

School / Faculty: Federation Business School

Course Title: CONTEMPORARY DESIGN ISSUES

Course ID: BSDES3003

Credit Points: 15.00

Prerequisite(s): Nil

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED Code: 100501

Grading 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.** Appreciate the relationship between design, media practice and current social environment
- K2.** Identify the key phases and concepts of the contemporary design process
- K3.** Understand the role of design, new technologies and new materials in the 21st century
- K4.** Appreciate design in contemporary culture and business environments
- K5.** Understand how industry rules, standards and guidelines impact on the design production and distribution of a product

Skills:

- S1.** Research skills in evaluating contemporary design issues, or contemporary designers, and the associated business environments that they engage with;
- S2.** Apply critical, analytical and creative thinking to generate self-defined areas of investigation and opportunity;
- S3.** Connect creativity, innovation, business practices and environmental influences to the design process;
- S4.** Demonstrate a variety of professional communication skills in the production of reports, essays or oral presentations.

Course Outline (Higher Education)

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Application of knowledge and skills:

- A1.** Implement business and design strategy to address contemporary design issues
- A2.** Correlate the role of creativity and innovation in the design process with business processes and procedures
- A3.** Apply initiative and judgment to identify opportunities and solutions when resolving complex design business or industry problems

Course Content:

This course explores a broad range of issues related to contemporary design and their relationship to the current political, economic, social and technological environments. The topics include the dimensions and key phases of the contemporary design process, design language and technical terms, the role of design, new technologies and new materials in the 21st century, inter-disciplinary practices in design and new media, key contemporary designers, technology as a visual culture, employing design in a business wide context, design for environmental, global and social sustainability

Values and Graduate Attributes:

This course will help students develop values and attributes that will enable them to:

Values:

- V1.** Develop design concepts for environmental, global and social sustainability
- V2.** Build innovative thinking into the design process
- V3.** Develop design concepts using user centered principles

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	The strong drive for self-directed learning in the design discipline helps equip students to engage in continuous learning and meet their personal, professional and vocational challenges.	Medium
Critical, creative and enquiring learners	This course requires students to apply their learning towards real design projects and helps them develop confidence, capability, assurance, independence and objectivity, enabling the fulfilment of personal and career aspirations.	High
Capable, flexible and work ready	The engaged nature of design with business and target audiences will encourage students to engage with, contemporary social and cultural issues.	High
Responsible, ethical and engaged citizens	The applied nature of this course will encourage students to act in a socially responsible manner both in the work place and other settings.	High

Course Outline (Higher Education)

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Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K3, K5, S1, S2, S4, A1, A3	Develop a cohesive argument about a contemporary design issue (visual or written) that is suitable for publication.	Research essay/ Presentation/ Business report	20 - 40%
K1, K2, K3, K4, S1, S4 A2,	Investigate and analyse the design principles and practices of key contemporary designers and their impact on the design industry	Case study report/ Presentation	30 - 50%
K1, K3, K4, K5, S1, S2, S3, S4 A1, A2,	Investigate and analyse design and media issues in relation to political, economic, social & technological environments	Assignment/ Essay/ Report	20 - 40%

Adopted Reference Style:

APA