USC

Course Outline

Code: DES306
Title: Art of Illustration and Design

School:	Communication & Creative Industries
Teaching Session:	Semester 1
Year:	2019
Course Coordinator:	Deborah Fisher, dfisher@usc.edu.au
Course Moderator:	Irene Visser, ivisser@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 focuses on your professional illustration skill development. You will demonstrate innovative and creative illustration skills for specialist, commercial and professional contexts. You will experiment with drawing skills, photography and painting and in combination with software applications to produce a professional body of work.

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

Activity	Details
Nil	Nil

2.   What level is this course?

300 level Graduate - Independent application of graduate knowledge and skills. Meets AQF and professional requirements. May require pre-requisites and developing level knowledge/skills. Normally taken in the 3rd or 4th 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 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:
Apply professional approaches to managing technical and workflow issues associated with design projects.	1, 2 and 3	Empowered
Critically analyse and evaluate illustrative/design/digital techniques and methodologies.	2 and 3	Creative and Critical Thinkers

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:
Experiment uses various design methods such as drawing, painting, handcraft/digital illustration and photography.	1, 2 and 3	Creative and Critical Thinkers
Produce complex illustrations.	1 and 3	Engaged
Document concept development.	2 and 3	Engaged
Effectively interpret a design brief.	1 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

DES214

5.5 Specific assumed prior knowledge and skills (where applicable)

It would be assumed that you have highly developed skills in digital graphic software such as Adobe Photoshop, Illustrator and InDesign and printing procedures.

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

Early formative feedback will be provided in tutorials along with summative feedback upon submission assessments.

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	30%	Poster + minimum 10 pages of annotated process journal	Week 5	In Class

2	Artefact - Creative, and Written Piece	Individual	30%	12 postcards plus minimum 10 pages of annotated development journal	Week 9	In Class
3	Artefact - Creative, and Written Piece	Individual	40%	Book cover + 500-word rationale	Week 1 Central examination period	Online Assignment Submission
			100%			

Assessment 1: Creative Illustration for Persuasive Poster

Goal:	You will create a **persuasive poster** to promote a behavioural change for a defined audience. This task will develop your professional illustration skills through your demonstration of management of workflow; using different design methods; and effectively responding to a design brief.
Product:	Artefact – Creative and Written Piece
Format:	Professional/Industry format Specific brief and requirements will be on Blackboard in your Task 1 folder. Your illustration should define and capture the brief requirements through: • Engaging with handcraft medium, sculpture, art, photography, digital software or a combination that strongly communicates the message of the brief. • Developing a number of concepts, mood board mapping, research and exploration. References should be included in your process journal, including references for text, inspirational or hero images, and critical and reflective analysis of your process. **Requirements:** • Final PDF Illustration adhering to creative brief and technical requirements. • 500 word rational, include this on your last page of your process journal. • Minimum 10 page process journal. • Place all PDF's into a zipped folder with your name and submit into Blackboard
Criteria:	• Evidence of professional workflow management • Application of various design methods • Production of a professional complex illustration • Interpretation of design brief • Communication

Assessment Task 2: The Alphabet as Illustrated typography

Goal:	You will execute a **fresh illustrative** approach to typographic designs. This task will develop your professional illustration skills through your demonstration of management of technical and workflow issues; using different design methods; documenting concept development and effectively responding to a design brief.
Product:	Artefact – Creative and Written Piece
Format:	Professional/Industry format This task requires you to create three types of illustrated alphabet: one which is digitally manipulated from an existing type face, one you craft yourself and the final alphabet is created from found objects observed and photographed. Each must contain a minimum of 20 letters a) Digitally manipulated- This illustrated alphabet requires you to digitally manipulate a well-known typeface, (eg. Helvetica, Arial etc.) to manipulate in an illustrative manner to form a new alphabet. b) Handcrafted-Choose 20 letters from the alphabet to illustrate using a variety of handcraft mediums, eg. pencil, acrylic or gauche paint, water colour, wax crayons, soft crayons, within this section you may bake letter biscuits, create a letter sculpture or create letter cut-outs, this illustrative style is very open; explore your creativity. c) Found objects- Select 20 letters from the alphabet to photograph from your local environment. These may be from signs, logos, they may be deteriorating letters from signs, they may be objects that look like letters; this exercise is about observation. Finally, create a 3 x set of four postcards from your letters, supply as PDFs with correct pre-press . A full brief is prepared for you on Blackboard. Your artistic exploration and practice should focus on the creative, innovative and expressive potential of digital, handcrafted and photographic mediums.
Criteria:	**Illustrated Typography** - Management of workflow and technical issues - Application of various design methods - Production of a professional complex illustration package - Interpretation of design brief - Communication

Assessment Task 3: Illustrate a Book Cover, PDF process journal and rationale

Goal:	You will create an illustration for a high-end book cover for the commercial market. This final professional task will develop your graduate illustration skills through your demonstration of management of technical and workflow issues; using different design methods; documenting concept development and effectively responding to a design brief.
Product:	Artefact – Creative and Written Piece
Format:	Professional/Industry format You will design/illustrate a book cover, document a process journal and include a 500 word rationale. You are required to: - Choose one from a selection of themed books provided - Integrate type and image into a cohesive narrative inspired by the content - Utilise visual hierarchy to support the clarity of the message - Analyse and apply the visual elements and the design principles in your composition. - Analyse basic layout tools and the characteristics of type in graphic design software - Complete the creative problem-solving process from the preliminary planning stage and exploration through revisions to the final product

	• Include the front cover, back cover, spine and inside flaps, size A3 wrap 297 x 420 mm. • You are to explore digital printing techniques and the variety of papers available for inkjet printing in which to print your cover Submission requirements: • Export your PDF Book Cover Design showing correct pre-press and crop marks. Include one file with illustration only, and one file with Illustration and text. • A photograph of your book design cover as it would appear on a real book, you can use a template to showcase your cover and include these in your process journal. This is your mock-up. • A 500-word rationale explaining why you chose your concept, the design process, choice of illustration and paper choice. Include this as the last page in your process journal. • Your process journal should be in PDF format.
Criteria:	**Illustrative Book Cover** • Management of workflow and technical issues • Application of various design methods • Production of a professional complex illustration package • Interpretation of design brief • Communication

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	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 will need to bring to class the basic drawing materials required for each week's exercise. These are listed on Blackboard in the weekly lesson folder and in the weekly planner.

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low.
Students should exhibit normal caution when using sharp tools for trimming mount board for mounting purposes.

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   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

10.6   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