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.

Assumed Knowledge
Must have successfully completed all of the following:

DESN2031 Design Projects 3
DESN2041 Design Projects 4
DESN1111 Design Imaging 1
DESN1112 Design Imaging 2
DESN1101 Design Fundamentals
DESN1102 Graphic Design

Or equivalents

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.
CONTACTS

Course Coordinator
Callaghan
Mr Ralph Kenke
Ralph.Kenke@newcastle.edu.au

Consultation: by appointment

Teaching Staff
Other teaching staff will be advised on the course Blackboard site.

School Office
School of Design, Communication and IT
ICT3.07 ICT Building Callaghan
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SYLLABUS

Course Content
Topics will include:

1. Art director's views and role in the design process
2. Schedule of production.
3. Development of personal standard, idea generation and design strategies.

Industry Placement Option:
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 case study of artwork 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
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.
**SCHEDULE**

<table>
<thead>
<tr>
<th>Week</th>
<th>Week Begins</th>
<th>Topics</th>
<th>Learning Activities</th>
<th>Assessments Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>2 Mar</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>9 Mar</td>
<td>Lecture. Scoping the client brief, articulating creative strategies and transforming information into visual narratives.</td>
<td>Studio time. Create a persona for assessment 1. Developing mood boards</td>
<td></td>
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<tr>
<td>4</td>
<td>16 Mar</td>
<td></td>
<td></td>
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<tr>
<td>5</td>
<td>23 Mar</td>
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<tr>
<td>6</td>
<td>30 Mar</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Mid Semester Break</td>
<td>Mid Semester Break</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>20 Apr</td>
<td>Lecture. In conversation with design professionals. Editing portfolio content. Resume and job interview. Agency structure, job management and workflow.</td>
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</tr>
<tr>
<td>8</td>
<td>27 Apr</td>
<td>Lecture: Design future. Speculative design approach.</td>
<td>Experimental design. Briefing and group discussion.</td>
<td></td>
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<tr>
<td>9</td>
<td>4 May</td>
<td>Scoping the project, articulating strategy and objectives.</td>
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<tr>
<td>10</td>
<td>11 May</td>
<td>Concept Pitch. Critique and peer feedback.</td>
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<tr>
<td>11</td>
<td>18 May</td>
<td>Execution and refinement of practice outcomes.</td>
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<tr>
<td>12</td>
<td>25 May</td>
<td>Execution and refinement of practice outcomes.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>1 Jun</td>
<td>Semester 1 Examinations Week 1</td>
<td>Semester 1 Examinations Week 2</td>
<td>Semester 1 Examinations Week 3</td>
</tr>
</tbody>
</table>

**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.**

<table>
<thead>
<tr>
<th>Assessment Name</th>
<th>Due Date</th>
<th>Involvement</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Projects - Presentations</td>
<td>Week 10</td>
<td>group</td>
<td>40%</td>
<td>3,4,6</td>
</tr>
<tr>
<td>2 Projects - Presentations</td>
<td>Week 13</td>
<td>Individual</td>
<td>40%</td>
<td>1,2,5,6</td>
</tr>
<tr>
<td>3 Journal (Online UoN)</td>
<td>Week 8-13 (Weekly upload)</td>
<td>Individual</td>
<td>20%</td>
<td>1,2,3,5</td>
</tr>
</tbody>
</table>
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 - Projects 1 – Group Presentations

Assessment Type: Project - Print and online presentation.
Description: In this assignment students are invited to identify, situate and promote their own practice within the evolving domain of the creative industries. Students will work in a collaborative ‘partnership’ with at least one other student (maximum of three in a group).

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 – Individual Presentations

Assessment Type: Project – Print and online presentation.
Description: In this assignment students will be offered a number of ‘client briefs’ which will require students to develop strategies and present design solutions to clients. Students will engage in class activities to generate ideas and learn relevant skills to display speculative concepts. Students will conduct research in and develop case studies to showcase their projects.

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 - Journal

Assessment Type: Journal
Description: Students are required to submit ongoing journal entries via Blackboard demonstrating supporting visual and textual research and peer interaction.

Weighting: 20%
Due Date: Week 8-13 (Weekly upload to UoN)
Submission Method: Online
Assessment Criteria: See Blackboard
Return Method: Not Returned
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 - Report
Assessment Type: Project - Reports
Description: Student report: 1500–2000 words
30%
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 must 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.

Assessment Criteria
See assessment brief.
Return Method
Not Returned.
Feedback Provided
Via Blackboard.

Assessment 2 - Project 2 - Individual 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 should 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 and design of the presentation as a whole will be assessed.

Assessment Criteria
See assessment brief.
Return Method
Not Returned.
Feedback Provided
Verbal feedback In class.
Assessment 3 - 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: Week 8-13 (Weekly upload to UoN)
Submission Method: Blackboard
Assessment Criteria: See Blackboard
Return Method: Not Returned

Grading Scheme

<table>
<thead>
<tr>
<th>Range of Marks</th>
<th>Grade</th>
<th>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 requirements. A fail grade may also be awarded following disciplinary action.</td>
</tr>
</tbody>
</table>

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

Communication Methods

Communication methods used in this course include:
Blackboard course site, class discussion, emailing lecturer

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.

As a result of student feedback, the following changes have been made to this offering of the course:
No feedback received as first time offered.

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.