Course Outline (Higher Education)

School: School of Arts

Course Title: GRAPHIC DESIGN-MULTIMEDIA STUDIO PRACTICE 1

Course ID: VAGDM1001

Credit Points: 30.00

Prerequisite(s): Nil

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED: 100501

Description of the Course: Students are introduced to the 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 will be placed on facilitating exploration, experimentation and self-discovery in the creation or manipulation of imagery in response to certain themes, ideas and contexts. Technical skills are developed using both analogue and digital methods that are incorporated into the design process. These studies are conducted in a studio environment consisting of lectures, projects, individual experiences and peer interaction.

Grade Scheme: Graded (HD, D, C, P, MF, F, XF)

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>Level of course in Program</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introductory</td>
<td></td>
<td></td>
<td>TRUE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intermediate</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advanced</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Learning Outcomes:
Knowledge:

K1. Identify visual strategies and how they contribute to problem solving and communication processes.
K2. Reflect on processes related to Graphic Design/Multimedia.
K3. Identify expressive components of visual language
K4. Recognise the vocabulary of Graphic Design and Multimedia
K5. Indicate the content and philosophical issues involved in the creative process
K6. Discuss basic principles of health and safety issues for the graphic designer

Skills:

S1. Practise the technical skills as appropriate to various applications related to Graphic Design/Multimedia.
S2. Demonstrate the use of a variety of media for visual communications
S3. Apply the design elements and principles to a range of subject matter
S4. Evaluate and reflect on design processes, conceptual experimentation techniques and uses of different media in design, multimedia and packaging.
S5. Apply appropriate health and safety requirements and standards to the design studio practice

Application of knowledge and skills:

A1. Compose investigatory material and resource material in journal/sketchbook
A2. Review, reflect and respond to feedback for draft in progress work
A3. Interpret, plan and produce finished artwork within a specified time period

Course Content:

Topics may include:

- Basic design elements and principles of graphic design, including drawing skills as a means of visual thinking, basic colour theory, creative processes, idea generation.
- Introduction to Illustration - introduces students to the interpretive and descriptive qualities of illustration and the methods and processes used to create them.
- Introduction to typography – a practical unit that introduces fundamental design principles, focusing on typography and its key role in graphic design
- Introduction to digital design production – students develop an understanding of current pre-press design practices.
- Giving and receiving evaluative feedback on work in progress.

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
<table>
<thead>
<tr>
<th>Attribute</th>
<th>Brief Description</th>
<th>Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continuous Learning</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>
</tr>
<tr>
<td>Self Reliance</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>
</tr>
<tr>
<td>Engaged Citizenship</td>
<td>Students engage in collegial discussions and provide peer review</td>
<td>High</td>
</tr>
<tr>
<td>Social Responsibility</td>
<td>Students begin to gain understanding in the ways in which graphic designs production and communication interacts with wider society.</td>
<td>Low</td>
</tr>
</tbody>
</table>

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>A2, A3 S1, S2, K1, K3, K4, K6</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>Presentation of resource file and journal/sketchbook.</td>
<td>15-25%</td>
</tr>
<tr>
<td>K1, K2, K3, K4, K5, A1, A 3 S1, S2, S3, S4, S5</td>
<td>Preparing and presenting a folio of works from required design briefs.</td>
<td>Presentation of folio of required works</td>
<td>75-85%</td>
</tr>
</tbody>
</table>

Adopted Reference Style:

Chicago

Refer to the library website for more information

Fed Cite - referencing tool