



UNSW Course Outline

BEIL0001 Graphic Design for the Built Environment - 2024

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General Course Information

Course Code : BEIL0001

Year : 2024

Term : Term 3

Teaching Period : T3

Is a multi-term course? : No

Faculty : Faculty of Arts, Design and Architecture

Academic Unit : School of Built Environment

Delivery Mode : In Person

Delivery Format : Standard

Delivery Location : Kensington

Campus : Sydney

Study Level : Undergraduate

Units of Credit : 6

Useful Links

[Handbook Class Timetable](#)

Course Details & Outcomes

Course Description

Graphic Design for the Built Environment explores a range of visual communication techniques with a focus on integrating graphic materials into buildings and the built environment. It covers the basics of typography, layout design and colour, techniques for printing (including those for

incorporating images into a range of building materials), digital reproduction technologies, colour systems, diagram design and three-dimensional graphic representation. You will also learn concepts of corporate identity and marketing within the context of the public space and built environment.

You will undertake a range of activities including exercises in interdisciplinary project management and planning. This provides you with the opportunity to observe the delineation of responsibilities of other disciplines statement of duties which are applied to the major way-finding assignment.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Demonstrate collaborate skills in teamwork that ensure productivity and shared responsibility.
CLO2 : Apply skills in typography, layout design and illustration to communicate information and ideas.
CLO3 : Implement visual style and branding guidelines, infographics and data visualisation for built environment practices.
CLO4 : Employ digital reproduction technologies and techniques for printing and integration into a range of building materials.

Course Learning Outcomes	Assessment Item
CLO1 : Demonstrate collaborate skills in teamwork that ensure productivity and shared responsibility.	• Building Identification and Directional Signage
CLO2 : Apply skills in typography, layout design and illustration to communicate information and ideas.	• Layout Design • Visual Identity and Circulation Diagram • Building Identification and Directional Signage
CLO3 : Implement visual style and branding guidelines, infographics and data visualisation for built environment practices.	• Visual Identity and Circulation Diagram • Building Identification and Directional Signage
CLO4 : Employ digital reproduction technologies and techniques for printing and integration into a range of building materials.	• Building Identification and Directional Signage

Learning and Teaching Technologies

Moodle - Learning Management System | Microsoft Teams

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Layout Design Assessment Format: Individual	35%	
Visual Identity and Circulation Diagram Assessment Format: Individual	25%	
Building Identification and Directional Signage Assessment Format: Group	40%	

Assessment Details

Layout Design

Assessment Overview

You will develop a 49 typographic concept layout. Grading will be done against assessment criteria, accompanied by written feedback.

Course Learning Outcomes

- CL02 : Apply skills in typography, layout design and illustration to communicate information and ideas.

Assignment submission Turnitin type

Not Applicable

Generative AI Permission Level

Simple Editing Assistance

In completing this assessment, you are permitted to use standard editing and referencing functions in the software you use to complete your assessment. These functions are described below. You must not use any functions that generate or paraphrase passages of text or other media, whether based on your own work or not.

If your Convenor has concerns that your submission contains passages of AI-generated text or media, you may be asked to account for your work. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

For more information on Generative AI and permitted use please see [here](#).

Visual Identity and Circulation Diagram

Assessment Overview

You will develop a circulation diagram in a poster using the appropriate UNSW brand format and visual identity. Grading will be done against assessment criteria, accompanied by written feedback.

Course Learning Outcomes

- CL02 : Apply skills in typography, layout design and illustration to communicate information and ideas.
- CL03 : Implement visual style and branding guidelines, infographics and data visualisation for built environment practices.

Assignment submission Turnitin type

Not Applicable

Generative AI Permission Level

Simple Editing Assistance

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Building Identification and Directional Signage

Assessment Overview

In small groups, you will design concepts for a signage system. Grading will be done against assessment criteria, accompanied by written feedback. Individual contributions will be assessed.

Course Learning Outcomes

- CL01 : Demonstrate collaborate skills in teamwork that ensure productivity and shared responsibility.
- CL02 : Apply skills in typography, layout design and illustration to communicate information and ideas.

- CL03 : Implement visual style and branding guidelines, infographics and data visualisation for built environment practices.
- CL04 : Employ digital reproduction technologies and techniques for printing and integration into a range of building materials.

Assignment submission Turnitin type

Not Applicable

Generative AI Permission Level

Simple Editing Assistance

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General Assessment Information

Grading Basis

Standard

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 0 : 2 September - 8 September	Other	
Week 1 : 9 September - 15 September	Module	InDesign
Week 2 : 16 September - 22 September	Module	InDesign
Week 3 : 23 September - 29 September	Module	InDesign Assessment 1 due
Week 4 : 30 September - 6 October	Module	Infographics
Week 5 : 7 October - 13 October	Module	Signage and wayfinding
Week 6 : 14 October - 20 October	Other	Flex week
Week 7 : 21 October - 27 October	Module	Photoshop Assessment 2 due
Week 8 : 28 October - 3 November	Module	Photoshop
Week 9 : 4 November - 10 November	Module	Photoshop
Week 10 : 11 November - 17 November	Presentation	Assessment 3 due

Attendance Requirements

You are expected to be regular and punctual in attendance at all classes for the School of Built Environment courses in which you are enrolled. If and where individual courses have specific attendance requirements, these will be stated in the course outline.

If you do not attend 80% of scheduled classes, engage, or participate in scheduled class activities, including lectures, tutorials, studios, labs, etc, you run the risk of failing a course.

If illness or unexpected and beyond your control circumstances prevent you from completing a task on time, or substantially disturb your assessment performance, you should apply for [Special Consideration](#), as soon as practicable, accompanied by appropriate documentation.

No special consideration will be provided if you miss out on essential course information and materials, or if you miss assessment tasks and deadlines due to unexplained absences or an unapproved lack of attendance.

You may be advised by the Course Convenor to withdraw from the course if significant learning activities are missed.

Course Resources

Course Evaluation and Development

We encourage and support students to maintain regular contact with the course convenor to provide informal feedback throughout the course. For specific issues or detailed feedback, please arrange a meeting with the course convenor via email.

In this course there is an option for students to provide anonymous feedback via the course's Moodle page, which is directly sent to the convenor. As a final step, students are invited to share their insights and experiences by completing the MyExperience survey. The feedback gathered each year is integral to the continuous enhancement and development of the course.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Clemens Habicht			contact via Teams call	arrange via teams	No	Yes

Other Useful Information

Academic Information

For essential student information relating to:

- UNSW and Faculty policies and procedures;
- Student Support Services;
- Student equity and disability;
- Special Consideration in the event of illness or misadventure;
- Examination information;
- Review of results;

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

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

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://>

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](#).

Important note: UNSW has a “fit to sit/submit” rule, which means that if you sit an exam or submit a piece of assessment, you are declaring yourself fit to do so and cannot later apply for Special Consideration. This is to ensure that if you feel unwell or are faced with significant circumstances beyond your control that affect your ability to study, you do not sit an examination or submit an assessment that does not reflect your best performance. Instead, you should apply for Special Consideration as soon as you realise you are not well enough or are otherwise unable to sit or submit an assessment.

School Contact Information

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