UNSW Course Outline

DDES9141 Graphic Design Foundations - 2024

Published on the 18 Sep 2024

General Course Information

Course Code : DDES9141
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 : Postgraduate
Units of Credit : 6

<u>Useful Links</u>

<u>Handbook</u> <u>Class Timetable</u>

Course Details & Outcomes

Course Description

Note: The code for this course was previously SDES9760.

This course explores the principles of visual communication through a range of brand design

projects. By observing the branded identities of people, places, and services as well as products and organisations, you will develop and present designed identities for print, screen, and outdoor application. Reflection on the contextual factors that impact the interpretation and use of the identity will inform its development.

Course Aims

This course forms part of the Master of Design (Coursework) and introduces students to the principles of visual communication, founded in solid research technique. The course starts with an exploration of symbols and mark making, and then applies those experimental skills to the development of identities, and finally image / text relationship in a brand context. These are skills that students can use across a range of projects that have a component of visual communication. The learning outcomes apply equally to general presentation and communication in a range of contexts.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Evidence practice-based research methods in a curated visual journal.
CLO2 : Develop the elements of graphic identity by experimenting with mark making, image making and typography.
CLO3 : Generate brand identity concepts through the application of research outcomes.
CLO4 : Implement design concepts across a range of print and screen-based applications.
CLO5 : Present design projects using effective visual and verbal communication.

Course Learning Outcomes	Assessment Item
CLO1 : Evidence practice-based research methods in a curated visual journal.	• Visual Identity Project • Event Brand Identity Project
CLO2 : Develop the elements of graphic identity by experimenting with mark making, image making and typography.	• Visual Identity Project
CLO3 : Generate brand identity concepts through the application of research outcomes.	• Event Brand Identity Project • Visual Identity Project
CLO4 : Implement design concepts across a range of print and screen-based applications.	• Event Brand Identity Project • Visual Identity Project
CLO5 : Present design projects using effective visual and verbal communication.	• Event Brand Identity Project • Visual Identity Project

Learning and Teaching Technologies

Moodle - Learning Management System | Echo 360

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Visual Identity Project Assessment Format: Individual	40%	Start Date: Week 1 Due Date: Week 5: 07 October - 13 October
Event Brand Identity Project Assessment Format: Individual	60%	Start Date: Week 5 Due Date: Week 11: 18 November - 24 November

Assessment Details
Visual Identity Project

<u>Assessment Overview</u>

This assessment task introduces and working with principles of Graphic Design in the following ways: a deliberate, abductive design process; naming and visual identity development; and production of a basic style guide document. The assessment task affords opportunity to extend the application of the identity into an identity system, which is a more advanced format than the traditional static, single logo. The assessment task asks students to identify an organization type from one of several possible sectors, investigate the demographic to which the organization is targeted, and then follow a design process that leads to the creation of an identity and application to various formats.

This assessment task includes a mid-point presentation (Part A) in Week 3, and Part B which is your final presentation and project deliverables submitted to the University's online system (Moodle) in Week 5.

In order to complete this task students will need to have the following proficiencies: Drawing/ sketching skills, academic research and writing skills, working with material/media, capturing a digital image, scanning and image file management, basic skills in Adobe software, particularly InDesign, Illustrator, and to a lesser degree, Photoshop.

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

- CLO1 : Evidence practice-based research methods in a curated visual journal.
- CLO2 : Develop the elements of graphic identity by experimenting with mark making, image making and typography.
- CLO3 : Generate brand identity concepts through the application of research outcomes.
- CLO4 : Implement design concepts across a range of print and screen-based applications.
- CLO5 : Present design projects using effective visual and verbal communication.

Submission notes

Digital submission and mid-point presentation in week 3, Final digital submission week 5

Assignment submission Turnitin type

This is not a Turnitin assignment

Generative AI Permission Level

Planning/Design Assistance

You are permitted to use generative AI tools, software or services to generate initial ideas, structures, or outlines. However, you must develop or edit those ideas to such a significant extent that what is submitted is your own work, i.e., what is generated by the tool, software or service should not be a part of your final submission. You should keep copies of your iterations to show your Course Authority if there is any uncertainty about the originality of your work.

If your Convenor has concerns that your answer contains passages of AI-generated text or media that have not been sufficiently modified you may be asked to explain your work, but we recognise that you are permitted to use AI generated text and media as a starting point and some traces may remain. 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.

Event Brand Identity Project

Assessment Overview

This project allows for the extension of knowledge of visual identity design developed in the previous assessment task through the creation of brand and event identity for a cultural event. Students will focus on typography and image development, and will extend their knowledge of colour, layout and general design principles. Students will communicate the application of the event identity through a range of media promoting a variety of sub-events. Submission will include a visual and verbal presentation, as well as a curated visual journal and a design rationale

In order to complete this task students will be required to have the following proficiencies: Drawing/sketching skills, academic research and writing skills, working with material/media, capturing a digital image, scanning and image file management, basic skills in Adobe software, particularly InDesign, Illustrator, and Photoshop.

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

- CLO1 : Evidence practice-based research methods in a curated visual journal.
- CLO3 : Generate brand identity concepts through the application of research outcomes.
- CLO4 : Implement design concepts across a range of print and screen-based applications.
- CLO5 : Present design projects using effective visual and verbal communication.

Submission notes

Digital submission one hour prior to tutorial start time

Assignment submission Turnitin type

This is not a Turnitin assignment

Generative AI Permission Level

Planning/Design Assistance

You are permitted to use generative AI tools, software or services to generate initial ideas, structures, or outlines. However, you must develop or edit those ideas to such a significant extent that what is submitted is your own work, i.e., what is generated by the tool, software or service should not be a part of your final submission. You should keep copies of your iterations to show your Course Authority if there is any uncertainty about the originality of your work.

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General Assessment Information

Grading Basis

Standard

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 9 September - 15 September	Lecture	Introduction, course aims, outcomes, and expectations; Basic visual identity, Concept Generation 1, Semiotics, and Design process
	Tutorial	Introduction, course aims, outcomes, and expectations; Basic visual identity, Concept Generation 1, Semiotics, and Design process
Week 2 : 16 September - 22 September	Lecture	Branding 1, Visual Identity Systems, Rhetoric, and Concept generation 2
	Tutorial	Branding 1, Visual Identity Systems, Rhetoric, and Concept generation 2
Week 3 : 23 September - 29 September	Lecture	Authenticity, Colour theory and Style Guides
	Tutorial	Oral presentation of mid-point of Visual Identity Project
Week 4 : 30 September - 6 October	Lecture	Brand Language and construction
	Tutorial	Brand Language and construction
Week 5 : 7 October - 13 October	Assessment	Visual Identity Project: Submit using Moodle before your scheduled tutorial start time
	Lecture	Assessement Task 2 introduction, Layout and grids, Visual Hierarchy, and Copyright Considerations for graphic design
	Tutorial	Lecture: Assessement Task 2 introduction, Layout and grids, Visual Hierarchy, and Copyright Considerations for graphic design
Week 6 : 14 October - 20 October	Other	Study Week
Week 7 : 21 October - 27 October	Lecture	Guest Lecturer: Michael Donohue, design inspiration
	Tutorial	Event identity design and poster development
Week 8 : 28 October - 3 November	Lecture	Assessment Task 2 recap, Brochure Design, Paper and colour selection, Web Banner design, Pre-press/ Finished Art
	Tutorial	Brochure Design, Web Banner design
Week 9 : 4 November - 10 November	Lecture	Principles of design, Gestalt theory and key theory recap
	Tutorial	Focus on group and individual feedback
Week 10 : 11 November - 17 November	Lecture	Online lectures: Study productivity and techniques, final design Inspiration
	Tutorial	Focus on individual feedback, prepare for digital submission and Oral Presentation in Tutorial room week 11
Week 11 : 18 November - 24 November	Presentation	Final presentation of Assessment 2 in Tutorial room
	Assessment	Digital submission one hour prior to Tutorial start time

Attendance Requirements

Attendance Requirements

Students are expected to attend all classes for each course in which they are enrolled. Failure to attend and participate in at least 80% of learning activities such as discussions, peer feedback, studio sessions, online activities, group work, etc., may result in you being flagged as at risk of failing the course. By punctually attending and actively participating in your classes you not only increase your own opportunities for developing your skills and knowledge, but will also help build a rigorous and engaged creative community with other students. If you are unable to attend classes, please inform your relevant Course Convenor. If the absence is for medical reasons, you will be required to present a medical certificate. If absences impact your ability to undertake assessment, then you should apply for Special Consideration.

General Schedule Information

Reminder: Oral Presentation in Tutorial room in Week 11

Course Resources

Prescribed Resources

All resources for this course are available via the "course readings" (Leganto) link, found on the Course Moodle page.

Additional Costs

Students will need to print their concepts to A3, particularly for Assessment Task 2

Course Evaluation and Development

It is important that students complete the myExperience course and teaching surveys for this course. This is completely anonymous and provides important student observations and suggestions to ensure that the course is continually improved. To see how the course convenor has responded to student feedback from previous iterations of the course, please see the "My Feedback Matters" on Student Surveys section in the course Moodle site.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Rebecca Green		F217G, Paddington Campus		Please email me to arrange a consultation time.	Yes	Yes
Tutor	Michael Donohue					No	No
	Carly Hare					No	No
	Baron Chau					No	No

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 Plagarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

- Copying: Using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This includes copying materials, ideas or concepts from a book, article, report or other written document, presentation, composition, artwork, design, drawing, circuitry, computer program or software, website, internet, other electronic resource, or another person's assignment without appropriate acknowledgement.
- Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original information, structure and/or progression of ideas of the original without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.
- Collusion: Working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student for the purpose of them plagiarising, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.
- Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.
- Duplication ("self-plagiarism"): Submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

The UNSW Academic Skills support offers resources and individual consultations. Students are also reminded that careful time management is an important part of study. One of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items. UNSW Library has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW, but it can also be a great refresher during your

study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time
- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Use of AI for assessments

As AI applications continue to develop, and technology rapidly progresses around us, we remain committed to our values around academic integrity at UNSW. Where the use of AI tools, such as ChatGPT, has been permitted by your course convener, they must be properly credited and your submissions must be substantially your own work.

In cases where the use of AI has been prohibited, please respect this and be aware that where unauthorised use is detected, penalties will apply.

[Use of AI for assessments | UNSW Current Students](#)

Submission of Assessment Tasks

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 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

ad.generaladmin@unsw.edu.au