



## UNSW Course Outline

# DDES1040 Graphics and Print/ Making - 2024

Published on the 28 Jan 2024

## General Course Information

**Course Code :** DDES1040

**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

Graphics and Print/Making combines experimental typography and image making with a range of analogue and digital methods for making and printing. Historical and cultural precedents supporting your own concept development will be explored in weekly lectures. Open to students

from a range of specialisations, studio time will combine concept generation in response to a creative design brief with workshop time in the Printmaking Studios and The Making Centre. You will be assessed on the iterative development of your concepts and documentation of your process, as well as your final screen printed and/or relief printed posters for exhibition.

## Course Aims

The course aims to deliver the context and fundamentals needed for poster design, and the creative freedom to explore image and typography as a communication tool. It will introduce students to potential of combining analogue (screen printing and relief printing) and digital (laser engraving, 3D printing, CNC routing) methods.

## Course Learning Outcomes

Course Learning Outcomes
CLO1 : Document experimental approaches to the development of image and typography through a process journal or visual diary.
CLO2 : Develop poster concepts that respond to social, cultural, political, ethical, and historical issues of our times.
CLO3 : Demonstrate an understanding of the relationship between digital and analogue making studios in the application of print techniques.
CLO4 : Resolve an advanced portfolio of printed outcomes for in-studio exhibition.

Course Learning Outcomes	Assessment Item
CLO1 : Document experimental approaches to the development of image and typography through a process journal or visual diary.	<ul style="list-style-type: none"><li>• Poster Design</li><li>• Poster Making and Printing</li></ul>
CLO2 : Develop poster concepts that respond to social, cultural, political, ethical, and historical issues of our times.	<ul style="list-style-type: none"><li>• Poster Design</li><li>• Poster Making and Printing</li></ul>
CLO3 : Demonstrate an understanding of the relationship between digital and analogue making studios in the application of print techniques.	<ul style="list-style-type: none"><li>• Poster Making and Printing</li></ul>
CLO4 : Resolve an advanced portfolio of printed outcomes for in-studio exhibition.	<ul style="list-style-type: none"><li>• Poster Making and Printing</li></ul>

## Learning and Teaching Technologies

Moodle - Learning Management System

# Assessments

## Assessment Structure

Assessment Item	Weight	Relevant Dates
Poster Design Assessment Format: Individual	50%	Start Date: Not Applicable Due Date: 5pm Friday in Week 05
Poster Making and Printing Assessment Format: Individual	50%	Start Date: Not Applicable Due Date: At the start of your usual class time in Week 11.

## Assessment Details

### Poster Design

#### Assessment Overview

Assessment Task 01 invites you to engage in conceptual development and studio research to generate a range of approaches to a contemporary poster design. Exploration of visual hierarchy and the relationship between typography, basic grids and image will culminate in the development of a poster design ready for production. Students will be asked to engage in detailed design iteration and resolution, experimentation with analogue and digital making and printing, scholarly enquiry and critical reflection evidenced through a comprehensive and curated process journal. Feedback will be provided on a regular basis in tutorial through discussion with peers and tutors. Summative assessment and feedback will be provided digitally based on the rubric.

#### Course Learning Outcomes

- CLO1 : Document experimental approaches to the development of image and typography through a process journal or visual diary.
- CLO2 : Develop poster concepts that respond to social, cultural, political, ethical, and historical issues of our times.

#### Detailed Assessment Description

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

#### Submission notes

All elements submitted in person in the Printmaking Workshops. Digital upload of poster concepts to Moodle.

#### Assignment submission Turnitin type

This is not a Turnitin assignment

# Poster Making and Printing

## Assessment Overview

In Assessment Task 02 you will refine your design concept and develop the artwork and files necessary to produce a final printed poster. This builds on the concept design and workshop experimentation from Assessment Task 01. You will employ a range of generative techniques using the resources of the Printmaking Studios (screen printing and relief printing) and digital tools in The Making Centre (laser engraving, 3D printing, CNC routing), resulting on a final printed poster for a pop-up exhibition on campus. Your creative process will be documented and reflected on through a comprehensive and curated process journal. Feedback will be provided on a regular basis in tutorial through discussion with peers and tutors. Summative assessment and feedback will be provided digitally based on the rubric.

## Course Learning Outcomes

- CLO1 : Document experimental approaches to the development of image and typography through a process journal or visual diary.
- CLO2 : Develop poster concepts that respond to social, cultural, political, ethical, and historical issues of our times.
- CLO3 : Demonstrate an understanding of the relationship between digital and analogue making studios in the application of print techniques.
- CLO4 : Resolve an advanced portfolio of printed outcomes for in-studio exhibition.

## Detailed Assessment Description

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

## Submission notes

All elements submitted in person in the Printmaking Workshops. Digital upload of an image of your final printed poster to Moodle.

## Assignment submission Turnitin type

This is not a Turnitin assignment

# General Assessment Information

Please refer to the detailed assessment briefs on Moodle for more information on the two assessment tasks.

## Grading Basis

Standard

# Course Schedule

Teaching Week/Module	Activity Type	Content
Week 0 : 5 February - 11 February	Other	<p>Course Preparation</p> <ul style="list-style-type: none"> <li>• Read the assessment briefs in advance of class</li> <li>• Collect the tools and materials needed for class. You can find the materials list in Toolkits and Resources on Moodle.</li> <li>• Watch the two short letterpress videos on Moodle: Upside Down, Left to Right, and Letterpress Printing at P98A.</li> </ul>
Week 1 : 12 February - 18 February	Workshop	<p>A theme with no boundaries</p> <ul style="list-style-type: none"> <li>• Course outline and expectations</li> <li>• Introduction to the theme</li> <li>• Induction: relief printing techniques</li> </ul>
Week 2 : 19 February - 25 February	Workshop	<p>Image(ination)</p> <ul style="list-style-type: none"> <li>• Image making and the design of posters</li> <li>• Rhetoric and tone of voice</li> <li>• Principles of manipulating space</li> <li>• Reviewing poster themes</li> <li>• Induction: basic principles of screenprinting</li> </ul>
Week 3 : 26 February - 3 March	Workshop	<p>Type(ology)</p> <ul style="list-style-type: none"> <li>• Basics of typography and hierarchies of information</li> <li>• Grids in poster design</li> <li>• Review poster concepts</li> <li>• Induction: photographic screen printing processes</li> </ul>
Week 4 : 4 March - 10 March	Workshop	<p>Blurring Boundaries</p> <ul style="list-style-type: none"> <li>• Csikszentmihalyi and states of 'flow'</li> <li>• Intersecting analogue and digital techniques</li> <li>• Laser cutting and engraving to generate printing blocks.</li> <li>• Feedback on poster concepts</li> <li>• Open studio time</li> </ul>
Week 5 : 11 March - 17 March	Presentation	<p>Ends and Beginnings</p> <ul style="list-style-type: none"> <li>• In-class lecture</li> <li>• Pin-up and critique of poster concepts</li> <li>• Introduction to Assessment Task 02</li> <li>• Open studio time</li> </ul>
	Assessment	<p>Submission of Assessment Task 01</p> <ul style="list-style-type: none"> <li>• Due 5pm Friday of Week 05</li> <li>• Please refer to brief and Moodle for details</li> </ul>
Week 6 : 18 March - 24 March	Other	<p>Flexibility Week (no formal classes)</p> <p>Printmaking Workshops and MakerSpace are available for self-directed work.</p>
Week 7 : 25 March - 31 March	Intensive	<p>Poster Design Intensive</p> <ul style="list-style-type: none"> <li>• In-class lecture</li> <li>• Poster design development and artwork</li> <li>• Demonstration of CNC Routing to create printing blocks</li> </ul>
Week 8 : 1 April - 7 April	Workshop	<p>Print/Making Intensive</p> <ul style="list-style-type: none"> <li>• In-class lecture</li> <li>• Printing and production time</li> </ul>
Week 9 : 8 April - 14 April	Workshop	<p>Print/Making Intensive</p> <ul style="list-style-type: none"> <li>• In-class lecture</li> <li>• Printing and production time</li> </ul>
Week 10 : 15 April - 21 April	Workshop	<p>Drawing Conclusions</p> <ul style="list-style-type: none"> <li>• In-class lecture and review of assessment deliverables</li> <li>• Final review of printing progress</li> <li>• Printing and production time</li> </ul>
Week 11 : 22 April - 28 April	Assessment	<p>Submission of Assessment Task 02 (due Week 11)</p> <ul style="list-style-type: none"> <li>• Due at the start of your normal class time in Week 11.</li> <li>• Please refer to brief and Moodle for details which involve bringing your poster edition and process journal to campus and uploading files to Moodle.</li> </ul>

## 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 readings are available on Leganto. [Please refer to link on Moodle.](#)

### Additional Costs

This is a studio-based printmaking course so there will be material costs. There is a full materials list on Moodle which includes a mandatory \$30 Starter Kit which we have compiled to economically supply some preliminary materials for the first part of the course.

## Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Stephen Goddard		F218D		Available by appointment	Yes	Yes
Tutor	Cate James				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

## 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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