Course Outline (Higher Education)

Faculty: Faculty of Education and Arts

Course Title: COMMUNICATION DESIGN: MAJOR PROJECT (A)

Course ID: COMMD3017

Credit Points: 15.00

Prerequisite(s): (COMMD2004 or COMDX2000)

Co-requisite(s): Nil

Exclusion(s): (COMMD3016)

ASCED Code: 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, experience design, photography); Communication Design Strategy (branding, business and positioning strategies, design thinking, collaborative processes).

Grade Scheme:

Graded (HD, D, C, etc.)

Program Level:

<table>
<thead>
<tr>
<th>AQF Level of Program</th>
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<tr>
<td></td>
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<tr>
<td>5</td>
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<tr>
<td>Level</td>
</tr>
<tr>
<td>Introductory</td>
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<tr>
<td>Intermediate</td>
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<tr>
<td>Advanced</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.

K3. Account for the manner in which 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.
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Skills:

S1. Practice communication design to a high standard of professional competency.
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. Utilize communication skills required for client contact.
S5. Exhibit skills that enable effective teamwork.
S6. Demonstrate an understanding of practice led research.

Application of knowledge and skills:

A1. Recording 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 their 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:

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.

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.

Topics may include:

- 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).

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. Appreciate the importance of initiative, enthusiasm and commitment to 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.
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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>Medium</td>
</tr>
<tr>
<td>Critical, creative and enquiring learners</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>Capable, flexible and work ready</td>
<td>Students engage with industry/ community client. Students gain understanding in the ways in communication design interacts with wider society</td>
<td>High</td>
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<tr>
<td>Responsible, ethical and engaged citizens</td>
<td>Students engage in collegial discussions and provide peer review</td>
<td>Low</td>
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Learning Task and Assessment:

<table>
<thead>
<tr>
<th>Learning Outcomes Assessed</th>
<th>Learning Tasks</th>
<th>Assessment Type</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>K1, K3, K4, S1, S2, A2, A3</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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<tr>
<td>K1, K2, K3, K4, K5, K6, S1, S2, S3, S4, S5, S6, A1, A4, A5</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