



## UNSW Course Outline

# DDES2140 Graphics 2: Identity and Form - 2024

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## General Course Information

**Course Code :** DDES2140

**Year :** 2024

**Term :** Term 1

**Teaching Period :** T1

**Is a multi-term course? :** No

**Faculty :** Faculty of Arts, Design and Architecture

**Academic Unit :** School of Art & Design

**Delivery Mode :** In Person

**Delivery Format :** Standard

**Delivery Location :** Paddington

**Campus :** Paddington

**Study Level :** Undergraduate

**Units of Credit :** 6

### Useful Links

[Handbook Class Timetable](#)

## Course Details & Outcomes

### Course Description

This intermediate course within the Graphics disciplinary studio will introduce you to research-based responses to developing a visual identity in the context of a broader understanding of brand design. You will build on the typography and image fundamentals acquired in the

introductory course, and develop an understanding of how to apply strategic thinking to your design process when developing visual identities and sophisticated graphic systems across a range of media. Your approaches will be framed by theory, as well as a consideration of end-users, naming and tone of voice, and practical issues such as copyright. Your knowledge of visual identity will be further advanced by applying graphic solutions to three-dimensional forms, as well as developing an understanding of issues such as materiality, life-cycle analysis, and responsible practices such as sustainability and ethics in the context of graphic design.

## Course Aims

This course is the second course within the Graphics disciplinary studio in the Bachelor of Design program. The aim of this course is to develop the intermediate knowledge, skills and attributes required as a graphic designer, with an emphasis on the development of a visual identity applied to a range of contexts, including packaged forms.

## Course Learning Outcomes

Course Learning Outcomes
CLO1 : Generate, iterate and communicate sophisticated design concepts informed by graphic design theory and practice in response to a brief
CLO2 : Apply visual identity solutions to a range of media and contexts, and evidence consideration of responsible practice
CLO3 : Create packaging prototypes that evidence consideration of brand design, materiality, and responsible practice
CLO4 : Evidence strategy, research and experimentation and their relevance to graphic design solutions through comprehensive and considered documentation

Course Learning Outcomes	Assessment Item
CLO1 : Generate, iterate and communicate sophisticated design concepts informed by graphic design theory and practice in response to a brief	<ul style="list-style-type: none"> <li>• Visual Identity Design</li> <li>• Packaging Design</li> </ul>
CLO2 : Apply visual identity solutions to a range of media and contexts, and evidence consideration of responsible practice	<ul style="list-style-type: none"> <li>• Visual Identity Design</li> </ul>
CLO3 : Create packaging prototypes that evidence consideration of brand design, materiality, and responsible practice	<ul style="list-style-type: none"> <li>• Packaging Design</li> </ul>
CLO4 : Evidence strategy, research and experimentation and their relevance to graphic design solutions through comprehensive and considered documentation	<ul style="list-style-type: none"> <li>• Visual Identity Design</li> <li>• Packaging Design</li> </ul>

# Learning and Teaching Technologies

Moodle - Learning Management System

## Additional Course Information

There are two assessment tasks (see project briefs) supported by a rigorous program of studio research. Assessment is based on your participation in and completion of the projects and engaging consistently in the studio, studio research, and online tutorial activities for each of the tasks.

The assessment tasks are supported by weekly studio and research activities which will be comprehensively documented and reflected upon in a process journal. Your engagement with the studio research and online tutorials is assessed in the research component of the two assessments.

Along with completion of assessment tasks, it is important to note that constructive engagement with the course, your tutor and with your peers is required through active participation in class activities, discussions, group work and peer evaluation/critiques.

## Assessments

### Assessment Structure

Assessment Item	Weight	Relevant Dates
Visual Identity Design	50%	Due Date: By the start of your scheduled tutorial in Week 05
Packaging Design	50%	Due Date: By 11.55pm Friday in Week 11.

## Assessment Details

### Visual Identity Design

#### Assessment Overview

This assessment task asks you to reconsider the visual identity of an organisation. You will engage with communication strategies, audience and implementation across a range of print and digital deliverables. Concept development, design iteration and resolution, and the development of a professional presentation will be key outcomes of the assessment task. This assessment task will maintain a focus on developing typographic skills. Research, scholarly enquiry and experimentation will be evidenced through a comprehensive and curated process

journal.

Feedback will be provided on a regular basis in studio through discussion with peers and tutors. Summative assessment and feedback on your visual identity design, in-class presentation, visual journal, and course reflection will be provided digitally.

#### **Course Learning Outcomes**

- CL01 : Generate, iterate and communicate sophisticated design concepts informed by graphic design theory and practice in response to a brief
- CL02 : Apply visual identity solutions to a range of media and contexts, and evidence consideration of responsible practice
- CL04 : Evidence strategy, research and experimentation and their relevance to graphic design solutions through comprehensive and considered documentation

#### **Detailed Assessment Description**

For a detailed assessment description, please see the Assessment Brief on Moodle.

#### **Submission notes**

Submitted digitally on Moodle with a short pitch in class presenting the outcomes in Week 05.

#### **Assignment submission Turnitin type**

This is not a Turnitin assignment

## **Packaging Design**

#### **Assessment Overview**

This assessment task asks you to reconsider the packaging of a product with an emphasis on the application of graphic solutions to a 3-dimensional form. You will analyse an existing product in terms of life cycle, sustainability and ethical considerations. In the context of this research you will then be able to justify your design decisions for a new design proposal. Prototyping and documentation will be central to an iterative design process.

Feedback will be provided on a regular basis in studio through discussion with peers and tutors. Summative assessment and feedback on the design and documentation of prototypes, in-class presentation, process journal, and course reflection will be provided digitally.

#### **Course Learning Outcomes**

- CL01 : Generate, iterate and communicate sophisticated design concepts informed by graphic design theory and practice in response to a brief
- CL03 : Create packaging prototypes that evidence consideration of brand design, materiality, and responsible practice

- CLO4 : Evidence strategy, research and experimentation and their relevance to graphic design solutions through comprehensive and considered documentation

### Detailed Assessment Description

For a detailed assessment description, please see the Assessment Brief on Moodle.

### Submission notes

Submit all elements on Moodle by the due date and time.

### Assignment submission Turnitin type

This is not a Turnitin assignment

## General Assessment Information

### Grading Basis

Standard

## Course Schedule

Teaching Week/Module	Activity Type	Content
Week 0 : 5 February - 11 February	Other	Course Preparation • Review Course Outline and Assessment Brief • See Moodle for preparation needed for Week 01.
Week 1 : 12 February - 18 February	Studio	Demographics and the End User
Week 2 : 19 February - 25 February	Studio	Symbols, Signs and Meaning
Week 3 : 26 February - 3 March	Studio	Visual Identity Systems
Week 4 : 4 March - 10 March	Studio	Application, Iteration and Testing
Week 5 : 11 March - 17 March	Presentation	Visual Identity Design Outcome: Verbal Pitch Packaging and Responsible Practice
	Assessment	Assessment Task 01 Visual Identity Design Submit on Moodle by the start of your scheduled tutorial in Week 5.
Week 6 : 18 March - 24 March	Other	Flexibility Week
Week 7 : 25 March - 31 March	Studio	Construction and Materiality
Week 8 : 1 April - 7 April	Studio	Nets and Forms – The 3D (Typo)graphic object
Week 9 : 8 April - 14 April	Studio	Systematic Design / Solo vs Range
Week 10 : 15 April - 21 April	Studio	Iteration and Documentation
	Assessment	Preparation for Submission of Assessment Task 02: Packaging Design Submit packaging prototype on campus to the space specified on Moodle by 5pm Friday of Week 11. Digital submission of documentation and process journal on Moodle by 11.55pm on Friday of Week 11.
Week 11 : 22 April - 28 April	Assessment	Submit Assessment Task 02 Submit packaging prototype on campus to the space specified on Moodle by 5pm Friday of Week 11. Digital submission of documentation and process journal on Moodle by 11.55pm on Friday of Week 11.

## Attendance Requirements

### Attendance Requirements

Students are expected to attend all classes for each course in which they are enrolled. Failure to attend and participate in at least 80% of learning activities such as discussions, peer feedback, studio sessions, online activities, group work, etc., may result in you being flagged as at risk of failing the course. By punctually attending and actively participating in your classes you not only increase your own opportunities for developing your skills and knowledge, but will also help build a rigorous and engaged creative community with other students. If you are unable to attend classes, please inform your relevant Course Convenor. If the absence is for medical reasons, you will be required to present a medical certificate. If absences impact your ability to undertake assessment, then you should apply for [Special Consideration](#).

## Course Resources

### Prescribed Resources

Course reading list can be accessed on Moodle [via the Leganto link](#).

### Additional Costs

You will be creating physical packaging prototypes which will incur material and printout costs, however these will kept to a minimum. You will also need to purchase (or find) an inexpensive object to package.

## Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Stephen Goddard		F218D		Available by appointment	Yes	Yes
Tutor	Gerhard Bachfischer				Available during scheduled class time	No	No
	Baron Chau				Available during scheduled class time	No	No
	Michael Donohue				Available during scheduled class time	No	No
	Vivien Sung				Available during scheduled class time	No	No

## Other Useful Information

### Academic Information

Due to evolving advice by NSW Health, students must check for updated information regarding online learning for all Arts, Design and Architecture courses this term (via Moodle or course

information provided).

Please see: <https://www.unsw.edu.au/arts-design-architecture/student-life/resources-support/protocols-guidelines> for essential student information relating to:

- UNSW and Faculty policies and procedures;
- Student Support Services;
- Dean's List;
- review of results;
- credit transfer;
- cross-institutional study and exchange;
- examination information;
- enrolment information;
- Special Consideration in the event of illness or misadventure;
- student equity and disability;

And other essential academic information.

## Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

- **Copying:** Using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This includes copying materials, ideas or concepts from a book, article, report or other written document, presentation, composition, artwork, design, drawing, circuitry, computer program or software, website, internet, other electronic resource, or another person's assignment without appropriate acknowledgement.
- **Inappropriate paraphrasing:** Changing a few words and phrases while mostly retaining the original information, structure and/or progression of ideas of the original without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.
- **Collusion:** Working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student for the purpose of them plagiarising, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.
- **Inappropriate citation:** Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

- Duplication ("self-plagiarism"): Submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

The UNSW Academic Skills support offers resources and individual consultations. Students are also reminded that careful time management is an important part of study. One of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items. UNSW Library has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW, but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time
- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

### **Use of AI for assessments**

As AI applications continue to develop, and technology rapidly progresses around us, we remain committed to our values around academic integrity at UNSW. Where the use of AI tools, such as ChatGPT, has been permitted by your course convener, they must be properly credited and your submissions must be substantially your own work.

In cases where the use of AI has been prohibited, please respect this and be aware that where unauthorised use is detected, penalties will apply.

[Use of AI for assessments | UNSW Current Students](#)

## **Submission of Assessment Tasks**

### **Turnitin Submission**



If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on [externalteltsupport@unsw.edu.au](mailto:externalteltsupport@unsw.edu.au)

Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin, you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support, you will automatically receive a ticket number, but if you telephone, you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, alternative submission details will be stated on your course's Moodle site. For information on how to submit assignments online via Moodle: <https://student.unsw.edu.au/how-submit-assignment-moodle>

### **Late Submission Penalty**

UNSW has a standard late submission penalty of:

- 5% per calendar day,
- for all assessments where a penalty applies,
- capped at five calendar days (120 hours) from the assessment deadline, after which a student cannot submit an assessment, and
- no permitted variation.

Students are expected to manage their time to meet deadlines and to request [Special Consideration](#) as early as possible before the deadline. Support with [Time Management is available here](#).

### **School-specific Information**

#### **Risk of Failure Warnings**

If you are at risk of failing the course, because of lack of attendance, low marks in assignments, failing to submit assignments, or lack of participation or engagement, you may be notified by email. Please ensure you read your university email, and respond to any official risk of failure warning promptly. NOTE – if the warning email is sent to your UNSW e-Mail address, it is considered as being read by you whether you check your UNSW email or not.

## Late Submission Penalties

If you believe that circumstances will prevent you from submitting an assessment on time, please notify your course convenor as soon as possible. There will be penalties applied for being late and a clear 'no later than' date beyond which submission won't be accepted. Where a Special Consideration is not applied for, and a student assessment is late, the following guidelines apply:

1. Up to 5 days after due date, a penalty of 5% (of maximum mark for assignment) will be applied for each day late (e.g. an assignment that is 3 days late would have its mark reduced by 15%). Please note - for the purpose of deduction calculation, a 'day' is each 24-hour period (or part thereof) past the stipulated deadline for submission within the calendar year (including weekends and public holidays). Task with a percentage mark - If the task is marked out of 100%, late submission will attract a deduction of 5% from the mark awarded to the student for every 24-hour period (or part thereof) past the stipulated deadline.

Example: A student submits an essay 48 hours and 10 minutes after the stipulated deadline. The essay is marked out of 100%. A 3 day late penalty will be applied ( $3 \times 5\% = 15\%$ ). The essay receives a mark of 68%. The student's mark will therefore be reduced to 53% ( $68\% - 15\%$ ).

2. Beyond 5 days late, no submission will be accepted.

## Special Consideration

Please note that the University's Special Consideration process allows students to apply for an extension within 3 days of the assessment due date. This provides for more extensive extensions, subject to documentation, and Course Convenor approval. You can apply for special consideration online through my.UNSW.edu.au. More information about special consideration can be found here: <https://www.student.unsw.edu.au/special-consideration>

NOTE: If you are experiencing issues related to your access to class material or difficulty with technology, make sure you notify your lecturer as soon as possible, well before any assessment due date. Last minute requests for extensions due to computer failure, file corruption, printing problems etc. do not qualify students for special consideration or extensions. Students are expected to maintain regular backups of their work at all times.

## Educational adjustments

Educational adjustments can be applied to assessments if you are living with a disability, a long

term medical condition, a mental health condition, and/or are a carer of individuals with a disability. The Equitable Learning Service (ELS) determines adjustments based on medical documentation and communicates these via an Equitable Learning Plan (ELP). To receive educational adjustments for equitable learning support, you must first register with Equitable Learning Services (ELS). More information about Equitable Learning Services can be found here <https://student.unsw.edu.au/els>

## **Supplementary Assessment**

Supplementary assessments are available to students in this course who have failed an assessment but have subsequently had an application for Special Consideration approved by the university. The supplementary assessment may take a different form than the original assessment and will be defined by the course convenor - but it will address the same learning outcomes as the original assessment. If Special Consideration has not been awarded, the maximum mark that may be awarded for a supplementary assessment is 50% of the full assessment mark.

## **Academic Honesty and Plagiarism**

Plagiarism is taking the ideas, words, images, designs or objects of others and passing them off as your own. Plagiarism is a type of intellectual theft. Plagiarism can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement. Plagiarism can have serious consequences, so it is important that students be aware of what it is, and how to avoid it. All written submissions are automatically checked for plagiarism using the Turnitin site. For further information, please see the Academic Integrity & Plagiarism website <https://www.student.unsw.edu.au/plagiarism>.

## **Referencing Requirements for Assessments**

Your course convenor will inform you what referencing system this course follows. Useful guidelines on how to reference according to various systems can be found at: <https://student.unsw.edu.au/referencing>.

You may follow these guidelines in your assessment tasks, or seek additional advice from your lecturer. Styles for Endnote are downloadable from the Endnote website. Accurate and correct referencing is an important academic prerequisite at University level, and if your work does not meet these requirements, it may be marked down, or in more serious cases, it may be treated as an instance of plagiarism and academic dishonesty.

## Use of Generative AI

As AI applications continue to develop, and technology rapidly progresses around us, we remain committed to our values around academic integrity at UNSW. Your work must be your *own* and where the use of AI tools, such as ChatGPT, have been permitted by your course convener, they must be properly credited and your submissions must be substantially your own work. In cases where the use of AI has been prohibited, please respect this and be aware that where unauthorised use is detected, penalties will apply. If in doubt, please seek advice from the Course Convenor prior to using generative AI tools.

<https://www.student.unsw.edu.au/assessment/ai>

## Health and Safety

Ensuring student and staff health and safety is very important at UNSW Art & Design. Health and safety is everyone's responsibility. As a student, you have a responsibility not to do anything that risks your own health and safety, or the health or safety of your fellow students, staff members or visitors. This means, for example, exiting the building during a fire drill; wearing personal protective equipment and clothing (PPEC) when staff or signage instructs you to do so; undertaking induction to using equipment or carrying out processes that require specific knowledge; and reporting hazards or incidents to your lecturer or supervisor as soon as you become aware of them. For more information, please see <https://safety.unsw.edu.au/>.

## Additional Support and Resources

At UNSW you can also find support and resources if you need help with your personal life, getting your academic success on track or just want to know how to stay safe. See <https://www.student.unsw.edu.au/wellbeing>.

Additional support for students is available by contacting the following centres:

- Student Support and Development <https://www.student.unsw.edu.au/support>
- Student Support Advisors: <https://www.student.unsw.edu.au/advisors>
- Mental Health Support: <https://www.student.unsw.edu.au/mental-health-support>
- Academic Skills and Support <https://www.student.unsw.edu.au/skills>
- UNSW IT Service Centre <https://www.myit.unsw.edu.au/>
- Student Gateway: <https://www.student.unsw.edu.au/>
- Equitable Learning Services: <https://www.student.unsw.edu.au/equitable-learning>
- Faculty Resources and Support: <https://www.unsw.edu.au/arts-design-architecture/student-life/resources-support>

- Arc: <https://www.arc.unsw.edu.au/>

## **After Hours Access to the Paddington Campus**

The core operating hours for the Paddington Campus are below. All students have access to the campus during these hours:

- Monday to Friday 0800 – 2100
- Saturday 0900 – 1700

Some students are permitted to have “After Hours Access” (AHA) to the campus upon completion of a series of inductions. The inductions are dependent on location, as well as the types of activities undertaken in those locations. The first of these is this Primary Induction, and this must be completed online <https://my.artdesign.unsw.edu.au>. All students requiring AHA are required to complete this induction. The Primary Induction gives access to the following Low Risk areas:

### **Post Graduate Students**

- PG Research students – Level 4 F Block, Computer Labs and Learning Commons
- Master of Design students – Level 3 D Block, Computer Labs and Learning Commons
- Master of Curating and Cultural Leadership students – D207, Computer Labs and Learning Commons

### **Honours Students**

- Fine Arts – Level 3 F Block, Computer Labs and Learning Commons
- Design – Level 1 E Block, Computer Labs and Learning Commons
- Media Arts – Level 3 F Block, Computer Labs and Learning Commons

Subsequent inductions are workshop and lab specific, and are conducted face-to-face by the UNSW Art & Design Technical staff. Students and staff must first successfully complete the Primary Induction before requesting a Workshop/Lab specific Induction.

## **School Contact Information**

### **UNSW School of Art & Design**

### **Faculty of Arts, Design & Architecture**

### **Paddington Campus**

Cnr Greens Rd & Oxford Street

Paddington NSW 2021

[ad.generaladmin@unsw.edu.au](mailto:ad.generaladmin@unsw.edu.au)