

Course Outline (Higher Education)

Faculty: Faculty of Education and Arts

Course Title: COMMUNICATION DESIGN STUDIO PRACTICE 1

Course ID: COMMD1001

Credit Points: 30.00

Prerequisite(s): Nil

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED Code: 100501

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.** Identify visual strategies and how they contribute to problem solving and communication processes
- K2.** Reflect on processes related to communication design
- K3.** Identify expressive components of visual language
- K4.** Recognise the vocabulary of communication design
- K5.** Indicate the content and philosophical issues involved in the creative process
- K6.** Discuss basic principles of health and safety issues for the graphic designer

Skills:

- S1.** Practice the technical skills as appropriate to various applications related to communication design
- S2.** Demonstrate the use of a variety of media for visual communications
- S3.** Apply the design elements and principles to a range of subject matter
- S4.** Evaluate and reflect on design processes, conceptual experimentation techniques and uses of different media in design, multimedia and packaging.

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S5. Apply appropriate health and safety requirements and standards to the design studio practice

Application of knowledge and skills:

- A1.** Compose investigatory material and resource material in journal/ sketchbook
- A2.** Review, reflect and respond to feedback for draft in progress work
- A3.** Interpret, plan and produce finished artwork within a specified time period

Course Content:

Topics may include:

- Design Basics - principles and elements of graphic design
- 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-centered 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, focuses on typography and its key role in graphic design.
- Print Design - typography, packaging, printmaking, illustration and publication design.

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:

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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 begin to establish their design practice and are able to critically upon and monitor their progress in the development of a project reflect	High
Engaged Citizenship	Students engage in collegial discussions and provide peer review	High
Social Responsibility	Students begin to gain understanding in the ways in which graphic design production and communication interacts with wider society.	Low

Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
A2, A3 S1, S2, K1, K3, K4, K6	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.	Presentation of resource file and journal/sketchbook.	15-25%
K1, K2, K3, K4, K5, A1, A 3 S1, S2, S3, S4, S5	Preparing and presenting a folio of works from required design briefs.	Presentation of folio of required works	75-85%

Adopted Reference Style:

Chicago