



COURSE OUTLINE

DES211 Visual Identity

Course Coordinator: Paloma Hodgins (phodgins@usc.edu.au) **School:** School of Business and Creative Industries

2022 | Semester 1

USC Sunshine Coast
USC Moreton Bay

**BLENDED
LEARNING**

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

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
BLENDED LEARNING			
Learning materials – Asynchronous	1hr	Week 1	13 times
Tutorial/Workshop 1 – Face to Face	2hrs	Week 1	10 times
Seminar – Synchronous All-cohort session	1hr	Week 1	3 times
Information session – Task information online sessions	1hr	Week 2	3 times
ONLINE			
Learning materials – Asynchronous	1hr	Week 1	13 times
Tutorial/Workshop 1 – Online	2hrs	Week 1	10 times
Seminar – Synchronous all-cohort session	1hr	Week 1	3 times
Information session – Task information sessions	1hr	Week 2	3 times

1.3. Course Topics

Visual culture
Design ethics
Theory and context
Target markets
Colour systems
Inclusive design
Design management and copyright
Printing
Packaging design
Branding
New technologies

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%	500 words plus 2 original designs	Week 4	Online Discussion Board
All	2	Artefact - Creative, and Written Piece	Individual	30%	Original designs presented as a PDF, 300 word supporting statement and research documentation.	Week 6	To Supervisor
All	3	Artefact - Creative, and Written Piece	Individual	50%	Professional design pitch (PDF proposal and designs), oral presentation in class and support material	Week 13	To Supervisor

All - Assessment Task 1: Visual Identity Analysis

GOAL:	To analyse an existing visual identity and produce proposals for your own alternative design													
PRODUCT:	Report													
FORMAT:	<p>You will write an analysis in the form of a report, which cites at least three separate academic sources and design examples based on a theme you select during class.</p> <p>Your report will respond to one of three research questions that will be available during the tutorials. One example includes, 'The effective use of logos to communicate identity for companies selling food to a specific target market.' You will respond to the question and critique design examples. Your report will be supported by two examples of your own design proposals for the projects discussed.</p> <p>A full project brief is supplied on Canvas in the Assessment Folder.</p>													
CRITERIA:	<table border="1"> <thead> <tr> <th>No.</th> <th></th> <th>Learning Outcome assessed</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Understand the use of the formal elements in graphic design communication:</td> <td>1</td> </tr> <tr> <td>2</td> <td>Show awareness of social and cultural identity in the context of design for particular user/audience or group</td> <td>2 4</td> </tr> <tr> <td>3</td> <td>Professional communication</td> <td>1</td> </tr> </tbody> </table>	No.		Learning Outcome assessed	1	Understand the use of the formal elements in graphic design communication:	1	2	Show awareness of social and cultural identity in the context of design for particular user/audience or group	2 4	3	Professional communication	1	
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1	Understand the use of the formal elements in graphic design communication:	1												
2	Show awareness of social and cultural identity in the context of design for particular user/audience or group	2 4												
3	Professional communication	1												

All - Assessment Task 2: Visual Identity Project

GOAL:	There is a significant industry dedicated to visual identity production and this is your chance to explore your own original ideas in this area and apply your emerging skills. You will create an original visual identity system for a company or project (based on a brief) and produce a range of touchpoints to support your brand.	
PRODUCT:	Artefact - Creative, and Written Piece	
FORMAT:	You will develop and design an original visual identity for a company or project. Your branding should include a logo, business card and other touchpoints that can be negotiated with your tutor in class. Your visual identity should be supported by clear research and include a 300-word explanation of why it is appropriate and effective for the social and cultural 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 3
	2	Implement integrated, original and creative solutions in the context of a design brief with a demonstrated understanding of the relevant design principles 1 2
	3	Demonstrate proficiency in the creative use of vector-based software (such as Illustrator) 5

All - Assessment Task 3: Professional Design Pitch

GOAL:	You will learn the skills of responding to a professional design brief to produce an original concept, designs and supporting material for a professional design pitch.	
PRODUCT:	Artefact - Creative, and Written Piece	
FORMAT:	You will respond to a professional design brief to develop an original concept, visual identity and strategy that will be presented as a simulated industry design pitch. You should clearly demonstrate the development of your design process in your support material and research to demonstrate that you have explored a variety of solutions in arriving at your finished designs. Your design outcomes will be presented as a professional PDF and will be supported by an oral presentation in class where you will receive industry feedback in a simulated pitch environment.	
CRITERIA:	No.	Learning Outcome assessed
	1	Application of research, design process and creativity in developing original ideas and design solutions 1 2
	2	Demonstrated awareness of social and cultural context and approaches to inclusive design in the development of design concepts and outcomes 3
	3	Application of original, creative solutions in response to a design brief with a evident understanding of design principles 4
	4	Professional presentation and communication 2 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 Canvas 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 Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

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. SafeUSC

USC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUSC by phone: [07 5430 1168](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUSC team by phone [07 5456 3864](tel:0754563864) or email safe@usc.edu.au.

The SafeUSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call [07 5430 1226](tel:0754301226) or email studentwellbeing@usc.edu.au.

10.5. 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.

10.6. 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.

10.7. 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.

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

10.9. Student Charter

USC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The [Student Charter](#) sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.10. 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