UNSW Course Outline

DDES2141 Graphics 3: Place and Space - 2024

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General Course Information

Course Code : DDES2141
Year : 2024
Term : Term 2
Teaching Period : T2
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 advanced course within the Graphics disciplinary studio will extend the skills you have developed in the introductory and intermediate courses into three-dimensional places and spaces, with an emphasis on research and critical thinking. You will develop interpretive

narratives through graphic interventions, alongside strategies for the installation of your responses. Expressed through a design proposition and subsequent development of a graphic design project, we will continue our established disciplinary focus on typographic skills alongside a broad range of image making techniques. By the end of the course, you will have a strong portfolio piece that reflects your emerging graphic design voice.

Course Aims

This is the third course within the Graphics disciplinary studio in the Bachelor of Design program. The aim of the course is to develop advanced knowledge, skills and attributes in the field of graphic design. The projects encourage students to develop self-directed responses, scaffolded through the framework of a design brief.

Relationship to Other Courses

This is the third course within the Graphics disciplinary studio in the Bachelor of Design program.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Conduct rigorous design research using a range of methodologies, and communicate through a design proposition and presentation
CLO2 : Formulate, iterate and communicate self-directed and advanced graphic design concepts informed by theory, technical knowledge and responsible practice
CLO3 : Implement a self-directed graphic design narrative and associated wayfinding into a three-dimensional space using advanced typography and image making skills
CLO4 : Evidence strategy, criticality, research, experimentation, evaluation and sophisticated reflection through comprehensive and considered documentation

Course Learning Outcomes	Assessment Item
CLO1 : Conduct rigorous design research using a range of methodologies, and communicate through a design proposition and presentation	• Developing a Narrative: Visual Research Methods
CLO2 : Formulate, iterate and communicate self-directed and advanced graphic design concepts informed by theory, technical knowledge and responsible practice	• Deploying Narratives: Interpretation and Wayfinding
CLO3 : Implement a self-directed graphic design narrative and associated wayfinding into a three-dimensional space using advanced typography and image making skills	• Deploying Narratives: Interpretation and Wayfinding
CLO4 : Evidence strategy, criticality, research, experimentation, evaluation and sophisticated reflection through comprehensive and considered documentation	• Developing a Narrative: Visual Research Methods • Deploying Narratives: Interpretation and Wayfinding

Learning and Teaching Technologies

Moodle - Learning Management System

Learning and Teaching in this course

This courses uses a variety of teaching approaches: Blended/In Person Studio

Moodle - Learning Management System

Additional Course Information

Regular attendance and engagement with course resources is critical for this advanced Graphics course.

This course is run in person. However if studio classes need to be run online for any reason, students in online classes MUST have access to a working web camera on their laptop or other device – the expectation is that all students are fully prepared, engaged, and online students are interacting with cameras on.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Developing a Narrative: Visual Research Methods	40%	Start Date: Week 1 Due Date: Submission details: By the beginning of your scheduled tutorial in Week 5 Due: Week 5
Deploying Narratives: Interpretation and Wayfinding	60%	Start Date: Week 5 Due Date: Submission details: By 5pm on Friday of Week 11 Due: Week 11

Assessment Details

Developing a Narrative: Visual Research Methods

Assessment Overview

Assessment Task 01 asks students to select and respond to a location with a strong community connection or compelling history. Students will identify and communicate an issue that has impacted on the location, or their response to that place as a designer. This will take the form of a short pitch on which they will be given formative feedback. Using a range of visual and design research methods, students will then formulate and present a design proposition which will form the basis of the second assessment task.

Research and project development 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 the proposition, presentation, and process journal will be provided digitally.

<u>Course Learning Outcomes</u>

- CLO1 : Conduct rigorous design research using a range of methodologies, and communicate through a design proposition and presentation
- CLO4 : Evidence strategy, criticality, research, experimentation, evaluation and sophisticated reflection through comprehensive and considered documentation

<u>Detailed Assessment Description</u>

Assessment Task 01 is the first in a two-part brief which you will be responding to in this course. The project is situated within a local environment – every place and space is filled with compelling stories. By the end of the course, your task is to have developed an advanced design presentation which situates a series of graphic design interventions into locations within the site. To achieve this, you will use principles of placemaking, interpretation and wayfinding. As the final project in your Graphics specialisation, you should be starting to project your own voice as an emerging graphic or multidisciplinary designer.

In Task 01, you will need to identify, research and communicate an issue or historical viewpoint that has impacted on the site or your response to the location as a designer. To understand the site and to begin to generate possible graphic design responses, we will be using a range of visual research methods. You will present your methods in a short pitch in Week 03 on which you will be given formative feedback. You will then formulate and present a design proposition in Week 05 which will articulate the intended direction of the second assessment task. This will take the form of an A4 landscape format design document.

Research and project development will be evidenced through a comprehensive and curated process journal.

<u>Assignment submission Turnitin type</u>

This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Deploying Narratives: Interpretation and Wayfinding

<u>Assessment Overview</u>

Using the location identified in the previous assessment and accompanying research, students will develop a graphic narrative expressed through words and images and consider how to apply that narrative into the place/space. Students will map a series of paths to the location, and will implement a hierarchical system of graphic interventions to signpost the user's journey, decision

points and arrival at that location. There will also be consideration given to the users' navigation of the space. Students will be expected to employ critical thinking and user testing to inform their project outcome.

Research and project development 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 the project, presentation, process journal, and course reflection will be provided digitally.

Course Learning Outcomes

- CLO2 : Formulate, iterate and communicate self-directed and advanced graphic design concepts informed by theory, technical knowledge and responsible practice
- CLO3 : Implement a self-directed graphic design narrative and associated wayfinding into a three-dimensional space using advanced typography and image making skills
- CLO4 : Evidence strategy, criticality, research, experimentation, evaluation and sophisticated reflection through comprehensive and considered documentation

Detailed Assessment Description

Using the narrative identified in Assessment Task 01 and your accompanying research, the focus of this task is to deploy a graphic narrative expressed through words and images and consider how to apply it into the place/space. Additionally, you will map a path from the site to a different location and will implement a hierarchical system of graphic interventions to signpost the user's journey, decision points and arrival at the location. You will also give consideration to the users' navigation of the space. You will be expected to employ critical thinking and user testing to inform your project outcome.

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

General Assessment Information

Full details of the assessments in this course can be viewed via Moodle.

Grading Basis

Standard

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 27 May - 2 June	Studio	Citymaking + Placemaking / Visual Research (Methods)
Week 2 : 3 June - 9 June	Studio	Narratives, Dialogues, Activations (Users)
Week 3 : 10 June - 16 June	Studio	Activism / The Audience as Participant / Short presentation of Visual Research Methods
Week 4 : 17 June - 23 June	Studio	Communicating a Design Narrative
Week 5 : 24 June - 30 June	Studio	Advanced Approaches to Image and Type (Techniques) Assessment task: Developing a Narrative: Visual Research Methods: By the beginning of your scheduled tutorial in Week 5.
Week 6 : 1 July - 7 July	Homework	Study Week
Week 7 : 8 July - 14 July	Studio	Deep Dive into Interpretation Design
Week 8 : 15 July - 21 July	Studio	Deep Dive into Wayfinding Design
Week 9 : 22 July - 28 July	Studio	Prototypes and Testing (Techniques)
Week 10 : 29 July - 4 August	Studio	Tissue Session / Feedback Intensive Assessment task: Deploying Narratives: Interpretation and Wayfinding: By 5pm 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.

General Schedule Information

Scheduled weekly studio activities will be announced on Moodle and discussed in studio.

Course Resources

Prescribed Resources

You will need to have access to a computer and Adobe Creative Cloud (inDesign, Illustrator, Photoshop and Acrobat).

Materials List

- Design tool kit developed for Graphics 1 and 2 which included the addition of the following tools for prototyping: PVA glue, double sided tape, narrow masking tape, device for scoring paper, such as a bone folder (a ball point pen that has run out is a good substitute, but here are some other possible substitutes:http://brainbrigade.org/7-common-bone-folder-substitutes/)
- A4 or A5 process journal (you can continue in your previous Graphics journal if that suits).
- Large A1 sheets of white card and box board in a range of weights for making prototypes
- Project specific materials may be necessary depending on the concepts that are explored, however, these can generally be purchased and delivered from standard online sources.
- A device with a working web camera – mandatory for students studying in the online space.

Materials can be purchased online at:

https://www.eckersleys.com.au/
https://www.officeworks.com.au/
https://www.hobbyco.com.au/

Leganto List: DDES2141: Graphics 3 - Place and Space
https://ap01-a.alma.exlibrisgroup.com/leganto/public/61UNSW_INST/lists/37706878500001731?auth=SAM

Recommended Resources

Optional:

- As you advance in graphic design, you may want to consider purchasing a separate mouse or tablet for greater precision in the design and layout process.
- If you have a printer at home this may be helpful, but the course can be completed by making digital mockups

Additional Costs

There are no additional costs for this course.

Course Evaluation and Development

It is important that students complete the myExperience course and teaching surveys for this course. This is completely anonymous and provides important student observations and suggestions to ensure that the course is continually improved. To see how the course convenor

has responded to student feedback from these surveys, please see the View Feedback on Student Surveys section in the course Moodle site.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Ian McArthur		G103 Paddington Campus		Via email at: ian.mcarthur@unsw.edu.au	No	Yes

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 Plagarism

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

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 x 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

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