

# Course Outline

**School / Portfolio:** Faculty of Education and Arts

**Course Title:** PROFESSIONAL PRACTICE AND DESIGN STRATEGY

**Course ID:** COMMD3015

**Credit Points:** 15.00

**Prerequisite(s):** (COMMD2004)

**Co-requisite(s):** (COMMD2004)

**Exclusion(s):** (COMMD2004)

**ASCED Code:** 100501

**Program Level:**

| AQF Level of Program |   |   |   |   |   |    |
|----------------------|---|---|---|---|---|----|
|                      | 5 | 6 | 7 | 8 | 9 | 10 |
| <b>Level</b>         |   |   |   |   |   |    |
| Introductory         | ■ | ■ | ■ | ■ | ■ | ■  |
| Intermediate         | ■ | ■ | ■ | ■ | ■ | ■  |
| Advanced             | ■ | ■ | ✓ | ■ | ■ | ■  |

**Learning Outcomes:**

**Knowledge:**

- K1.** Conduct research & analysis, and clearly communicate 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.** Acknowledge how national and international designers and design groups' approaches, styles and philosophies apply to new forms and/or technologies in visual communication design.
- K4.** Identify and describe a range of positions in the design community, with regard to the social, cultural and professional practice of design.
- K5.** Examine creative, practical and professional expertise in relation to future study and a career in the creative industries

**Skills:**

- S1.** Continue to develop the conceptual and technical skills necessary for the ability to use new forms and/or technologies in visual communication design
- S2.** Demonstrate your ability to 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

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### Application of knowledge and skills:

- A1.** Record investigatory material and resource material in journal/ sketchbook
- 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
- A4.** Communicate broad and coherent knowledge of the role Communication Design plays in wider society.
- A5.** Critically analyse and reflect on Communication Design in both local and international contexts
- A6.** Work with others in a range of roles and contexts, demonstrating cultural, environmental and social awareness and ethical and reflective practice

### Course Content:

In this course students will explore the commercial and professional side of design: how a range of design businesses are set-up and run; the value of design artefacts and concepts; professional, ethical and legal obligations, intellectual property and entrepreneurial strategies.

This course acts as an introduction to the major project undertaken in sixth semester. The project can either be proposed by the student or introduced from an external business or community stakeholder. The proposal is finalised by the end of the fifth semester in consultation with the lecturer and approved before commencement of the sixth semester. Work integrated industry projects are by application only and will be assessed by an industry professional and lecturing staff.

### 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 gain understanding of the ways in which communication design interacts with wider society.   | High  |

### Learning Task and Assessment:

Studio Based Courses have a cumulative process in place for the final folio works. A mid semester review is undertaken to inform students of their progress

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| 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, A4, A5,A6 | Preparing and presenting a folio of works from required design briefs.   | Presentation of a folio of required works | 75-85%    |

## Adopted Reference Style:

Chicago