USC

COURSE OUTLINE

DES211 Visual Identity

Course Coordinator: Alistair Ward (award3@usc.edu.au) **School:** School of Business and Creative Industries

2021 | Semester 1

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 1	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

You are introduced to visual brand identity using vector graphics through a series of projects, which combine software learning, the development of critical ability and research skills in relation to graphic design. Practical outcomes are underpinned by developing an awareness of the broader visual, cultural and commercial contexts in which graphic design is applied. The course emphasis is on developing a process or approach for generating and producing graphic design solutions in a range of media.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
ON CAMPUS			
Laboratory – On campus laboratory for 12 weeks (or equivalent).	3hrs	Week 1	12 times
ONLINE 1			
Online – 3 hours online content for 12 weeks (or equivalent).	3hrs	Week 1	12 times

1.3. Course Topics

Target markets
Colour Systems
Design Management
Copyright
Printing and Printing Systems
Letterheads/Business card Design
Packaging Design
Design History

2. What level is this course?

200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

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 Understand the use of the formal elements in graphic design communication.	Creative and critical thinker
2 Understand the importance of research/process and demonstrate this in arriving at graphic design solutions.	Creative and critical thinker
3 Show awareness of social and cultural identity in the context of design for particular user/audience or group.	Creative and critical thinker
4 Implement integrated, original and creative solutions in the context of a design brief with a demonstrated understanding of the relevant design principles.	Creative and critical thinker
5 Demonstrate proficiency in the creative use of vector-based software (Illustrator).	Empowered

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)

Not applicable

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

Early formative feedback will be in week 3 of this course, a draft copy of your assessment will be peer reviewed in your tutorial.

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	Report	Individual	20%	600 words plus images of 5 logos, including 2 of your own designs	Week 4	Online Discussion Board
All	2	Artefact - Creative, and Written Piece	Individual	30%	300 words, plus finished printed graphic components as per the brief	Week 7	To Supervisor
All	3	Artefact - Creative, and Written Piece	Individual	50%	Finished printed and assembled designs as per the brief plus workbook showing process	Refer to Format	To Supervisor

All - Assessment Task 1: Logo Analysis

GOAL:	To analyse existing food/drink company logos and to produce proposals for your own design
PRODUCT:	Report
FORMAT:	You will write a report, which cites at least three (3) separate academic sources and logo examples and uses Harvard referencing style. The report will address topic, 'The effective use of logos to communicate identity for companies selling food and/or drink to a specific target market.' You will submit two (2) examples of your own logo design proposals for the project and discuss these in the same context. (You may write 120 words for each of the 5 logos.)

CRITERIA:	No.		Learning Outcome assessed
	1	Understand the use of the formal elements in graphic design communication:	
	2	Show awareness of social and cultural identity in the context of design for particular user/audience or group	
	3	Assessment criteria are mapped to the course learning outcomes.	① ② ③ ④ ⑤

All - Assessment Task 2: Company Identity - Logo, business card and letterhead

GOAL:	There is a significant industry dedicated to corporate identity production and this is your chance to explore your own ideas in this area.To create and analyse a basic corporate identity in the context of a design brief.
PRODUCT:	Artefact - Creative, and Written Piece
FORMAT:	You will design a logo, business card and letterhead in accordance with the design brief. Your design should be supported with a 300-word explanation of why it is appropriate and effective for the design context of the project.

CRITERIA:	No.		Learning Outcome assessed
	1	Show awareness of social and cultural identity in the context of design for particular user/audience or group	
	2	Implement integrated, original and creative solutions in the context of a design brief with a demonstrated understanding of the relevant design principles	
	3	Demonstrate proficiency in the creative use of vector-based software (Illustrator)	

All - Assessment Task 3: Drink Me! Packaging Design

GOAL:	To produce finished designs in the context of the design brief and to demonstrate design process and research in a workbook
PRODUCT:	Artefact - Creative, and Written Piece
FORMAT:	You will develop the logo and aesthetic you completed as part of Assessment Task 2 and integrate them into the design of drink packaging, promotional product graphic and promotional display in the context of the design brief. You should clearly demonstrate the development of your design process in a workbook and that you have explored a variety of solutions in arriving at your finished designs.

CRITERIA:	No.		Learning Outcome assessed
	1	Show awareness of social and cultural identity in the context of design for particular user/audience or group	
	2	Implement integrated, original and creative solutions in the context of a design brief with a demonstrated understanding of the relevant design principles.	
	3	Demonstrate proficiency in the creative use of vector-based software (Illustrator)	

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

This course requires some commercial software or hardware which is provided at USC campuses for student use. If you elect to do this course online, you may either; attend a campus at which it is available, discuss alternative open source solutions with your course coordinator that would enable you to demonstrate the learning outcomes, or if you prefer you may acquire this software and / or hardware at your own expense.

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

- **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