materials and processes.
- S2.** Communicate effectively with clients and professionals from various creative backgrounds
- S3.** Produce a professional portfolio to assist in gaining employment in related industries.
- S4.** Respond to conceptual experimentation, design procedures, media and processes in digital and conventional graphic design, multimedia, packaging, advertising, and environmental design.

### Application of knowledge and skills:

- A1.** Articulate a design idea using image, written and spoken word.

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- A2.** Demonstrate leadership responsibilities in team situations such as direction and design management.
- A3.** Produce detailed print and digital designs through to finished artwork.
- A4.** Evaluate peer review, reflect and respond to feedback for draft in progress work.
- A5.** Organise, plan and produce a final design solutions to specified design briefs within a specified time period.
- A6.** Organise, plan and produce a final design solutions to specified design briefs 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, focusing 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 and Graduate Attributes:

#### Values:

- V1.** Value self-motivation and creative maturity.
- V2.** Embrace the potential of peer support and dialogue.
- V3.** Practice responsible and professional behaviour in the workplace.
- V4.** Value the interests, duties and liabilities of the professional graphic designer.
- V5.** Acknowledge the benefits of effective teamwork.
- V6.** Respect innovative and experimental approaches to visual communication.

#### Graduate Attributes:

Attribute	Brief Description	Focus
Continuous Learning	Students refine their practice of image making and deepen their 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
Self Reliance	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

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Attribute	Brief Description	Focus
Engaged Citizenship	Students engage in collegial discussions and provide peer review	High
Social Responsibility	Students continue to gain understanding in the ways in which graphic designs production and communication interacts with wider society.	High

## Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	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. Participation and Attendance	15-25%
A1, A3, A4 A5, S1, S2, S3, S4, K1, K2, K3, K4, K5	Preparing and presenting a folio of works from required design briefs.	Presentation of a folio of required works.	75-85%
A1, A3, A4 A5, S1, S2, S3, S4, K1, K2, K3, K4, K5	Preparing and presenting a folio of works from required design briefs.	Presentation of a folio of required works.	75-85%

## Adopted Reference Style:

Chicago