



UNSW Course Outline

DDES9143 Graphic Design and Society - 2024

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General Course Information

Course Code : DDES9143

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 : Postgraduate

Units of Credit : 6

Useful Links

[Handbook Class Timetable](#)

Course Details & Outcomes

Course Description

Note: The code for this course was previously ADAD0901.

This course introduces issues in graphic design and its significance in society, including

communicating identities, designing for national and global audiences, graphics as strategic communication between the client and the public, and design as social policy. As a social activity, the graphic communication of image and text engages critical reflection in the production and consumption of knowledge, for example meaning making in national iconography, product advertising and editorial design.

This course comprises a series of integrated lectures, learning activities and assessment tasks that inform your ability to analyse and synthesise printed and screen-based graphic designs. You will apply this knowledge in the creation of your graphic design responses to the design brief.

Course Aims

This course aims to:

- Develop skills in critical analysis and synthesis for understanding context and the functions of graphic design from diverse perspectives.
- Apply skills in critical analysis and synthesis to develop graphic designs which are underpinned by context.

Relationship to Other Courses

Not applicable.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Critically analyse and synthesis a range of graphic design considerations from a range of contemporary and historical contexts
CLO2 : Develop a range of diverse and appropriate design outcomes in response to a clearly defined and rationalised design brief
CLO3 : Articulate and develop a process that demonstrates interrogation, iterations, and critical evaluation through design decisions, perspectives and outcomes.

Course Learning Outcomes	Assessment Item
CLO1 : Critically analyse and synthesis a range of graphic design considerations from a range of contemporary and historical contexts	<ul style="list-style-type: none">• Graphic design and context• Graphic design for society
CLO2 : Develop a range of diverse and appropriate design outcomes in response to a clearly defined and rationalised design brief	<ul style="list-style-type: none">• Graphic design and context• Graphic design for society
CLO3 : Articulate and develop a process that demonstrates interrogation, iterations, and critical evaluation through design decisions, perspectives and outcomes.	<ul style="list-style-type: none">• Graphic design for society

Learning and Teaching Technologies

Moodle - Learning Management System

Learning and Teaching in this course

Personal delivery on campus and Moodle.

Additional Course Information

In-person participation and contribution

An integral part of this 4-hour course is regular attendance for the 1-hour lecture, and regular participation and contribution to the 3-hour tutorial activities. Consequently you may fail the course if you do not participate and contribute regularly to the tutorial activities even if you complete all assessment tasks. As a 6UOC course we recommend that you spend a minimum of 6 hours per week in addition to the weekly 4-hour class. We recommend that you organise a regular schedule, and spread the time over the week for after-class activities in support of the assessment tasks.

Assessment

In this course assessment is project-based, and includes regular assessable tutorial activities, e.g. group discussions and peer evaluation/critique. There are two assessment tasks (50 percent each) supported by a program of lectures, tutorial activities, and resources. Assessment will focus on a design outcome, documented evidence of your design process, and regular participation and contribution to tutorial activities associated with each assessment task.

Essential equipment

You will require a laptop to undertake this course.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Graphic design and context Assessment Format: Individual	50%	Start Date: Week 1 Due Date: Week 5: 11 March - 17 March
Graphic design for society Assessment Format: Individual	50%	Start Date: Week 5 Due Date: Week 11: 22 April - 28 April

Assessment Details

Graphic design and context

Assessment Overview

This assessment task requires you to research and critically analyse a range of case studies which contextualise the graphic designs from diverse perspectives. Reflecting on the issues discussed in the lectures you will respond to the design brief and develop outcomes with correct visual and written references. Feedback will be provided on a regular basis in tutorial/studio through discussion with peers and tutors. Summative assessment and feedback will be provided digitally based on the rubric.

Course Learning Outcomes

- CLO1 : Critically analyse and synthesis a range of graphic design considerations from a range of contemporary and historical contexts
- CLO2 : Develop a range of diverse and appropriate design outcomes in response to a clearly defined and rationalised design brief

Detailed Assessment Description

You can access the assessment criteria and marking rubric in the Assessment 01 brief and Moodle via this link [assessment criteria and rubrics](#).

In this project-based assessment task, students will critique the fundamentals of graphic design, and apply the principles to a design brief. Informed by the aesthetic, cultural and social, and political contexts in graphic design, the emphasis of this assessment task will be on developing an iterative design process – research and analysis, ideation and concept, and concept development – resulting in a graphic design outcome and a rationale for the design.

Assessment Length

Refer to design brief for Assessment 1.

Submission notes

Submit as pdf file to Moodle.

Assessment information

Assessment 1 - Part A is due in Week 3.

Assessment 1 - Part B is due in Week 5.

You can access the assessment criteria and marking rubric in the Assessment 01 brief and Moodle.

Assignment submission Turnitin type

Not Applicable

Graphic design for society

Assessment Overview

This assessment task builds upon your knowledge and skills from Assessment Task 1 in response to the design brief for developing an outcome. Based on evidence of a design process you will demonstrate a contextual approach to solving the design problem. Feedback will be provided on a regular basis in tutorial/studio through discussion with peers and tutors. Summative assessment and feedback will be provided digitally based on the rubric.

Course Learning Outcomes

- CLO1 : Critically analyse and synthesis a range of graphic design considerations from a range of contemporary and historical contexts
- CLO2 : Develop a range of diverse and appropriate design outcomes in response to a clearly defined and rationalised design brief
- CLO3 : Articulate and develop a process that demonstrates interrogation, iterations, and critical evaluation through design decisions, perspectives and outcomes.

Detailed Assessment Description

You can access the assessment criteria and marking rubric in the Assessment 02 brief and

Moodle via this link [assessment criteria and rubrics](#).

In this project-based assessment task, students will address contextual issues and theories relevant to graphic design for developing the design brief. Informed by the aesthetic, cultural and social, and political contexts in graphic design, the emphasis of this assessment task will be on articulating and developing a design process for the design outcome and a rationale for the design.

Assessment Length

Refer to design brief for Assessment 2.

Submission notes

Submit as pdf file to Moodle.

Assessment information

Assessment 2 - Part A is due in Week 7.

Assessment 2 - Part B is due in Week 11.

You can access the assessment criteria and marking rubric in the Assessment 02 brief and Moodle.

Assignment submission Turnitin type

Not Applicable

General Assessment Information

Students will have access to a glossary of terms, guide on referencing system, and LinkedIn Learning via Moodle.

Grading Basis

Standard

Requirements to pass course

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

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 12 February - 18 February	Lecture	Introducing the course. Reading Graphics: Images and Metaphors.
Week 2 : 19 February - 25 February	Lecture	Graphic Design and Society: Theories and Contexts
Week 3 : 26 February - 3 March	Lecture	Graphic Design: Identity and Meanings
Week 4 : 4 March - 10 March	Lecture	Graphic Design and Systems
Week 5 : 11 March - 17 March	Lecture	Graphic Identity: Theories
Week 6 : 18 March - 24 March	Homework	Study Week: Prescribed activities
Week 7 : 25 March - 31 March	Lecture	Visual Identity Systems Assessment Task 2 - Part A is due
Week 8 : 1 April - 7 April	Lecture	Graphic Design: Cultural Contexts
Week 9 : 8 April - 14 April	Lecture	Graphic Design: Cultural Contexts
Week 10 : 15 April - 21 April	Lecture	Graphic Design and Society
Week 11 : 22 April - 28 April	Assessment	Assessment Task 2 - Part B is due

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

General Schedule Information

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

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

Reading list (Leganto)

Recommended Resources

A basic graphic design tool kit for drawing, sketching and taking notes, plus an A4 visual diary. Additional resources will be included in design briefs for the two assessments.

Additional Costs

A basic graphic design tool kit for drawing, sketching and taking notes, plus an A4 visual diary. Additional resources will be included in design briefs for the two assessments.

Course Evaluation and Development

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

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Leong Chan		F213, Level 2, Block F, Paddington campus	l.chan@unsw.edu.au	By appointment	Yes	Yes

Other Useful Information

Academic Information

Due to evolving advice by NSW Health, students must check for updated information regarding online learning for all Arts, Design and Architecture courses this term (via Moodle or course information provided).

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

- UNSW and Faculty policies and procedures;
- Student Support Services;
- Dean's List;
- review of results;
- credit transfer;
- cross-institutional study and exchange;

- examination information;
- enrolment information;
- Special Consideration in the event of illness or misadventure;
- student equity and disability;

And other essential academic information.

Academic Honesty and Plagiarism

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

UNSW groups plagiarism into the following categories:

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

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

study.

Completing the ELISE tutorial and quiz will enable you to:

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

Use of AI for assessments

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

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

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

Submission of Assessment Tasks

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au

Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin, you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support, you will automatically receive a ticket number, but if you telephone, you will need to specifically ask for one. Turnitin also provides updates on their system status on

Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, alternative submission details will be stated on your course's Moodle site. For information on how to submit assignments online via Moodle: <https://student.unsw.edu.au/how-submit-assignment-moodle>

Late Submission Penalty

UNSW has a standard late submission penalty of:

- 5% per calendar day,
- for all assessments where a penalty applies,
- capped at five calendar days (120 hours) from the assessment deadline, after which a student cannot submit an assessment, and
- no permitted variation.

Students are expected to manage their time to meet deadlines and to request [Special Consideration](#) as early as possible before the deadline. Support with [Time Management is available here.](#)

School-specific Information

Risk of Failure Warnings

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

Late Submission Penalties

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

1. Up to 5 days after due date, a penalty of 5% (of maximum mark for assignment) will be applied for each day late (e.g. an assignment that is 3 days late would have its mark reduced by 15%).

Please note - for the purpose of deduction calculation, a 'day' is each 24-hour period (or part thereof) past the stipulated deadline for submission within the calendar year (including weekends and public holidays). Task with a percentage mark - If the task is marked out of 100%, late submission will attract a deduction of 5% from the mark awarded to the student for every 24-hour period (or part thereof) past the stipulated deadline.

Example: A student submits an essay 48 hours and 10 minutes after the stipulated deadline. The essay is marked out of 100%. A 3 day late penalty will be applied ($3 \times 5\% = 15\%$). 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](https://www.student.unsw.edu.au/special-consideration). More information about special consideration can be found here: <https://www.student.unsw.edu.au/special-consideration>

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

Educational adjustments

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

Supplementary Assessment

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

Academic Honesty and Plagiarism

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

Referencing Requirements for Assessments

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

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

Use of Generative AI

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

Convenor prior to using generative AI tools.

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

Health and Safety

Ensuring student and staff health and safety is very important at UNSW Art & Design. Health and safety is everyone's responsibility. As a student, you have a responsibility not to do anything that risks your own health and safety, or the health or safety of your fellow students, staff members or visitors. This means, for example, exiting the building during a fire drill; wearing personal protective equipment and clothing (PPEC) when staff or signage instructs you to do so; undertaking induction to using equipment or carrying out processes that require specific knowledge; and reporting hazards or incidents to your lecturer or supervisor as soon as you become aware of them. For more information, please see <https://safety.unsw.edu.au/>.

Additional Support and Resources

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

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

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

After Hours Access to the Paddington Campus

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

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

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

Post Graduate Students

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

Honours Students

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

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

School Contact Information

UNSW School of Art & Design

Faculty of Arts, Design & Architecture

Paddington Campus

Cnr Greens Rd & Oxford Street

Paddington NSW 2021

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