

Course Outline

School / Portfolio: Faculty of Education and Arts

Course Title: MAJOR PROJECT (B)

Course ID: COMMD3026

Credit Points: 30.00

Prerequisite(s): (COMMD3015)

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED Code: 100501

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.** Acknowledge how 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.

Skills:

- S1.** Practice communication design to a advanced standard of professional competency
- S2.** 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.** Develop a practical understanding of communication skills required for client contact
- S5.** Develop skills to enable effective teamwork

Application of knowledge and skills:

- A1.** Record investigatory material and resource material in journal/ sketchbook

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- 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 a chosen direction in the major project in a convincing and credible way grounded in theory and strategic practice
- 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 a self initiated major project. It gives the student the opportunity to specialise in an area of interest, in most instances the project is proposed in consultation with the lecturer and course co-ordinator. 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, photography); Communication Design Strategy (branding, business and positioning strategies, design thinking, collaborative processes. If sufficiently prepared in gaming design, students can participate in gaming projects with alongside of Science students in the Faculty of Science.

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 the 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.

Values and Graduate Attributes:

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:

Attribute	Brief Description	Focus
Continuous Learning	Students have experimented with the practice of image making and have an understanding of image as language and communication processes.	High
Self Reliance	Students 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. Students engage with industry/ community client	High
Social Responsibility	Students gain understanding in the ways in which communication design interacts with wider society	High

Learning Task and Assessment:

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Learning Outcomes Assessed	Assessment Task	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, S1, S2, S3, S4, S5, 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