



UNSW Course Outline

DDES1101 Design Communication and Context - 2024

Published on the 18 Sep 2024

General Course Information

Course Code : DDES1101

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 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 builds on the fundamental principles and skills learnt in the introductory design studio course. You will explore and respond to a range of design considerations and contexts, and be introduced to the methods, purposes and application of design communication. You will

develop skills in engagement, collaboration and presentation to a range of stakeholders and contexts.

Course Aims

The aim of the course is to link design communication with creative research and inquiry. The course uses an iterative approach to inquire into the practical implications and the creative potential of design outcomes.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Conduct research into communication methods appropriate to a range of different purposes, contexts and stakeholders.
CLO2 : Demonstrate an ability to work collaboratively and independently through design projects.
CLO3 : Present project outcomes using effective visual, written and verbal communication in digital and analog formats.

Course Learning Outcomes	Assessment Item
CLO1 : Conduct research into communication methods appropriate to a range of different purposes, contexts and stakeholders.	<ul style="list-style-type: none">• Design Context• Design Communication
CLO2 : Demonstrate an ability to work collaboratively and independently through design projects.	<ul style="list-style-type: none">• Design Context• Design Communication
CLO3 : Present project outcomes using effective visual, written and verbal communication in digital and analog formats.	<ul style="list-style-type: none">• Design Context• Design Communication

Learning and Teaching Technologies

Moodle - Learning Management System

Additional Course Information

You are required to attend your timetabled studio classes, participate actively in your group and independent activities each week, and complete any unfinished activities for homework. You will also need to further prepare, develop and/or complete your project work outside of class time.

You are expected to bring iterative developments of your work to your studio each week for pin-

ups and feedback opportunities. To ensure this is productive for you and your peers, you will need to contribute to discussions and feedback activities.

Late submission with associated penalties is permitted as per the standard conditions outlined in the course outline.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Design Context Assessment Format: Individual	40%	Start Date: Not Applicable Due Date: Week 5: 07 October - 13 October
Design Communication Assessment Format: Individual	60%	Start Date: Not Applicable Due Date: Week 11: 18 November - 24 November

Assessment Details

Design Context

Assessment Overview

In this task you will apply social, cultural, behavioural, environmental and ethical design considerations to produce a poster design in response to a selected design context. You will develop initial ideas by working collaboratively in groups. Feedback will be provided on a regular basis in studio through discussion with peers and tutors. Summative assessment and feedback will be provided digitally based on the rubric.

Course Learning Outcomes

- CL01 : Conduct research into communication methods appropriate to a range of different purposes, contexts and stakeholders.
- CL02 : Demonstrate an ability to work collaboratively and independently through design projects.
- CL03 : Present project outcomes using effective visual, written and verbal communication in digital and analog formats.

Submission notes

Submission is on Moodle - refer to Assessment Brief

Assignment submission Turnitin type

This is not a Turnitin assignment

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](#).

Design Communication

Assessment Overview

In this task you will respond to prescribed design prompts to develop a design project that applies visual communication skills including analogue and/or digital methods learned in the course. Feedback will be provided on a regular basis in studio through discussion with peers and tutors. Summative assessment and feedback will be provided digitally based on the rubric.

Course Learning Outcomes

- CL01 : Conduct research into communication methods appropriate to a range of different purposes, contexts and stakeholders.
- CL02 : Demonstrate an ability to work collaboratively and independently through design projects.
- CL03 : Present project outcomes using effective visual, written and verbal communication in digital and analog formats.

Submission notes

Submission on Moodle - refer Assessment Brief

Assignment submission Turnitin type

This is not a Turnitin assignment

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](#).

General Assessment Information

Detailed brief will be available on Moodle.

Grading Basis

Standard

Requirements to pass course

To pass this course you must achieve a total mark of at least 50/100. Composite mark combined from the tasks.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 9 September - 15 September	Studio	Introductions and Design Considerations
Week 2 : 16 September - 22 September	Studio	Visual Communication
Week 3 : 23 September - 29 September	Studio	Contextual Case Studies
Week 4 : 30 September - 6 October	Studio	Independent Inquiry and Communication
Week 5 : 7 October - 13 October	Studio	Class presentations, feedback and reflection
Week 6 : 14 October - 20 October	Other	Flexibility Week - No class
Week 7 : 21 October - 27 October	Studio	Industry Links
Week 8 : 28 October - 3 November	Studio	Written Communication and Context
Week 9 : 4 November - 10 November	Studio	Communicating Practice (Process and Outcome)
Week 10 : 11 November - 17 November	Studio	Professional Presentation Bringing it all together - final class before submission
Week 11 : 18 November - 24 November	Other	

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

Design Considerations Videos - in Moodle

Industry Links Videos - in Moodle

Recommended Resources

You will need the following equipment from Week 1 onwards, so please purchase or order online to allow enough time for delivery.

PRIORITY ITEMS

- Process journal (A4 or A3) blank paper, no lines
- Steel ruler (30cm is fine), craft knife and cutting board (you can borrow these from the Making Centre if you don't have your own)
- **A variety** of pens for drawing, thick and thin (*eg select a combination from the following: fine liner/tech pen, pencils (HB, 2B), coloured pencils (approx 5), whiteboard markers or similar inexpensive (3), felt tip markers, brush pens, graphite/charcoal*)
- Camera or phone with camera (to record your work for upload)
- Pins/drawing pins for pin-up in class

OPTIONAL ITEMS

- Inexpensive watercolours & paint brushes
- A3 paper eg cartridge paper (check Materials Exchange for offcuts)
- Masking tape or blutak
- A few pieces of cardboard (check Materials Exchange for offcuts)
- A1 butchers or similar large sheets of paper (lots)
- Plastic box with lid (to transport your work to Uni if you are in a face-to-face class)

You can buy some of these materials from (remember to ask for a student discount where possible):

- Eckersleys (Oxford St and other locations)

- The Art Scene (Paddington Campus)
- Reverse Garbage (various recycled supplies) as well as many other stores.

Course Evaluation and Development

Course adjustments are made after each term to improve the course using myExperience feedback, feedback from tutors, and informal feedback from students throughout the course.

Students have enjoyed:

- Collaboration and accountability are supported in teamwork activities.
- Opportunities for feedback from peers and tutors, as well as opportunities for individual reflection on past work and design developments.
- The course encourages creativity and independent development of conceptual and practical outcomes through the use of different contexts to prompt design responses.
- Diversity in modes of content delivery.

Areas identified for development have resulted in the following:

- Number of assessed tasks have been reduced.
- By extension, there has also been a reduction in the number of weekly activities to allow students to have more time to complete tasks with depth in their research and practices over the course of the term.
- Greater emphasis is now placed on process of design through journal documentation requirements in assessment tasks.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Chloe Cassidy		F107		Email to make an appointment	Yes	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://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](#).

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-specific Information

Risk of Failure Warnings

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

Late Submission Penalties

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

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

Example: A student submits an essay 48 hours and 10 minutes after the stipulated deadline. The

essay is marked out of 100%. A 3 day late penalty will be applied ($3 \times 5\% = 15\%$). The essay receives a mark of 68%. The student's mark will therefore be reduced to 53% ($68\% - 15\%$).

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

Special Consideration

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

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

Educational adjustments

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

Supplementary Assessment

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

Academic Honesty and Plagiarism

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

Referencing Requirements for Assessments

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

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

Use of Generative AI

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

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

Health and Safety

Ensuring student and staff health and safety is very important at UNSW Art & Design. Health and safety is everyone's responsibility. As a student, you have a responsibility not to do anything that

risks your own health and safety, or the health or safety of your fellow students, staff members or visitors. This means, for example, exiting the building during a fire drill; wearing personal protective equipment and clothing (PPEC) when staff or signage instructs you to do so; undertaking induction to using equipment or carrying out processes that require specific knowledge; and reporting hazards or incidents to your lecturer or supervisor as soon as you become aware of them. For more information, please see <https://safety.unsw.edu.au/>.

Additional Support and Resources

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

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

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

After Hours Access to the Paddington Campus

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

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

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

Post Graduate Students

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

Honours Students

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

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

School Contact Information

UNSW School of Art & Design

Faculty of Arts, Design & Architecture

Paddington Campus

Cnr Greens Rd & Oxford Street

Paddington NSW 2021

ad.generaladmin@unsw.edu.au