

DESN3052: Design Projects 5B: Design Directions 2

Callaghan

Semester 1 - 2017



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

OVERVIEW

Course Description	This course enables students to choose from a variety of experimental or professionally oriented project offerings, or initiate their own project/s, to develop a more focused or diverse design expertise. Project offerings may encompass but are not limited to: print design, environmental graphic design, design for printed information, exhibition and public event design, advertising and branding, and Work Integrated Learning design placements. This course will examine areas of process for designers and illustrators.
Requisites	To enrol in this course you must have successfully completed DESN1101, DESN1102, DESN2031 and DESN2041.
Contact Hours	Callaghan Lecture Face to Face On Campus 1 hour(s) per Week for 4 Weeks Self-Directed Learning Self-Directed 1 hour(s) per Week for 6 Weeks Studio Face to Face On Campus 2 hour(s) per Week for 6 Weeks
Unit Weighting	10
Workload	Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

COURSE OUTLINE

CONTACTS

Course Coordinator	Callaghan Mr Ralph Kenke Ralph.Kenke@newcastle.edu.au Room D211 Consultation: Consultation by appointment only. Appointments need to be made via email. Ralph is on campus Tuesdays and Wednesdays, and available times are usually Tuesday afternoons 2–4pm.
Teaching Staff	Bettina Hodgson Bettina.Hodgson@newcastle.edu.au Room D211 Consultation: Consultation by appointment only. Appointments need to be made via email. Bettina is on campus Mondays and Tuesdays, and available times are usually Tuesday afternoons 3–5pm.
	Dr Caelli Brooker Caelli.Brooker@newcastle.edu.au +61 2 4921 6368 Room D206 Consultation by appointment only. Appointments need to be made via email, and available times are usually Tuesday afternoons 3-5pm.
School Office	School of Creative Industries ICT Building - ICT 3.07, Callaghan SOCl@newcastle.edu.au T: +61 2 4985 4500

SYLLABUS

Course Content	Topics will include: <ol style="list-style-type: none">1. Art director's views and role in the design process2. Schedule of production.3. Development of personal standard, idea generation and design strategies. Industry Placement Option: <ol style="list-style-type: none">1. Complete an 80-hour placement with an organisation/practitioner involved in visual communication design.2. Record, report and critically reflect on placement.3. Develop a report that demonstrates participation and experiential learning.4. Discuss aspects of visual communication practice with peers and professional practitioners.5. Describe and analyse visual communication design.
Course Learning Outcomes	On successful completion of this course, students will be able to: <ol style="list-style-type: none">1. Demonstrate through their completed design projects a clear sense of their future professional design direction;2. Demonstrate and apply a well developed creative understanding of the interplay between content and image, type and graphic elements in their chosen design media or medias;3. Generate content for professional and / or experimental design applications of their choosing;4. Conceive, design and execute their chosen design project/s in an ethical and professional manner;5. Complete design projects to production ready standards through project driven self-tuition of relevant production skills.6. Understand the role of art direction and editorial policy set by a publication.

Course Materials

Studio Materials:

As there are no textbook or studio fees for this course, it is expected that students ensure to load credit on to their student cards and be prepared to print out design work when requested to better enable group critique and feedback.

Recommended Reading:

There are no textbooks assigned for this course, however it is recommended that students obtain a subscription to online software learning resource <http://www.lynda.com> – to extend knowledge, gain further skills and revise skills as part of the self-directed study required each week throughout the course to meet the 10 hour Unit Weighting Workload.

SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	27 Feb	LECTURE – Introduction		
2	6 Mar			
3	13 Mar	LECTURE (Tuesday 9-10)		
4	20 Mar			
5	27 Mar			
6	3 Apr			
7	10 Apr	LECTURE (Tuesday 9-10)	Client Brief – Assessment 1	NOTE: Industry Placement Approval to be completed by Tuesday April 11, 2017
Mid Semester Break				
8	24 Apr		NO STUDIO – Anzac Day	
9	1 May	LECTURE (Tuesday 9-10)	STUDIO	
10	8 May		STUDIO – Presentations	Client Brief Assessment 1 Presentations + upload
11	15 May		STUDIO	
12	22 May		STUDIO	
13	29 May		STUDIO – Presentations	- Client Brief Assess 2 Presentations + upload - Industry Placement Presentations + upload - Client brief and Industry Placement Journal
Semester 1 Examinations (NA) Monday 5th to Friday 23rd June (3 weeks)				
Mid Year Break Monday 26th June to Friday 21st July (4 weeks)				
Semester 2 Commences Monday 24th July 2017				

ASSESSMENTS

In this course students will either choose:

A) Client Briefs option

Or

B) Industry Placement option.

Each assessment is described in more detail in the sections below.

A) Client briefs - This option has 3 assessments

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Projects - Presentations	Week 10	Group or Individual	40%	3,4,6
2	Projects - Presentations	Week 13	Group or Individual	40%	1,2,5,6
3	Journal (Online UON)	Week 8-13 (Weekly upload)	Individual	20%	1,2,3,5

Late Submissions

The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.

Assessment 1 – Project 1 Presentation

Assessment Type	Project - Print and online presentation.
Description	Please refer to Blackboard for Project Assessment Brief.
Weighting	40%
Due Date	Week 10
Submission Method	In class
Assessment Criteria	See assessment brief
Return Method	Not Returned
Feedback Provided	Ongoing verbal feedback in class.

Assessment 2 – Project 2 Presentation

Assessment Type	Project – Print and online presentation.
Description	Please refer to Blackboard for Project Assessment Brief.
Weighting	40%
Due Date	Week 13
Submission Method	In class
Assessment Criteria	See assessment brief
Return Method	Not Returned
Feedback Provided	Ongoing verbal feedback in class

Assessment 3 – Professional Progress Journal

Assessment Type	Online Work In Progress (WIP)
Description	Students are required to submit ongoing work in progress entries via Blackboard.
Weighting	20%
Due Date	Weeks 8-13 (Weekly upload to Blackboard)
Submission Method	Online
Assessment Criteria	See Blackboard
Return Method	Not Returned

B) Industry Placement option — this option has three assessments

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Projects - Reports	Week 13	Individual	40%	1,2,3,4
2	Projects – Presentation	Week 13	Individual	40%	1,2,5,6
3	Journal (Online UoN)	Weekly upload during placement	Individual	20%	1,2,3,5

Late Submissions The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.

Assessment 1 – Industry Placement Report

Assessment Type Student report: 1500-2000 words
30%

Description 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 practice. The report is also a visual record of the placement and can include examples of the visual tasks performed while on placement. 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 report as a whole, as well as the articulation and evaluation of the processes associated with the tasks, will be assessed.

Supervisor Report
10%

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.

Weighting 40%

Due Date Week 13

Submission Method Electronically through Blackboard

Assessment Criteria See Assessment Brief.

Return Method Not Returned.

Feedback Provided Via Blackboard.

Assessment 2 – Industry Placement Presentation

Assessment Type Project – Presentation

Description Students will deliver a 5-10 minute visual presentation summarising the content and value of their industry placement. Students can use visual examples of tasks performed while on placement. 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 structure, design and content of the presentation as a whole will be assessed.

Weighting 40%

Due Date Week 13

Submission Method In class.

Assessment Criteria See Assessment Brief.

Return Method Not Returned

Feedback Provided Verbal feedback In class

Assessment 3 – Industry Placement Journal

Assessment Type Journal

Description This record of the placement is to document, reflect and evaluate each week of the placement. It should provide the factual basis for the written report and presentation.

Weighting 20%

Due Date Each week of placement.

Submission Method Blackboard

Assessment Criteria See Assessment Brief.

Return Method Not Returned

ADDITIONAL INFORMATION

Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	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.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

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

Placement Requirements

This is a placement course covered by the Student Placement Policy. Refer to <http://newcastle.edu.au/policy/000768.html> for further information.

Communication Methods

Communication methods used in this course include:

- Blackboard Course Site: Students will receive communications via the posting of content or announcements on the Blackboard course site.
- Email: Students will receive communications via their student email account.
- Face to Face: Communication will be provided via face to face meetings or supervision.

Course Evaluation

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.

Academic Misconduct

All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity policy, refer to <http://www.newcastle.edu.au/policy/000608.html>.

Adverse Circumstances

You are entitled to apply for special consideration because adverse circumstances have had an impact on your performance in an assessment item. This includes applying for an extension of time to complete an assessment item. Prior to applying you must refer to the Adverse Circumstances Affecting Assessment Items Procedure, available at <http://www.newcastle.edu.au/policy/000940.html>. All applications for Adverse Circumstances must be lodged via the online Adverse Circumstances system, along with supporting documentation.

Important Policy Information

The 'HELP for Students' tab in UoNline contains important information that all students should be familiar with, including various systems, policies and procedures.

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

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