

Course Outline (Higher Education)

Faculty:	Faculty of Education and Arts
Course Title:	COMMUNICATION DESIGN: MAJOR PROJECT (A)
Course ID:	COMMD3017
Credit Points:	15.00
Prerequisite(s):	(COMMD2004 or COMDX2000)
Co-requisite(s):	Nil
Exclusion(s):	(COMMD3016)
ASCED Code:	100501

Description of the Course :

The Communication Design Major Project can be undertaken in variety of specialisations focused on professional practice outcomes in the context of work-integrated briefs with clients from the commercial or not for profit sector. Projects could fit with any of the following discipline areas: Print Media (typography, packaging, illustration and publication); Digital Media (motion graphics, web design, interface design, new media, experience design, photography); Communication Design Strategy (branding, business and positioning strategies, design thinking, collaborative processes).

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.** Conduct research & analysis, and clearly communicate a rationale for design decisions.
- K2.** Reflect and critique aesthetic aspects of design and visual communication design and develop a capability in achieving aesthetic resolutions.
- K3.** Account for the manner in which national and international designers and design groups' approaches, styles and philosophies apply to new forms and/or technologies in visual communication design.
- K4.** Gain Knowledge of the role & significance of critical evaluation and active reflection in the creative process

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Skills:

- S1.** Practice communication design to a high standard of professional competency.
- S2.** Demonstrate your ability to verbally articulate a concept 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.** Utilize communication skills required for client contact.
- S5.** Exhibit skills that enable effective teamwork.
- S6.** Demonstrate an understanding of practice led research.

Application of knowledge and skills:

- A1.** Recording 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 meet the criteria of a particular industry brief which will help to successfully determine a viable outcome.
- A4.** Argue their chosen direction in the major project in a convincing and credible way grounded in sound theory and considered strategy.
- A5.** Demonstrate communication skills required for client contact.

Course Content:

The Communication Design Major Project can be undertaken in variety of specialisations focused on professional practice outcomes in the context of work-integrated briefs with clients from the commercial or not for profit sector.

This course provides an opportunity to research issues, undertake conceptual design and develop refinements on the basis of the advanced attainment achieved at the end of the Bachelor of Communication Design program. It follows on from knowledge and skills gained in Professional Practice and Design Strategy course in previous semester.

Projects will be undertaken in small groups or as individuals in order to work through the design process. Participation in critiques, presentations, critical reflective practice processes is required prior to the delivery of the final work.

Topics may include:

- Print Media (typography, packaging, illustration and publication)
- Digital Media (motion graphics, web design, interface design, new media, photography)
- Communication Design Strategy (branding, business and positioning strategies, design thinking, collaborative processes).

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.

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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
Critical, creative and enquiring learners	Students begin 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 with industry/ community client. Students gain understanding in the ways in communication design interacts with wider society	High
Responsible, ethical and engaged citizens	Students engage in collegial discussions and provide peer review	Low

Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1, K3, K4, S1, S2, A2, A3	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%
K1, K2, K3, K4, K5, K6, S1, S2, S3, S4, S5, S6, A1, A4, A5	Preparing and presenting a folio of works from required design briefs	Presentation of a folio of required works	75-85%

Adopted Reference Style:

Chicago