

Course Outline (Higher Education)

Faculty: Faculty of Education and Arts

Course Title: COMMUNICATION DESIGN STUDIO PRACTICE 2

Course ID: COMMD1003

Credit Points: 15.00

Prerequisite(s): (CAXDC1001, CAXDC1002)

Co-requisite(s): Nil

Exclusion(s): (COMMD1002)

ASCED Code: 100501

Description of the Course :

Continued emphasis is placed on the development of basic theory and practice of image-based communication. This study area aims to focus on the development of basic elements and principles of design as well as building a verbal and visual vocabulary through research, experience and critical analysis. Emphasis continues to be placed on a student's ability for exploration, experimentation and self-discovery when creating or manipulating imagery that respond to certain themes, ideas and contexts. This development of practice study outcomes consist of projects, individual experiences and peer.

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.** 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.

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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.

Course Content:

Topics may include:

- Design Basics: principles and elements of graphic design
- Design processes: thinking & innovation – visual thinking, creative processes, and idea generation
- Typography: fundamental design principles of typography.

Values:

- V1.** Cultivate a willingness to explore and take creative risks
- V2.** Appreciate and respect various attitudes and values within contemporary communication design practice
- V3.** Make a committed investment to the development of communication design 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.

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	High
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 begin to gain understanding in the ways in which graphic design production and communication interacts with wider society	Low
Responsible, ethical and engaged citizens	Students engage in collegial discussions and provide peer review	Medium

Learning Task and Assessment:

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

Adopted Reference Style:

Chicago