

DESN3052: Design Projects 5B: Design Directions 2

Newcastle City Precinct

Semester 1 - 2020



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

OVERVIEW

Course Description This course enables students to choose from a variety of experimental or professionally oriented project offerings, or initiate their own project/s, to develop a more focused or diverse design expertise. Project offerings may encompass but are not limited to: print design, environmental graphic design, design for printed information, exhibition and public event design, advertising and branding, and Work Integrated Learning design placements. This course will examine areas of process for designers and illustrators.

Requisites To enrol in this course you must have successfully completed DESN1101, DESN1102, DESN2031 and DESN2041.

Contact Hours

Newcastle City Precinct
Lecture
Face to Face On Campus
1 hour(s) per Week for 4 Weeks

Self-Directed Learning
Self-Directed
1 hour(s) per Week for 6 Weeks

Tutorial
Face to Face On Campus
2 hour(s) per Week for 6 Weeks

Unit Weighting 10
Workload Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

COURSE OUTLINE

CONTACTS

Course Coordinator **Newcastle City Precinct**
Mr Ralph Kenke
Ralph.Kenke@newcastle.edu.au

Consultation by appointment only. Appointments need to be made via email.

**Industry Placement
Coordinator** Bettina Hodgson
Bettina.Hodgson@newcastle.edu.au

Consultation by appointment only. Appointments need to be made via email.

Teaching Staff Other teaching staff will be advised on the course Blackboard site.

School Office **School of Creative Industries**
NeW Space, Level 4
409 Hunter Street
Newcastle
soci@newcastle.edu.au
+61 2 4985 4500

SYLLABUS

Course Content Topics will include:

1. Art director's views and role in the design process
2. Schedule of production.
3. Development of personal standard, idea generation and design strategies.

Industry Placement Option:

1. Complete an 80-hour placement with an organisation/practitioner involved in visual communication design.
2. Record, report and critically reflect on placement.
3. Develop a report that demonstrates participation and experiential learning.
4. Discuss aspects of visual communication practice with peers and professional practitioners.
5. Describe and analyse visual communication design.

**Course Learning
Outcomes**

On successful completion of this course, students will be able to:

1. Demonstrate through their completed design projects a clear sense of their future professional design direction;
2. Demonstrate and apply a well developed creative understanding of the interplay between content and image, type and graphic elements in their chosen design media or medias;
3. Generate content for professional and / or experimental design applications of their choosing;
4. Conceive, design and execute their chosen design project/s in an ethical and professional manner;
5. Complete design projects to production ready standards through project driven self-tuition of relevant production skills.
6. Understand the role of art direction and editorial policy set by a publication.

Course Materials

Lecture Materials:

As there are no textbook or studio fees for this course, it is expected that students ensure to load credit on to their student cards through the UON myPrintCopy system:

<https://www.newcastle.edu.au/current-students/campus-environment/information-technology/printing-and-scanning/paying-for-printing> and be prepared to print out and professionally present design work when requested to better enable display, group critique and feedback.

Recommended Reading:

There are no textbooks assigned for this course, however it is recommended that students utilise their subscription to the online software learning resource <http://www.lynda.com> – to extend knowledge, gain further skills and revise skills as part of the self-directed study required each week throughout the course to meet the 10 hour Unit Weighting Workload. Additional readings, and resources may be suggested at different stages of the course and detailed via Blackboard, Lectures, Email or in the detailed Assessment Briefs.

Other Resources:

See Blackboard for details

SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	24 Feb	Lecture - Tuesday		
2	2 Mar			
3	9 Mar			
4	16 Mar			
5	23 Mar			
6	30 Mar			
7	6 Apr	Lecture - Tuesday		
Mid Semester Break				
Mid Semester Break				
8	27 Apr	Lecture - Tuesday	A) Class brief option: Tutorial/learning activity	Weekly Journal upload due
9	4 May	Lecture - Tuesday	A) Class brief option: Tutorial/learning activity	Weekly Journal upload due
10	11 May		A) Class brief option: Tutorial/learning activity	A) Class Brief option: Assessment 1 due Weekly Journal upload due
11	18 May		A) Class brief option: Tutorial/learning activity	Weekly Journal upload due
12	25 May		A) Class brief option: Tutorial/learning activity	Weekly Journal upload due
13	1 Jun		A) Class brief option: Tutorial/learning activity	A) Class Brief option: Assessment 2 due A+ B) Final Weekly Journal upload due B) Industry Placement option: Assessment 1 and 2 due
Examination Period				
Examination Period				
Recess				

ASSESSMENTS

In this course students will either choose:

A) Class Industry Preparation Brief option

Or

B) Industry Placement option

Each assessment is described in more detail in the sections following.

A) Class Industry Preparation Brief option — this option has 3 assessments

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Projects - Presentations	Week 10	Group or Individual	40%	3,4,6
2	Projects - Presentations	Week 13	Group or Individual	40%	1,2,5,6
3	Journal (Online UON)	Week 8-13 (Weekly upload)	Individual	20%	1,2,3,5

Late Submissions

The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.

Assessment 1 – Project 1

Assessment Type	Project
Description	Please refer to Blackboard for Project Assessment Brief.
Weighting	40%
Due Date	Week 10
Submission Method	In class and online via Blackboard
Assessment Criteria	See Assessment Brief
Return Method	Not Returned
Feedback Provided	Ongoing verbal feedback in class.

Assessment 2 – Project 2 Presentation

Assessment Type	Project – Print and online presentation.
Description	Please refer to Blackboard for Project Assessment Brief.
Weighting	40%
Due Date	Week 13
Submission Method	In class and online via Blackboard
Assessment Criteria	See Assessment Brief
Return Method	Not Returned
Feedback Provided	Ongoing verbal feedback in class

Assessment 3 – Professional Progress Journal

Assessment Type	Online Work In Progress (WIP)
Description	Students are required to submit ongoing work in progress entries via Blackboard.
Weighting	20%
Due Date	Weeks 8-13 (Weekly upload to Blackboard)
Submission Method	Online via Blackboard
Assessment Criteria	See Blackboard
Return Method	Not Returned

B) Industry Placement option — this option has three assessments

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Projects - Reports	Week 13	Individual	40%	1,2,3,4
2	Projects – Presentation	Week 13	Individual	40%	1,2,5,6
3	Journal (Online UON)	Weekly upload during placement	Individual	20%	1,2,3,5

Late Submissions

The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.

Assessment 1 – Industry Placement Designed Report

Assessment Type	Part A: Student report: 1500–2000 words
Description	The designed report is a student appraisal of the value of the industry placement. Students will critically evaluate their experiences and reflect on their transition from student-practitioner to professional practice; and present their evaluation as a designed report. The designed report is also a visual record of the placement and can include examples of the visual tasks performed while on placement. Due to the varying nature of placement tasks that might be allocated to a student, the actual work set by placement supervisors will not be assessed. However; the design of the report as a whole, as well as the articulation and evaluation of the processes associated with the tasks, will be assessed.
	Part B: Supervisor Report
	An evaluation of the student by the placement supervisor – this may or may not include comments and will be made available to the student with the supervisor’s consent.
Weighting	40%
Due Date	Week 13
Submission Method	Hard copy to lecturer, and online upload to Blackboard
Assessment Criteria	See Assessment Brief.
Return Method	Not Returned.
Feedback Provided	Via Blackboard.

Assessment 2 – Industry Placement Video Presentation

Assessment Type	Project – Presentation
Description	Students will deliver a 5–10-minute video presentation summarising the content and value of their industry placement. Students can use visual examples of tasks performed while on placement. Due to the varying nature of placement tasks that might be allocated to a student, the actual work set by placement supervisors will not be assessed. However; the structure, design and content of the presentation as a whole will be assessed.
Weighting	40%
Due Date	Week 13
Submission Method	Online upload via Blackboard
Assessment Criteria	See Assessment Brief.
Return Method	Not Returned
Feedback Provided	Verbal feedback In class

Assessment 3 – Industry Placement Journal

Assessment Type	Journal
Description	This record of the placement is to document, reflect and evaluate each week of the placement. It should provide the factual basis for the written report and presentation.
Weighting	20%
Due Date	Each week of placement.
Submission Method	To be uploaded to Blackboard
Assessment Criteria	See Assessment Brief.
Return Method	Not Returned

ADDITIONAL INFORMATION

Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

*Skills are those identified for the purposes of assessment task(s).

Attendance	Attendance/participation will be recorded in the following components: A) Class Brief option: Lecture and tutorial class roll B) Industry Placement option: By Placement Supervisor, and reflected in Supervisor Report
Placement Requirements	This placement component of this course is covered by the Student Placement Policy. Refer to http://newcastle.edu.au/policy/000768.html for further information.
Communication Methods	Communication methods used in this course include: <ul style="list-style-type: none">- Blackboard Course Site: Students will receive communications via the posting of content or announcements on the Blackboard course site.- Email: Students will receive communications via their student email account.- Face to Face: Communication will be provided via face to face meetings or supervision.
Course Evaluation	Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.
Academic Misconduct	All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to https://policies.newcastle.edu.au/document/view-current.php?id=35 .
Adverse Circumstances	You are entitled to apply for special consideration because adverse circumstances have had an impact on your performance in an assessment item. This includes applying for an extension of time to complete an assessment item. Prior to applying you must refer to the Adverse Circumstances Affecting Assessment Items Procedure, available at https://policies.newcastle.edu.au/document/view-current.php?id=236 . All applications for Adverse Circumstances must be lodged via the online Adverse Circumstances system, along with supporting documentation.
Important Policy Information	The 'HELP for Students' tab in UoNline contains important information that all students should be familiar with, including various systems, policies and procedures.

This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.

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