



## SUBJECT OUTLINE

### SUBJECT DESCRIPTION

'The Design Process' covers a selection of fundamental skills and knowledge for designers.

In this subject students will gain a critical understanding of the fundamentals of design, including the elements and principles of design and colour theory.

They will be guided from concept to creation through their first client based design brief and in the process learn how to critically analyse their own work and that of other artists and designers.

Students will be introduced to industry standard design software as they learn about the design process and experience moving through the stages of design as they complete their design brief.

### LEARNING OUTCOMES: SKILLS AND KNOWLEDGE

**On successful completion of this subject, learners will be able to:**

- determine project objectives, possible constraints and required support materials,
- collaborate with others to generate ideas, solve problems and seek approvals and feedback,
- schedule tasks and create project documentation that support proposed solutions,
- review work and identify at least one area for future improvement,
- research information on colour and colour theory to inform work,
- develop ideas through experimentation with different colours and techniques,
- review completed work and gain feedback on the effectiveness of the way colour has been used,
- apply creative thinking techniques and experimentation processes based on available resource materials,
- review own work and identify one or more areas for future improvements.

### SUBJECT TITLE

**A10154 The Design Process**

### COURSE TITLE

**CUA30720 Certificate III in Design Fundamentals**

### DURATION: 9 WEEKS

### STATUS: CORE

**Pre-requisites: None**

**Co-requisites: None**

### TRAINING UNITS

**A: CUADES201 Follow a design process**

**B: CUADES301 Explore the use of colour**

**C: CUADES302 Explore and apply the creative design process to 2D forms**



**LEARNING  
OUTCOMES:  
COMPETENCIES**

**On successful completion of this subject, learners will be able to demonstrate knowledge of:**

- creative thinking techniques used to generate ideas,
- key steps in the design process as a way of thinking and solving problems,
- sources of information for new ideas, applicable to specific context,
- colour attributes and colour relationships related to communicating ideas,
- colour theories and their application in different contexts,
- limitations of colour theory,
- materials, tools and equipment required to experiment with colour,
- ways other practitioners use colour in communicating ideas,
- creative thinking techniques that can be used as part of the design process,
- elements and principles of design as applied to 2D forms,
- materials, tools and equipment required for the design of 2D forms,
- ways an individual can interpret and choose ideas within the design process,
- common challenges that arise in the design of 2D forms.

## WEEK BY WEEK PROGRAM:

Week	Lecture/ Activity	Support Material Online	Style / Method of Assessment
1	<p>Introduction to Assessment Tasks 1 and 2.</p> <p><i>*Both assessment tasks must be read together in order to complete competently*</i></p> <p>Lecture 1: WHS in the classroom/Studio</p> <p>Lecture 2: Elements and Principles of Design</p>	<p>Lectures posted online.</p> <p>Students must complete their online profile including uploading a photo and description.</p> <p>RESOURCE: Sitting and standing   Safe Work Australia</p> <p>RESOURCE: Correct referencing guidelines</p>	<p>Assessment Task One</p> <p><b>DESIGN WORKBOOK</b></p> <p>In this assessment task students will work through a series of questions and activities that will take them through the design development stages for their own work and the critical analysis of existing work by others.</p>
2	<p>Lecture 3: Colour Theory and the Psychology of Colour</p> <p>Lecture 4: The Design Process</p>	<p>Lectures posted online.</p> <p>Students to participate in class room discussion</p> <p>RESOURCE: Colour Wheel</p> <p>RESOURCE: Using References to Generate Ideas</p>	
3	<p>Lecture 5: Critical Analysis of Works</p> <p><b>CLASS ACTIVITY:</b> Round table discussion: Trainer/Student supplied artwork/posters for analysis in use of elements and principles of design</p>	<p>Lectures posted online.</p> <p>Students to participate in class room discussion</p> <p>RESOURCE: Event Posters</p> <p>EXAMPLES</p>	
4	<p>Lecture 6: Adobe Illustrator Tutorial #1</p> <p>FEEDBACK SESSION WITH TRAINER. Book a session with your trainer to discuss your ideas and progression</p> <p><b>SUBMISSION DEADLINE</b> <b>Assessment Task One</b></p>	<p>Lectures posted online.</p> <p>Students to participate in class room discussion and feedback sessions with peers and trainer.</p> <p>Digital Resources provided by trainer</p>	
5	<p>Lecture 7: Adobe Illustrator Tutorial #2</p> <p>Students participate in practical skills practice</p>	<p>Lectures posted online.</p> <p>Digital Resources provided by trainer</p>	<p>Assessment Task Two</p> <p><b>PART A: DESIGN BRIEF</b></p> <p>In this assessment task students will have the opportunity to use the design knowledge and Adobe Illustrator skills they have acquired to complete a client based design brief.</p>
6	<p>Lecture 8: Adobe Illustrator Tutorial #3</p> <p>Students participate in practical skills practice</p>	<p>Lectures posted online.</p> <p>Digital Resources provided by trainer</p>	<p><b>PART B: PRESENTATION</b></p> <p>Students must present their two poster designs to their client in a 3-5 minute classroom or video presentation.</p>
7	<p>Lecture 9: Adobe Illustrator Tutorial #4</p> <p>Students participate in practical skills practice</p>	<p>Lectures posted online.</p> <p>Digital Resources provided by trainer</p>	<p><b>PART C: SELF-REFLECTION/EVALUATION</b></p> <p>Students must complete a self-reflection/evaluation of their design process and success in meeting the design brief requirements.</p>
8	<p>Lecture 10: Adobe Illustrator Tutorial #5</p> <p><b>SUBMISSION DEADLINE</b> <b>Assessment Task Two</b></p>	<p>Lectures posted online.</p> <p>Digital Resources provided by trainer</p>	<p>Students must answer the questions provided.</p>
9	<p>Lecture: - Wrapping up, Q/A</p> <p>Activity: Students to share challenges and opportunities, insights gained to further future practice.</p>	<p>Students to participate in classroom discussion to share challenges and opportunities, insights gained to further future practice.</p>	<p><b>Resubmissions Assessed.</b></p>

## COMPULSORY ONLINE COMPONENT:

This subject includes a compulsory online component for face-to-face students. The online component accounts for 20% of the subject which is equal to 2 hours per week. In response to weekly lectures and tutorials, students will be required to respond to talking points and tasks posted by the trainer in the discussion forums. Both face-to-face and online students will engage together in the online class with a minimum of 2-3 posts per week in addition to project work submissions. Online engagement and regular participation is an assessable component of this subject and contributes towards evidence of competencies.

## RECOMMENDED READING:

Books, Magazines, Journals, Articles, Website Links, Youtube Videos

### **An Illustrated Field Guide to the Elements and Principles of Art + Design**

Joshua Field

Publisher: Lulu 2018

ISBN: 978-1387997312

### **Theory of Colours**

Johann Wolfgang Von Goethe

Publisher : MIT Press; 1st edition (15 March 1970)

ISBN: 978-0262570213

### **The Secret Lives of Color**

Kassia St Clair

Publisher: Penguin Books; Later Printing edition (October 24, 2017)

ISBN: 978-0143131144

### **Color: A Course in Mastering the Art of Mixing Colors**

Betty Edwards

Publisher: TarcherPerigee; Illustrated edition (September 23, 2004)

ISBN: 978-1585422197

### **A Dictionary Of Color Combinations**

Based on the works of Sanzo Wada (1883-1967)

Publisher : Seigensha (January 1, 2011)

ISBN: 978-4861522475

### **Adobe Illustrator Classroom in a Book (2020 release)**

Brian Wood

Publisher : Adobe Press; 1st edition (20 December 2019)

ISBN: 978-0136412670

### **Adobe Illustrator CC: A Complete Course and Compendium of Features**

Jason Hoppe

Publisher : Rocky Nook; Illustrated edition (14 January 2020)

ISBN: 978-1681985312

## RECOMMENDED YouTube CHANNELS:

The Futur Academy - <https://www.youtube.com/c/TheFuturAcademy/featured>

Will Paterson - <https://www.youtube.com/c/breakdesignsco/featured>