Faculty of Science and IT  
School of Design, Communication and IT  

Course Outline

DESN3411 – Design Professional Studies – 10 units  
Semester 1 - 2013 – Callaghan Campus

| Course Coordinator | Jane Shadbolt  
|                    | Location: Design Building Room D226  
|                    | Phone: 4921 6369 Email: Jane.shadbolt@newcastle.edu.au  
|                    | Available Friday by appointment
| Teaching Staff     | Jane Shadbolt – Course Coordinator
| Student Hub        | For general enquiries please see the student HUBs  
|                    | Phone 49215000, email: enquiry@newcastle.edu.au
| School Office      | ICT Building, Callaghan Campus Office Hours: Monday-Friday 9am to 5pm  
|                    | Telephone: 49854500 Email: Science-IT-SDCIT@newcastle.edu.au

BRIEF COURSE OVERVIEW

BRIEF COURSE DESCRIPTION
This course prepares students for the design/illustration profession by providing opportunities to undertake project-based design briefs specific to their major studies in Digital Design, Graphic Design and Illustration Design or Natural History Illustration within an individual supervision model (preparation for Honours or Research Higher Degree further study) or undertaking approved and supervised industry placement.

The lecture program will include industry practitioners as guest lecturers on topics including copyright, job applications, design/illustration practice, cultural diversity issues and client communication and presentation.

There is opportunity for the student to elect to undertake this course within the discipline as a supervised project or to undertake an equivalent supervised industry placement experience.

In order to participate in this course, students must complete a compulsory Occupational Health and Safety requirement. Students will receive full information on this Compulsory Course Component in the course outline provided by the school.

ASSUMED KNOWLEDGE

TEACHING METHODS
Individual Supervision  
Lecture  
Practical  
Problem Based Learning  
Self-directed Learning  
Student Projects

CONTACT HOURS
Lecture, 1 hour per week for 7 weeks. 
Practical, 80 hours per term for full term. 
Tutorial, 2 hours per week for full term.
Project Option - Supervision - supervisor is appointed in consultation with Course Coordinator.

Industry Placement Option - Practical - one 80-hour placement with an organisation/practitioner (freelancer) involved in visual communication design/natural history illustration practice. Placement to be organised by student.

MODE OF DELIVERY — Internal Mode

Course Workload
Students are required to spend on average 120 – 140 hours of effort or total load (contact and non-contact) including assessments per 10 unit course.

DETAILED COURSE INFORMATION

COURSE OBJECTIVES / LEARNING OUTCOMES
On completion, students will be able to:
1. Apply visual communication design/natural history skills in a professional environment.
2. Achieve creative objectives, and critically evaluate outcomes, appropriate to visual communication design/natural history illustration practice.
3. Produce visual communication design/natural history illustration materials.
4. Experience visual communication professional practice (design and/or natural history illustration) for/with local industry practitioners.
5. Critically reflect on the issues facing visual communication design/natural history illustration practitioners in day-to-day practice.

COURSE CONTENT
Project Option:
i. Prepare a brief as a task-oriented description of the project
ii. Undertake visual research for design and/or illustration processes
iii. Provide creative solutions that demonstrate a comprehensive consideration of marketing and production.
iv. A visual communication design/natural history illustration problem that is resolved at a detailed level and is suitable as a significant portfolio piece
v. Recording, reporting and critically reflecting on the project.

Industry Placement Option
i. Complete a 80-hour placement with an organisation/practitioner involved in visual communication design/natural history illustration.
ii. Record, report and critically reflect on placement.
iii. Develop a portfolio of artwork that demonstrates participation and experiential learning.
iv. Discuss aspects of visual communication practice with peers and professional practitioners.
v. Describe and analyse visual communication design/natural history illustration issues.

Teaching program and sequence
A detailed list is available on the course Blackboard site in the Course Materials area.

Timetable
Class dates, times and locations are available on the Timetable website at: http://webapps.newcastle.edu.au/timetables/class_times/classtimes.cfm

LEARNING RESOURCES

Blackboard site
Students enrolled in the course can login http://Blackboard.newcastle.edu.au/ to access the Blackboard site used to support this course. You need to visit the Blackboard site on a regular basis.

Recommended Readings
A recommended reading list will be available on Blackboard in the Course Materials area.
## ASSESSMENT ITEMS

<table>
<thead>
<tr>
<th>Assessment Item and Description</th>
<th>Method of Submission</th>
<th>Due Date</th>
<th>Weight %</th>
<th>Course objective</th>
<th>Item Returnable?</th>
<th>When?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Option 1 - Creative research project.</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Major project</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A project developing a design brief, setting production parameters (within the 13 weeks of the semester) and using research and conceptual development to present a portfolio-ready creative outcome.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Part A - Written assignment - 2000 words</strong></td>
<td>Electronically through Turnitin</td>
<td>Week 4</td>
<td>25%</td>
<td>3</td>
<td>N</td>
<td>Week 5</td>
</tr>
<tr>
<td><strong>Project Proposal</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research potential project areas, including an annotated bibliography, with supporting visual research material</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Part B - Written assignment – 500 words</strong></td>
<td>Electronically through Turnitin</td>
<td>Week 6</td>
<td>25%</td>
<td>2/5</td>
<td>N</td>
<td>Week 7</td>
</tr>
<tr>
<td><strong>Writing the brief. Writing and development of a design/illustration briefing document and comprehensive design management plan</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Part C - Concept development</strong></td>
<td>In-class presentation</td>
<td>Week 10</td>
<td>25%</td>
<td>2/3/5</td>
<td>N</td>
<td></td>
</tr>
<tr>
<td><strong>Verbal and AV presentation showing progress via sketchbook, thumbnails and evidence of conceptual development</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Part D - Portfolio</strong></td>
<td>In-class exhibition</td>
<td>Week 13</td>
<td>25%</td>
<td>2/3/5</td>
<td>Y</td>
<td></td>
</tr>
<tr>
<td><strong>Preparation and presentation of project as a portfolio or exhibition piece</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Option 2 - Professional Placement</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>An industry placement with an approved design/advertising/illustration/digital media company.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CV – A formatted CV in PDF form, suitable for professional use.</strong></td>
<td>Electronically through Blackboard</td>
<td>Week 3</td>
<td>10%</td>
<td>1</td>
<td>N</td>
<td></td>
</tr>
<tr>
<td><strong>Placement proposal and completion of approved placement documentation</strong></td>
<td>As per instructions provided</td>
<td>Week 4</td>
<td>-</td>
<td>-</td>
<td>N</td>
<td></td>
</tr>
<tr>
<td><strong>Written Assignment - 2000 words.</strong></td>
<td>Electronically through Turnitin</td>
<td>Fourteen days after completion of placement or Week 13, which ever is the soonest</td>
<td>40%</td>
<td>5</td>
<td>N</td>
<td></td>
</tr>
<tr>
<td><strong>Reflection report on the value and learning experience of the industry placement.</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Written assignment - Journal</strong></td>
<td>Electronically through Blackboard</td>
<td>Fourteen days after completion of placement or Week 13, which ever is the soonest</td>
<td>20%</td>
<td></td>
<td>N</td>
<td></td>
</tr>
<tr>
<td><strong>A daily record (100-200 words per entry) and report of the placement experience</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Visual Portfolio</strong></td>
<td>Hardcopy submission</td>
<td>Fourteen days after completion of placement or Week 13, which ever is the soonest</td>
<td>20%</td>
<td></td>
<td>Y</td>
<td></td>
</tr>
</tbody>
</table>
**Overview of Assessment Criteria**

**Placement Student Assessment Criteria**

**CV**
The CV is an opportunity for the student to consider the practical aspects of job-seeking after graduation. The exercise will hone professional writing skills and develop visual design skills.

**Written Assignment - 2000 word Report**
The report is a student appraisal of the value of the industry placement. Students will critically evaluate their experiences and reflect on their transition from student-practitioner to professional practise.

**Written assignment - Journal**
This daily record of the placement is to document, reflect and evaluate each day of the placement. It should provide the factual basis for the 2000 word written report.

**Visual Portfolio**
Selected examples of the work performed during the placement experience presented in a designed and annotated hardcopy format. This is both a visual record, and an evaluation, of the type of tasks performed. Due to the varying nature of placement tasks that might be allocated to a student, the actual work set by placement supervisors will not be assessed. However the design of the portfolio as a whole, as well as the articulation and evaluation of the processes associated with the tasks, will be assessed.

**Supervisor Report**
An evaluation of the student by the placement supervisor, this may or may not include comments and will be made available to the student with the supervisor's consent.

**Project Student Assessment Criteria**

**Written assignment - Project Proposal - 2000 words**
The purpose of this assignment is to provide a thorough research grounding for the major project. Students will enhance their research skills (both visual and traditional), critically evaluate a range of visual and written material and be able to contextualise in their chosen area of interest within a broader historical and/or professional practise framework.

**Written assignment - Writing the brief – 500 words**
This assignment is to develop project planning strategies, as well as professional writing skills. It will provide students with a working document outlining the purpose and direction for the practical work to be undertaken during the rest of the semester.

**Concept development – Presentation – (5 mins presentation and 3 mins discussion)**
Verbal and A/V presentation in class, demonstrating the progress of the visual work to date and an opportunity to receive feedback from tutors and peers. This exercise is to develop critical skills in evaluating work, as well as responding to, and delivering, feedback to peers. Students will develop project planning skills by providing evidence of an appropriate timeline and strategy for completion.

**Presentation of project as a portfolio or exhibition piece**
The final work is to be exhibited as a finished piece suitable for exhibition and inclusion in a portfolio. This exercise will compare the student's finished solutions to their self-directed briefs/proposals. The finished work should demonstrate a creative solution to a well-articulated design problem. This exercise will enhance the student's technical proficiency, craft skills and design problem-solving skills.

---

<table>
<thead>
<tr>
<th>Supervisor Report</th>
<th>Supervisor to submit electronically</th>
<th>Fourteen days after completion of placement or Week 13, whichever is the soonest</th>
<th>10%</th>
<th>Y</th>
</tr>
</thead>
</table>

Marking and Grading for Undergraduate and Postgraduate Courses & Programs

<table>
<thead>
<tr>
<th>Range of marks</th>
<th>Grade</th>
<th>Long Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>85-100</td>
<td>High Distinction (HD)</td>
<td>Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic ability; mastery of skills*; and achievement of all assessment objectives.</td>
</tr>
<tr>
<td>75-84</td>
<td>Distinction (D)</td>
<td>Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.</td>
</tr>
<tr>
<td>65-74</td>
<td>Credit (C)</td>
<td>Very Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic ability; reasonable development of skills*; and achievement of all assessment objectives.</td>
</tr>
<tr>
<td>50-64</td>
<td>Pass (P)</td>
<td>Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic ability; satisfactory development of skills*; and achievement of most assessment objectives.</td>
</tr>
<tr>
<td>0-49</td>
<td>Fail (FF)</td>
<td>Failure to satisfactorily achieve assessment objectives or compulsory course components. A fail grade may also be awarded following disciplinary action.</td>
</tr>
<tr>
<td></td>
<td>Ungraded Pass (UP)</td>
<td>A grade awarded in a course for which only a pass or fail is available.</td>
</tr>
</tbody>
</table>

*Skills are those identified for the purposes of assessment task(s).

Detailed Assessment Criteria
Detailed assessment criteria for each assessment task and any additional material will be available on the course Blackboard site no less than two weeks prior to the due date of each assessment.

Application for Adverse Circumstances
Applications for adverse circumstances are to be submitted via the electronic system only for major assessment items (those valued at 20% or greater). Please discuss alternative method for submission of applications for minor assessment items with the course coordinator.

Additional Assessment Information
Students may be required to provide written assessment items in electronic form as well as hard copy.

Additional Information on practical sessions

Risk Assessment and Health & Safety Requirements
The issue of safety for staff and students is taken very seriously by the University. Students studying courses requiring completion of a Risk Assessment Safety Induction or other Health & Safety requirement MUST complete all safety components. These will generally occur in the first week of each course or prior to a placement or field trip. Students will be advised of Risk Assessment and Health &Safety requirements by the Course Coordinator at the beginning of the semester.

For students undertaking the INDUSTRY PLACEMENT OPTION, an Induction Briefing will be conducted at the first lecture. Students must indicate in writing that they have participated in the Induction and understand the risk assessment and occupational health and safety requirements of this course before they will be permitted to undertake the Industry Placement Option.

Further information on the Industry Placement Option process will be available on Blackboard.

Attendance and/or Other Class Requirements

LECTURES
The weekly lecture topics are listed on the course Blackboard site. Lectures will be held in week’s 1, 2, 3, 4, 5, 6, 7.

Tutorials
Students undertaking a placement will have no tutorials for this class. Students taking the Project option will meet weekly in a tutorial group. Project student numbers are limited to one tutorial group of no more than 16 students.
Placement Requirements
Students must secure a placement by the University Census date (30th March) which is the last day to withdraw from a Semester 1 course without financial penalty. Students are strongly advised to withdraw from the course if they are unable to confirm a placement by this date. It is extremely unlikely that a placement can be completed and the necessary assessment tasks submitted if a placement is not secured by this time.

Continuous Course Evaluation and Improvement
Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement. Information on previous course offerings is available at  http://www.newcastle.edu.au/service/university-surveys/
The key themes of previous feedback, and any major changes that were made as a consequence of this are outlined below.

1. To better facilitate the approval system for students and placement providers the administrative system has been extensively reworked this semester and is now almost exclusively digital.

ACADEMIC INTEGRITY

Students are required to complete the Academic Honesty Module which is on the FSCIT Student Guide Blackboard Site  http://Blackboard.newcastle.edu.au/ The purpose of this module is to help students understand referencing and plagiarism issues.

No alteration to this course outline will be permitted without Head of School approval. If a change is approved students will be notified and an amended Course Outline will be provided to students in the same manner as the original.