Course Outline (Higher Education)

School: School of Arts
Course Title: MAJOR PROJECT (A)
Course ID: COMMD3016
Credit Points: 30.00
Prerequisite(s): (COMMD3015)
Co-requisite(s): Nil
Exclusion(s): Nil
ASCED: 100501

Description of the Course:

The Communication Design Major Project can be undertaken in variety of specialisations focused on professional practice outcomes in the context of work-integrated briefs with clients from the commercial or not for profit sector. Projects could fit with any of the following discipline areas: Print Media (typography, packaging, illustration and publication); Digital Media (motion graphics, web design, interface design, new media, photography); Communication Design Strategy (branding, business and positioning strategies, design thinking, collaborative processes).

Grade Scheme: Graded (HD, D, C, etc.)

Supplementary Assessment: Yes

Where supplementary assessment is available a student must have failed overall in the course but gained a final mark of 45 per cent or above and submitted all major assessment tasks.

Program Level:

<table>
<thead>
<tr>
<th>AQF Level of Program</th>
<th>5</th>
<th>6</th>
<th>7</th>
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<td>Intermediate</td>
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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
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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. Gain Knowledge of the role & significance of critical evaluation and active reflection in the creative process.

Skills:

S1. Practice communication design to a high standard of professional competency
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
A2. Undertake peer review, reflect and respond to feedback for draft in progress work
A3. Organize, plan and produce a final design solution to meet the criteria of a particular industry brief which will help to successfully determine a viable outcome
A4. Argue a chosen direction in the major project in a convincing and credible way grounded in sound theory and considered strategy
A5. Demonstrate communication skills required for client contact

Course Content:

This course provides an opportunity to research issues, undertake conceptual design and develop refinements on the basis of the advanced attainment achieved at the end of the Bachelor of Communication Design program. It follows on from knowledge and skills gained in Professional Practice and Design Strategy course in previous semester.

Projects will be undertaken in small groups or as individuals in order to work through the design process. Participation in critiques, presentations, critical reflective practice processes is required prior to the delivery of the final work

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:

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.
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<thead>
<tr>
<th>Attribute</th>
<th>Brief Description</th>
<th>Focus</th>
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<tbody>
<tr>
<td>Knowledge, skills and competence</td>
<td>Students have experimented with the practice of image making and have an understanding of image as language and communication processes.</td>
<td>High</td>
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<tr>
<td>Critical, creative and enquiring</td>
<td>Students begin to establish their design practice and are able to reflect critically upon and monitor their progress in the development of a project.</td>
<td>High</td>
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<tr>
<td>learners</td>
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<td>Capable, flexible and work ready</td>
<td>Students engage in collegial discussions and provide peer review. Students engage with industry/ community client</td>
<td>High</td>
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<td>Responsible, ethical and engaged</td>
<td>Students gain understanding in the ways in which communication design interacts with wider society.</td>
<td>High</td>
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<td>citizens</td>
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Learning Task and Assessment:

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<tr>
<th>Learning Outcomes Assessed</th>
<th>Learning Tasks</th>
<th>Assessment Type</th>
<th>Weighting</th>
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<tbody>
<tr>
<td>A2, A3 S1, S2, K1, K3, K4</td>
<td>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.</td>
<td>Resource file and journal/sketchbook</td>
<td>15-25%</td>
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<td>A1, S1, S2, S3, S4, S5, K1, K2, K3, K4, A4, A5, S5</td>
<td>Preparing and presenting a folio of works from required design briefs.</td>
<td>Presentation of a folio of required works</td>
<td>75-85%</td>
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Adopted Reference Style:

Chicago