

Course Outline

Code: DES104

Title: Art, Design and Visual Culture

School: Creative Industries
Teaching Session: Semester 2
Year: 2019
Course Coordinator: Assoc Prof Lisa Chandler, lchandler@usc.edu.au
Course Moderator: Dr Uwe Terton, uterton@usc.edu.au

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1 Description

Contemporary visual communication is grounded in a history of art and design and this course demonstrates ways in which image-making today both draws on, and breaks with, visual traditions of the past. The course investigates how contemporary visual practice is situated within a broader history of image-making by examining various significant art and design movements, concepts and themes which have shaped the way that we use and interpret images. The course also considers differing approaches to visual representation in the context of wider social, political and historical environments. By investigating various conceptual and practical approaches to art and design, you will increase your own design vocabulary and capacity for visual literacy and communication.

1.2 Field trips, WIL placements or activities required by professional accreditation

| Activity | Details |
|----------|---------|
| Nil | Nil |

2. What level is this course?

100 level Introductory - Discipline knowledge and skills at foundational level, broad application of knowledge and skills in familiar contexts and with support. Normally associated with the first full-time year of an undergraduate program.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

| Specific Learning Outcomes | Assessment tasks | Graduate Qualities or Professional Standards mapping |
|---|--|---|
| On successful completion of this course, you should be able to: | You will be assessed on the learning outcomes in task/s: | Completing these tasks successfully will contribute to: |
| Describe the formal elements and content in works of art and design and | 1 and 2 | Knowledgeable. |

| Specific Learning Outcomes On successful completion of this course, you should be able to: | Assessment tasks You will be assessed on the learning outcomes in task/s: | Graduate Qualities or Professional Standards mapping Completing these tasks successfully will contribute to: |
|---|---|--|
| demonstrate how this contributes to meanings being conveyed. | | |
| Apply understandings of art historical style and relevant social and political contexts to the analysis of works of art and design. | 1, 2 and 3 | Empowered. |
| Identify important works of art and design and communicate their significance. | 2 and 3 | Knowledgeable. |
| Demonstrate an understanding of relationships and differences between works of art and design from various styles and periods. | 1, 2 and 3 | Creative and critical thinkers. |
| Present a clear, well-researched, organised and imaginative analysis of works of art and design. | 1 and 2 | Creative and critical thinkers. |

5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1 Enrolment restrictions

Nil

5.2 Pre-requisites

Nil

5.3 Co-requisites

Nil

5.4 Anti-requisites

Nil

5.5 Specific assumed prior knowledge and skills (where applicable)

It is assumed you will have basic visual analysis skills.

6. How am I going to be assessed?

6.1 Grading scale

Standard – High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL)

6.2 Details of early feedback on progress

In most weeks there will be individual activities and/or small group collaborative tasks. These will support the development of ideas and understanding for Tasks 1 and 2. These activities and class discussion will provide formative feedback on approaches for Tasks 1 and 2. From week 2 onwards, each lecture will contain short quizzes to provide formative feedback on understandings of course material for Task 3.

6.3 Assessment tasks

| Task No. | Assessment Product | Individual or Group | Weighting % | What is the duration / length? | When should I submit? | Where should I submit it? |
|----------|-------------------------|---------------------|---|--|---|--|
| 1 | Journal | Individual | 40% total: Posts 1 & 2: 10% each Post 3: 20% | Post 1: 150 words plus 'remake', Post 2: 350 words, Post 3: 450 words plus Immerse presentation | Post 1: Tues Week 5, Posts 2 & 3: Tues Week 7 | Online Assignment Submission with Plagiarism check |
| 2 | Oral, and Written Piece | Group | 30% | 12 mins (group of 2) 15 mins (group of 3) | Week 11 | Online Assignment Submission with Plagiarism check |
| 3 | Examination | Individual | 30% | 1 hour | Week 13 | In Class |
| | | | 100% | | | |

Assessment 1: Looking at Art and Design

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| Goal: | To demonstrate your ability to observe, interpret and critically analyse works of art and design. |
| Product: | Journal |
| Format: | Academic format. <ul style="list-style-type: none"> In weeks 5 and 7 you will provide Blackboard posts responding to specific questions. This is an individual assignment which asks about the ways in which particular artists or designers communicate. You will also be required to include relevant images that support your responses and to present and discuss your Posts 1 and 3 in the Immerse Lab. The individual questions, requirements, word lengths and further information will be provided on Blackboard under Assessment/Task 1. |
| Criteria: | <ul style="list-style-type: none"> The ability to observe, interpret and critically analyse works of art and design. The ability to identify and differentiate stylistic and conceptual characteristics of individual practitioners and art movements. The ability to demonstrate relationships and influences between individual works. The ability to communicate clearly and cohesively about art and design. |

Assessment Task 2: Art and Design in Context: group presentation

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| Goal: | To creatively present a comparative analysis of two works by a significant artist or designer, demonstrating stylistic qualities and influences, and the influence of art historical movements and social and historical factors on their work. To support your presentation with a creative artefact that demonstrates your understanding of the artist's style. |
| Product: | Oral and Written Piece |
| Format: | Academic format. <ul style="list-style-type: none"> In groups of two or three develop a presentation, and a creative artefact (one per group member) to be delivered in tutorials at an allocated date. Specific task details can be found on Blackboard in the Assessment/Task 2 section. |

| | |
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| Criteria: | <ul style="list-style-type: none"> • The ability to identify and differentiate the stylistic and conceptual characteristics of individual practitioners' work and relevant art movements. • Demonstrate the relationship between individual works and the art historical and broader social and historical contexts in which they were created. • Critical analysis and interpretation of works of art and design supported by research and evidence within the works. • Clear, cohesive and creative communication about art and design. |
|------------------|---|

Assessment Task 3: Image test

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| Goal: | To demonstrate recognition and understanding of major art and design practitioners, their stylistic qualities and the significance of their practice. |
| Product: | Examination |
| Format: | <p>Academic format.</p> <ul style="list-style-type: none"> • Selected images examined in this course will be presented and you will be required to respond to short questions which deal with the identification, significance and comparison of these images. • This may include identifying the artist, the title of the work and/or the style or movement with which the artist or work depicted was most commonly associated. • For some works you will be required to provide additional short answer responses such as reasons why the work was significant in art historical terms and/or a brief stylistic analysis and comparative analysis of specific works. • The test will be held during the week 13 lecture time. • Key images for you to learn will be presented at the end of each lecture and in a summary document on Blackboard/Assessment/Task 3. • Lectures and tutes will assist you in preparing for the Image Test. |
| Criteria: | <ul style="list-style-type: none"> • Knowledge and identification of major works of art and design. • Demonstrated understanding of the significance of influential works of art and design. • Ability to identify, analyse and compare artistic styles. |

7. Directed study hours

The directed study hours listed here are a portion of the workload for this course. A 12 unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

| Location: S | Directed study hours for location: |
|-------------|--------------------------------------|
| Sippy Downs | Lecture: 1 hour Tutorial: 2 hours |

8. What resources do I need to undertake this course?

Please note that course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site. Please log in as soon as possible.

8.1 Prescribed text(s) or course reader

Nil

8.2 Specific requirements

Nil

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low.

It is your responsibility as a student to review course material, search online, discuss with lecturers and peers, and understand the health and safety risks associated with your specific course of study. It is also your responsibility to familiarise yourself with the University's general health and safety principles by reviewing the [online Health Safety and Wellbeing training module for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1 Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

10.2 Assessment: Additional requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- a) The final mark is in the percentage range 47% to 49.4%
- b) The course is graded using the Standard Grading scale
- c) You have not failed an assessment task in the course due to academic misconduct

10.3 Assessment: Submission penalties

Late submission of assessment tasks will be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day
- 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task.

Weekdays and weekends are included in the calculation of days late.

To request an extension, you must contact your Course Coordinator and supply the required documentation to negotiate an outcome.

10.4 Study help

In the first instance, you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Academic Skills Advisers. To book an appointment or find a drop-in session go to [Student Hub](#).

Contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au

10.5 Wellbeing Services

Student Wellbeing Support Staff are available to assist on a wide range of personal, academic, social and psychological matters to foster positive mental health and wellbeing for your success. Student Wellbeing is comprised of professionally qualified staff in counselling, health and disability Services.

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, mental health issue, learning disorder, injury or illness, or you are a primary carer for someone with a disability, [AccessAbility Services](#) can provide assistance, advocacy and reasonable academic adjustments.

To book an appointment with either service go to [Student Hub](#), email studentwellbeing@usc.edu.au or accessability@usc.edu.au or call 07 5430 1226

10.6 Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website:

<http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.7 General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au