

Course Outline

School / Portfolio: Faculty of Education and Arts

Course Title: NARRATIVE, FORM AND TEXT

Course ID: COMMD2014

Credit Points: 15.00

Prerequisite(s): (COMMD1002 and VAMIN1002)

Co-requisite(s): (COMMD1002 and VAMIN1002)

Exclusion(s): (COMMD1002 and VAMIN1002)

ASCED Code: 100501

Program Level:

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

Learning Outcomes:

Knowledge:

- K1.** Explain 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.** Outline how national and international designers and design groups' approaches, styles and philosophies apply to new forms and/or technologies in visual communication design.
- K4.** Understand the role and significance of critical evaluation and active reflection in the creative process.

Skills:

- S1.** Develop the conceptual and technical skills necessary for the ability to use new forms and/or technologies in visual communication design
- 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 a specified design brief within a specified time period

Course Content:

Each student has the opportunity to explore image-making skills in the context of visual narratives, moving image design and interactive design. Subjects covered are; Motion Design, Interactive Design, Visual Narrative & Reflection.

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	Medium
Social Responsibility	Students gain understanding in the ways in communication design interacts with wider society.	Medium

Learning Task and Assessment:

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

Adopted Reference Style:

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Chicago