UNSW Course Outline

DDES1140 Graphics 1: Image and Type - 2024

Published on the 28 Jan 2024

General Course Information

Course Code : DDES1140
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 course offers you an introductory opportunity to develop critical skills in the creation of graphic images through photography and various types of illustration. You will then begin to understand how to manipulate typography within formal grids and structures, and as an

expressive medium. Graphic design is built on a sound understanding of the relationship between image and type.

Whether you are intending to work either commercially or experimentally within the visual communications industry, or as a design entrepreneur working in another context, this course will provide you with fundamental graphic design skills. Through application to your individual practice, you will understand the importance of research, an iterative design process, ethical considerations, as well as the personal and presentation skills required to communicate a concept.

Course Aims

The aim of this course is to develop the knowledge, skills and attributes required as a graphic designer, with a particular emphasis on the creation of images for a graphic context, and the manipulation and control of type. The course will provide the basis for tackling more complex graphic design briefs in the future and will improve the fundamental graphic design skills a student might take to other discipline streams.

Relationship to Other Courses

This course is required as a pre-requisite before taking DDES2140 Graphics 2 and DDES2141 Graphics 3.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Demonstrate a range of techniques for the creation and manipulation of images
CLO2 : Demonstrate an understanding of typographic fundamentals
CLO3 : Generate and refine design concepts using an iterative process
CLO4 : Evidence research and experimentation through comprehensive and considered documentation
CLO5 : Present design projects using effective communication techniques

Course Learning Outcomes	Assessment Item
CLO1 : Demonstrate a range of techniques for the creation and manipulation of images	
CLO2 : Demonstrate an understanding of typographic fundamentals	
CLO3 : Generate and refine design concepts using an iterative process	
CLO4 : Evidence research and experimentation through comprehensive and considered documentation	
CLO5 : Present design projects using effective communication techniques	

Learning and Teaching Technologies

Moodle - Learning Management System

Learning and Teaching in this course

Personal delivery on campus and Moodle.

Additional Course Information

On campus the student will require access to a laptop with internet connection to access weekly activities and resources.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Image Fundamentals	50%	Start Date: Week 01 Due Date: Part A - Week 02; Part B - Week 03, Part C - Week 05
Type Fundamentals	50%	Start Date: Week 05 Due Date: Part A - Week 07, Part B - Week 12

Assessment Details
Image Fundamentals

<u>Assessment Overview</u>

Through a program of ongoing activities, students will explore a range of illustrative and photographic techniques to generate image solutions suitable for reproduction. The focus will be on experimentation, image generation and iteration which will be evidenced in an image portfolio and visual journal.

Feedback will be provided on a regular basis in studio through discussion with peers and tutor. Summative assessment and feedback on a final image portfolio, visual journal, and course reflection will be provided.

<u>Detailed Assessment Description</u>

You can access the assessment criteria and marking rubric in the Assessment 1 brief and Moodle via the link [assessment criteria and rubrics](#) .

Submission details: **Part A**: Toolkit due at the beginning of your scheduled tutorial (submit using Moodle assessment portal)
Due: Week 02

Submission details: **Part B**: Quiz completed online via special link in Moodle
Due: Week 03

Submission details: **Part C**: Portfolio due by 9am on the day of your scheduled tutorial (submit using Moodle assessment portal)
Due: Week 05

Assessment Length

Refer to design brief for Assessment 1.

Submission notes

Submit Parts A, B and C via specific links in Moodle.

Assessment information

Assessment 1 - Part A is due in Week 2.

Assessment 1 - Part B is due in Week 3.

Assessment 1 - Part C is due in Week 5.

Assignment submission Turnitin type

This is not a Turnitin assignment

Type Fundamentals

Assessment Overview

Students will develop an understanding of the fundamentals of typography and begin to apply these principles in the layout of text and image. The emphasis will be on introducing a more formal and iterative graphic design process resulting in a project-based outcome. Students will create a prototype or mockup, and present this in the final class of the semester.

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

Detailed Assessment Description

You can access the assessment criteria in the Assessment 02 brief and Moodle via the link assessment criteria and rubrics .

Part A - Pecha kucha. Submit to Padlet in Moodle one hour before your scheduled tutorial. Due: Week 07

Part B - Publication design (pdf). Submit by 12 noon via Moodle submission portal. Due: Week 12

Part B - Publication design (printed mock up), Deliver by 12 noon as instructed in Moodle. Due: Week 12

Assessment Length

Refer to design brief for Assessment 2.

Submission notes

Submit file in specific format to Moodle.

Assessment information

Part A - Submit to Moodle one hour before your scheduled tutorial. Due: Week 07

Part B - Publication design (pdf). Submit by 12 noon via Moodle submission portal. Due: Week 12

Part B - Publication design (printed mock up), Deliver by 12 noon as instructed in Moodle. Due: Week 12

Assignment submission Turnitin type

This is not a Turnitin assignment

General Assessment Information

You can access the assessment criteria and marking rubric in the Assessment brief and Moodle.

Grading Basis

Standard

Requirements to pass course

To pass this course you must achieve a composite mark of at least 50 out of 100.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 12 February - 18 February	Lecture	Introducing the course. Making Marks.
	Studio	Introduction to the course. Making marks
Week 2 : 19 February - 25 February	Lecture	Illustration for Graphic Design. Assessment 1 - Part A is due.
Week 3 : 26 February - 3 March	Lecture	Photographing with Purpose. Assessment 1 - Part B is due.
Week 4 : 4 March - 10 March	Lecture	Merging and Manipulating
Week 5 : 11 March - 17 March	Lecture	Introduction to Assessment 2. Anatomy of Type. Assessment 1 - Part B is due.
Week 6 : 18 March - 24 March	Homework	Study Week Prescribed Activities.
Week 7 : 25 March - 31 March	Lecture	Structuring the Page.
Week 8 : 1 April - 7 April	Lecture	The Printed Form. Assessnent 2 - Part A is due.
Week 9 : 8 April - 14 April	Lecture	Detailed Typography.
Week 10 : 15 April - 21 April	Lecture	Presenting the Work.
Week 11 : 22 April - 28 April	Other	Preparation for Week 12 Submission.
Week 12 : 29 April - 5 May	Assessment	Submit Assessment 2.

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

Monday 01-04-2024 is a public holiday (Easter Monday). We will organise the Week 08 arrangement for students who are enrolled in the Monday morning and Monfday afternoon classes. Details will be provided in Week 1 for students to plan ahead for the change.

Course Resources

Prescribed Resources

LinkedIn Learning: Adobe Creative Cloud (Illustrator, InDesign and Photoshop).

Reading list (Leganto).

Recommended Resources

DDES1140 Resources list

You are encouraged to start with a basic range of equipment and tools from the following list, and develop the contents of the tool kit as you progress during Weeks 01-05

- a range of drawing and sketching pencils, charcoal, graphite, oil pastels, crayons (black and selected colours)
- a range of pens and marker pens (black and selected colours)
- a range of brushes
- pen and nibs
- calligraphy or drawing ink (black)
- a range of art papers (e.g. tracing, watercolour)
- A4 or A3-size bleed-proof paper pad
- A4 or A3-size cartridge paper pad
- A4 visual diary
- masking tape
- blu-tack, stick glue
- scissors, craft knife
- 300mm metal rule

Access to a camera (mobile phone or DSLR) for documenting work.

Additional Costs

A basic graphics tool kit plus A4 visual diary.

Additional resources will be included in the design briefs for the two assessments.

Course Evaluation and Development

Selected student feedback from the previous term will be identified and action taken in response to the feedback. This information will be available in Moodle under My Feedback Matters. An informal discussion on student experience in the course will be conducted in Week 5 to gain initial insights on how students are coping during the first four weeks of the term.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Leong Chan		Room F213, Block F, Paddington campus	l.chan@unsw.edu.au	By appointment	Yes	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 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

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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