

Course Outline

School / Portfolio: Faculty of Education and Arts

Course Title: STUDIO PRACTICE 2

Course ID: COMMD1002

Credit Points: 30.00

Prerequisite(s): (COMMD1001)

Co-requisite(s): (COMMD1001)

Exclusion(s): (COMMD1001)

ASCED Code: 100501

Program Level:

AQF Level of Program						
	5	6	7	8	9	10
Level						
Introductory	■	■	✓	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	■	■	■	■

Learning Outcomes:

Knowledge:

- K1.** Describe visual strategies and how they contribute to problem solving and communication processes
- K2.** Recognise appropriate processes in communication design practice.
- K3.** Understand expressive components of visual language
- K4.** Review the vocabulary of communication design
- K5.** Discuss the content and philosophical issues involved in the creative process.

Skills:

- S1.** Execute the various applications related to communication design
- S2.** Demonstrate the application of a variety of media for visual communications
- S3.** Evaluate and reflect on design processes, conceptual experimentation techniques and uses of different media in design, multimedia and packaging.

Application of knowledge and skills:

- A1.** Record investigatory material and resource material in journal/ sketchbook
- A2.** Review and respond to feedback for draft in progress work
- A3.** Produce finished artwork within a specified time period

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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-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, 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:

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 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 begin to gain understanding in the ways in which graphic design production and communication interacts with wider society.	Low

Learning Task and Assessment:

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

Adopted Reference Style:

Chicago