



## COURSE OUTLINE

# DES212 Visual Communication & Meaning

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

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

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. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
ON CAMPUS			
Laboratory 1 – In class laboratory	3hrs	Week 1	12 times
ONLINE 1			
Laboratory 1 – Interactive zoom laboratory	3hrs	Week 1	12 times

### 1.3. Course Topics

- Introduction to calligraphy
- Hand lettering skills
- Finding visual creativity
- Cover design impact and communication
- Magazine grid design
- Designing for the 5 senses
- User centred design for print design
- Visual language and meaning
- Form vs Function
- Magazine Interactivity

## 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 Initiate creative concept solutions and design thinking in the context of a design brief.	Creative and critical thinker
2 Implement integrated, original and creative visual solutions in the context of a design brief with a demonstrated understanding of the relevant design principles.	Creative and critical thinker Empowered
3 Show awareness of social and cultural identity in the context of design for particular user/audience groups	Creative and critical thinker Ethical
4 Conduct design specific research and integrate it with creative design solutions	Creative and critical thinker Empowered
5 Demonstrate proficiency in the creative and integrated use of several software packages in the production of high-quality printed and digital material.	Knowledgeable Empowered
6 Understand and be proficient with Desktop Publishing (DTP) design and the production of high quality printed material	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

In week 3, a draft copy of your task 1 will be 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	Artefact - Creative, and Written Piece	Individual	20%	A3 both sides	Week 4	To be Negotiated
All	2	Artefact - Creative, and Written Piece	Individual	45%	16 pages	Week 13	To be Negotiated
All	3	Artefact - Creative, and Written Piece	Individual	35%	16 pages	Exam Period	To Supervisor

All - Assessment Task 1: Artefact - Creative, and Written Piece

<b>GOAL:</b>	To develop an original concept and aesthetic for a finished Zine.		
<b>PRODUCT:</b>	Artefact - Creative, and Written Piece		
<b>FORMAT:</b>	<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>		
<b>CRITERIA:</b>	<b>No.</b>		<b>Learning Outcome assessed</b>
	1	Initiate creative concept solutions and design thinking in the context of a design brief.	1
	2	Show awareness of social and cultural identity in the context of design for a particular user/audience.	3
	3	Proficiency in the creative and integrated use of materials to achieve a successful outcome.	5 6

All - Assessment Task 2: Printed Magazine

<b>GOAL:</b>	To develop the concept, aesthetic and create an original solution from task 1		
<b>PRODUCT:</b>	Artefact - Creative, and Written Piece		
<b>FORMAT:</b>	<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. 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:	No.	Learning Outcome assessed
	1	Initiate creative solutions in the context of a design brief with a demonstrated understanding of relevant design principles. <span>1</span> <span>2</span>
	2	Show awareness of social and cultural identity in the context of design for a particular user/audience. <span>3</span> <span>4</span>
	3	Demonstrate proficiency in the creative and integrated use of several software packages. <span>5</span> <span>6</span>

### All - Assessment Task 3: Interactive Digital Magazine

<b>GOAL:</b>	To design an outcome relevant to the design brief for the project	
<b>PRODUCT:</b>	Artefact - Creative, and Written Piece	
<b>FORMAT:</b>	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:	No.	Learning Outcome assessed
	1	Implement integrated, original and creative solutions in the context of a design brief with a demonstrated understanding of the relevant design principles and interactivity. <span>1</span> <span>2</span>
	2	Show awareness of social and cultural identity in the context of design for a particular user/audience group. <span>3</span> <span>4</span>
	3	Demonstrate proficiency in the creative and integrated use of several software packages. <span>5</span> <span>6</span>

## 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

Students are required to provide their finished artefacts printed.

## 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](mailto: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](mailto: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](mailto: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](mailto:studentcentral@usc.edu.au)