

Course Outline

Code: DES212

Title: Visual Communication and Meaning

School: Creative Industries
Teaching Session: Semester 2
Year: 2019
Course Coordinator: Alistair Ward, award3@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

This course provides an opportunity to produce design outcomes for specific contexts within two design project frameworks you will develop. There is an emphasis on research and creative output in the context of user-centred design and you are expected to engage with a specific target group or audiences. You may work individually or choose to work collaboratively with others on one self-generated project. You will work alone on a second project. In each case, you are encouraged to take a professional approach to your work.

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

Activity	Details
Nil	Nil

2. What level is this course?

200 level Developing – Applying broad and/or deep knowledge and skills to new contexts. May require pre-requisites and introductory level knowledge/skills. Normally undertaken in the 2nd or 3rd 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:
Initiate creative solutions in the context of a design brief with a demonstrated understanding of the relevant design principles	1 and 2	Creative and critical thinkers.
Implement integrated, original and creative solutions in the context of a	2 and 3	Creative and critical thinkers. Empowered.

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:
design brief with a demonstrated understanding of the relevant design principles		
Show awareness of social and cultural identity in the context of design for particular user/audience groups	1, 2 and 3	Creative and critical thinkers. Ethical.
Conduct design specific research and integrate it with creative design solutions	1 and 2	Creative and critical thinkers. Empowered.
Demonstrate proficiency in the creative and integrated use of several software packages	2 and 3	Knowledgeable. Empowered.
Understand and be proficient with Desktop Publishing (DTP) design and the production of high quality printed material	2 and 3	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 Enrolment restrictions

Nil

5.2 Pre-requisites

Nil

5.3 Co-requisites

Nil

5.4 Anti-requisites

ADN212 and ADN512

5.5 Specific assumed prior knowledge and skills (where applicable)

Nil

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 week 3, a draft copy of your task 1 will be reviewed in your tutorial.

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	Artefact - Creative, and Written Piece	Individual	20%	A3 both sides	Week 4	In Class
2	Artefact - Creative, and Written Piece	Individual	45%	16 pages	Week 13	In Class
3	Artefact - Creative, and Written Piece	Individual	35%	16 pages	Monday, Week 1 centrally scheduled exams	To Supervisor
			100%			

Assessment 1: Handmade Zine

Goal:	To develop an original concept and aesthetic for a finished Zine.
Product:	Artefact - Creative, and Written Piece
Format:	<p>Professional/Industry format</p> <p>You will develop a design for a specific target group with the aim of developing a social and cultural theme in the context of user-centred design. The construction of meaning/identity social context will be explored. In the 300-word essay you should describe why you have chosen the target market and the social and cultural theme and how your design relates to this theme. Your project must be original and all the elements in the zine must be your own work.</p> <p>You are encouraged to look for resources beyond those supplied as part of the course material.</p>
Criteria:	<ul style="list-style-type: none"> • Initiate creative solutions in the context of a design brief with a demonstrated understanding of relevant design principles. • Show awareness of social and cultural identity in the context of design for a particular user/audience. • Proficiency in the creative and integrated use of materials to achieve a successful outcome.

Assessment Task 2: Printed Magazine

Goal:	To develop the concept, aesthetic and create an original solution from task 1
Product:	Artefact - Creative, and Written Piece
Format:	<p>Professional/Industry format</p> <p>The ability to design for print materials such as magazines, newspapers, reports, etc. is an essential skill for a graphic designer. However, beyond the obvious concerns with layout/information, a designer also needs to be aware of the role of aesthetic in developing a visual identity/personality for a publication. This project requires you to research a social and cultural theme and to publish your work in a magazine format.</p> <p>Your project must be original and all the elements in the magazine must be your own work. As the first step in this project, you will analyse an existing magazine design which informed or influenced your own work.</p>
Criteria:	<ul style="list-style-type: none"> • Initiate creative solutions in the context of a design brief with a demonstrated understanding of relevant design principles. • Show awareness of social and cultural identity in the context of design for a particular user/audience. • Demonstrate proficiency in the creative and integrated use of several software packages.

Assessment Task 3: Interactive Digital Magazine

Goal:	To design an outcome relevant to the design brief for the project
Product:	Artefact - Creative, and Written Piece
Format:	Professional/Industry format You will submit the finished/developed product you created in your Task 2 in a digital form with interactivity. This will be a development of task 2 and you will need to decide which elements will work best in this new medium. You should also submit and present a projection design created for your digital magazine.
Criteria:	<ul style="list-style-type: none"> • Implement integrated, original and creative solutions in the context of a design brief with a demonstrated understanding of the relevant design principles and interactivity. • Show awareness of social and cultural identity in the context of design for a particular user/audience group. • Demonstrate proficiency in the creative and integrated use of several software packages.

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:	Directed study hours for location:
Sippy Downs	Computer workshop: 3 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

You are required to provide a workbook documenting your design process and prints of your finished works.

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