



COURSE OUTLINE

DES104 Art, Design and Visual Culture

Course Coordinator: Deborah Fisher (dfisher@usc.edu.au) **School:** School of Business and Creative Industries

2021 | Semester 2

USC Sunshine Coast

ON CAMPUS

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE

You can do this course without coming onto campus.

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. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
ON CAMPUS			
Tutorial/Workshop 1 – In-class tutorial	2hrs	Week 1	12 times
Lecture – 1 hour online lecture content for 12 weeks (or equivalent).	1hr	Week 1	12 times
ONLINE 1			
Tutorial/Workshop 1 – Interactive zoom tutorial	2hrs	Week 1	12 times
Lecture – 1 hour online content for 12 weeks (or equivalent).	1hr	Week 1	12 times

1.3. Course Topics

The course topics may include-

1. What can we learn about art, design and visual culture?
2. The Renaissance Period
3. The Baroque Period
4. Romanticism and Neo Classicism
5. Impressionism and Post-Impressionism
6. Early 20th C. Modernist Movements: Expressionism and Cubism
7. Art and Absurdity: Dada and Surrealism
8. Constructivism, the Bauhaus, and De Stijl
9. Pop Art
10. Indigenous Australian Art
11. Eastern Art
12. Continuity and Change- Revisiting History of Art, Design and Visual Culture

2. What level is this course?

100 Level (Introductory)

Engaging with discipline knowledge and skills at foundational level, broad application of knowledge and skills in familiar contexts and with support. Limited or no prerequisites. Normally, associated with the first full-time study 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?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...
1 Describe the formal elements and content in works of art and design and demonstrate how this contributes to meanings being conveyed.	Knowledgeable
2 Apply understandings of art historical style and relevant social and political contexts to the analysis of works of art and design.	Empowered
3 Identify important works of art and design and communicate their significance.	Knowledgeable
4 Demonstrate an understanding of relationships and differences between works of art and design from various styles and periods.	Creative and critical thinker
5 Present a clear, well-researched, organised and imaginative analysis of works of art and design.	Creative and critical thinker

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. Pre-requisites

Not applicable

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. 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 Grading (GRD)

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

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Activity Participation	Individual	30%	Post 1: 150 words plus 'remake', Post 2: 350 words, Post 3: 450 words plus presentation	Refer to Format	Online Assignment Submission with plagiarism check
All	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
All	3	Artefact - Creative, and Written Piece	Individual	40%	5 visual solutions + 1000 words	Week 13	In Class

All - Assessment Task 1: Looking at Art and Design

GOAL:	To demonstrate your ability to observe, interpret and critically analyse works of art and design.	
PRODUCT:	Activity Participation	
FORMAT:	Submit: Post 1: Tues Week 5, Posts 2 & 3: Tues Week 7. Academic format. 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. The individual questions, requirements, word lengths and further information will be provided on Blackboard under Assessment/Task 1.	
CRITERIA:	No.	Learning Outcome assessed
	1	The ability to observe, interpret and critically analyse works of art and design. 2 3
	2	The ability to identify and differentiate stylistic and conceptual characteristics of individual practitioners and art movements. 4
	3	The ability to demonstrate relationships and influences between individual works. 5
	4	The ability to communicate clearly and cohesively about art and design. 4

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

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. 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.	
CRITERIA:	No.	Learning Outcome assessed
	1	The ability to identify and differentiate the stylistic and conceptual characteristics of individual practitioners' work and relevant art movements. 2
	2	Demonstrate the relationship between individual works and the art historical and broader social and historical contexts in which they were created. 3
	3	Critical analysis and interpretation of works of art and design supported by research and evidence within the works. 1
	4	Clear, cohesive and creative communication about art and design. 1 2 3 4

All - Assessment Task 3: Art in Application

GOAL:	To demonstrate recognition and understanding of major art and design practitioners, their stylistic qualities and the significance of their practice.	
PRODUCT:	Artefact - Creative, and Written Piece	
FORMAT:	Academic format. <ul style="list-style-type: none">• Produce a series of creative artefacts that demonstrates your understanding of artist styles and/or art movements and apply them to a finished set of design applications.• Specific task details can be found on Blackboard in the Assessment/Task 3 section.• You will also be required to include relevant images and text that supports your creative artefacts.• Lectures and tutorials will assist you in preparing for this task	
CRITERIA:	No.	Learning Outcome assessed
	1	Knowledge and identification of major works of art and design. 1 3
	2	Demonstrated understanding of the significance of influential works of art and design. 1 2 3
	3	Ability to identify, analyse and compare artistic styles. 4 5

7. Directed study hours

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.

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

Please note: 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

There are no required/recommended resources for this course.

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 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 and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training 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

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

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct

10.3. Assessment: Submission penalties

Late submission of assessment tasks may 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 to negotiate an outcome.

10.4. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.5. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.6. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.7. 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>

10.8. General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **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