Course Outline

School / Portfolio: Faculty of Education and Arts

Course Title: STUDIO PRACTICE 6

Course ID: COMMD3006

Credit Points: 30.00

Prerequisite(s): (COMMD3005)

Co-requisite(s): (COMMD3005)

Exclusion(s): (COMMD3005)

ASCED Code: 100501

Program Level:

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

Learning Outcomes:

Knowledge:

K1. Research the nature of communication design in relation to contemporary visual culture.

K2. Develop and appreciate independence of thought in the context of contemporary commercial design practice.

K3. Formulate and develop approaches, ideas and skills towards a mature and independent practice.

K4. Innovate and experiment with combinations of media.

K5. Develop additional knowledge of techniques relevant to students' own conceptual framework.

K6. Develop a mature approach to aesthetic and philosophical concerns in contemporary culture.

K7. Recognise professional practice in relation to employability.

Skills:

S1. Utilise of the 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. Experiment with conceptual design, 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. Employ leadership responsibilities in team situations such as direction and design management.

A3. Attend to detail in production of print and digital forms to finished artwork.

A4. Produce a Graduate folio, online presence and CV ready for job applications.

Course Content:

Topics may include:

- Industry and Community Engagement – integration of work based learning and academic learning with projects being introduced by an external business or community stakeholder.
- 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
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

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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 S1, S2, S3, S4, S5, K1, K2, K3, K4, K5, K6, K7	Preparing and presenting a folio of works from required design briefs.	Presentation of folio of required works	75-85%

Adopted Reference Style:

Chicago