



COURSE OUTLINE

DES105 Introduction to Design and Concept

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2021 | Semester 2

USC Sunshine Coast
USC Moreton Bay

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

Design informs every aspect of our daily lives and influences how we think, act and communicate. Good design makes our lives better in many ways through practical, functional and aesthetic changes that can improve and transform the world in which we live. This practice-focussed course introduces the way designers imagine, experiment and explore to produce creative solutions to the challenges we face in the world today. Through research and practical activities, you will learn how design can play a critical role in shaping our future.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
ON CAMPUS			
Laboratory 1 – On campus laboratory for 12 weeks (or equivalent).	2hrs	Week 1	12 times
Lecture – 1 hour online lecture content for 12 weeks (or equivalent).	1hr	Week 1	12 times
ONLINE 1			
Laboratory 1 – Interactive zoom laboratory	2hrs	Week 1	12 times
Lecture – 1 hour online content for 12 weeks (or equivalent).	1hr	Week 1	12 times

1.3. Course Topics

- Information design
- Design research
- Design methods
- Sensory design
- Design communication
- Visual flow and hierarchies
- Grid systems and modular interfaces
- Accessible design
- UI/UX

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 Apply design research strategies to inform creative outcomes and document your design process.	Creative and critical thinker
② Use design principles to provide direction and flow and to show levels of importance within content.	Knowledgeable
③ Produce and present design outcomes in a professional and technically appropriate manner.	Empowered
④ Explain the difference between colour models and apply this knowledge in the production of screen-based and print based presentations.	Knowledgeable
⑤ Justify design decisions on the basis of how they impact social, ecological and economic outcomes.	Sustainability-focussed

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)

You should be familiar with working with computers.

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

During weeks 1-4 students engage in peer feedback and one on one discussions with the lecturer during in-class activities. Week 05 is a full group critique session prior to submission of Assessment Task 01 in week 07. Students may also submit work in progress for comments and feedback at any time.

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	Artefact - Creative, and Written Piece	Individual	40%	1 x A2 Poster plus documentation	Week 7	Online Assignment Submission
All	2	Artefact - Creative, and Written Piece	Individual	40%	12 page PDF presentation plus documentation	Exam Period	Online Assignment Submission
All	3	Artefact - Creative	Individual	20%	Four Specified Design Exercises	Refer to Format	Online Assignment Submission

All - Assessment Task 1: Information Design Poster and Documentation of Process.

GOAL:	To research a topic and present a set of interpreted data in a visual, graphical form.		
PRODUCT:	Artefact - Creative, and Written Piece		
FORMAT:	Professional/Industry format. You will choose a topic from a given list or negotiate a topic with your tutor. You will research this topic considering social, ecological and/or economic impacts. You will present this information in a graphic form as a single PDF document. You will present your poster in week 5 for feedback and critique. The poster should be at a resolution and in a format suitable for print production using a high end digital printer. The poster must be understandable to the lay person without the need for further explanation. You will submit supporting documentation explaining in detail your background research, design processes and strategies and the production of the actual poster along with the poster.		
CRITERIA:	No.		Learning Outcome assessed
	1 Interpretation and analysis of the information being presented.		1 2
	2 Use of design principles (including type, grids, hierarchies, semiotics and gestalt) to interpret and present the information.		2 3
	3 Documentation of research, critical and creative thinking and the overall working process.		3 4
	4 Ability to speak, write and visually communicate about the topic and your decision making process		3 5

All - Assessment Task 2: Interactive Design and Documentation of Process.

GOAL:	The goal is to develop a web-based or other screen based interactive environment that addresses user expectations and user experience.		
PRODUCT:	Artefact - Creative, and Written Piece		
FORMAT:	Professional/Industry format. You will choose a target audience from a given list. You will create a web-based or other screen based interactive environment suited to your chosen target audience. This interactive environment will be designed to address a range of specific needs your users have when navigating a screen-based interface. You will produce a 12 page, (A3) presentation detailing the structure, flow and intended user experience. The design of several screens will be illustrated in detail. This will be accompanied by supporting documentation explaining in detail your background research, design processes and strategies involved in the production of the website design.		

CRITERIA:	No.	Learning Outcome assessed
1	Documented evidence of preliminary research, decision making, planning and working process.	1 5
2	Design and construction of a clear and logical underlying structure for the website.	3
3	The design in addressing the identified needs of the target audience.	5
4	Addressing the design constraints involved in working in a screen based communications environment.	4
5	Use of design principles (including type, grids, hierarchies, semiotics and gestalt) to interpret and present the information.	2

All - Assessment Task 3: Completion of four specified in-class learning exercises.

GOAL:	To build the student's technical and design skills through completion of four prescribed tasks.	
PRODUCT:	Artefact - Creative	
FORMAT:	Submit: Single PDF document showing all 4 completed in-class exercises. Professional/Industry format. A single PDF document incorporating the completed in-class exercises.	
CRITERIA:	No.	Learning Outcome assessed
	1 Successful completion of the prescribed exercises.	1 3

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

A3 or A4 Art Journal. Although the university provides fully equipped computer labs installed with the required software that are accessible 24/7, it is recommended that you have access to your own laptop or desktop computer and student versions of the software used in this course. Student versions of the industry based software we use are available at reduced cost (and in some cases free) to enrolled students. For this reason, in this course we do not require prescribed textbooks, preferring that the cost of texts be allocated towards your software needs. All readings recommended in this course are in the university library or are available on-line.

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