

DESN 1007 GRAPHIC DESIGN: PROCESS AND PRACTICE

Credit Points 20

Legacy Code 102264

Coordinator Roman Goik ([https://directory.westernsydney.edu.au/search/name/Roman Goik/](https://directory.westernsydney.edu.au/search/name/Roman%20Goik/))

Description This unit enables students to further develop their understanding of the design process within the context of project briefs that introduce areas of graphic design practice that include branding and identity and information design. Students' understanding of a design brief, the client, and a clearly defined audience will deepen. Students will be introduced to some design specific research skills, such as mood board and persona development, which will help them begin to build a toolkit of methods which they will use throughout their degree. Students will develop their design process and a greater awareness of the role of research in the generation of ideas. Students will be introduced to further lateral thinking techniques and encouraged to develop creative responses to the project briefs within appropriate constraints for both client and audience needs. Further key software will be introduced and supported by online resources, and students will continue to develop their visual design skills in the fundamental areas of type, image and composition.

School Humanities & Comm Arts

Discipline Graphic Design Studies

Student Contribution Band HECS Band 2 20cp

Check your HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 1 subject

Pre-requisite(s) DESN 1009

Equivalent Subjects DESN 1008 - Graphic Design Process and Practice (WSTC)

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Interpret the requirements of a design brief, the client, and a clearly defined audience and apply these to their design work.
2. Develop a range of design specific research skills and apply such methods as part of their design process.
3. Apply lateral thinking and design thinking techniques to develop creative responses to project briefs.
4. Utilise a range of appropriate visual approaches in the fundamental areas of type, image and composition.
5. Utilise a wider range of features of Adobe CC as an industry standard software application for production.
6. Create a brand identity in response to a client brief.
7. Interpret and communicate complex information to a specific audience.

Subject Content

Branding

- What is branding - it's more than just a logo

- what is A client? Defining your client - precedent and Documentary research skills
- what is An audience? Defining your audience
- mood boards and Personas - design specific research skills
- precedent research skills
- Brand personality, tone of voice, etc
- logo design
- Copywriting

Introduction to Information Design

- Basic Models of information design
- The role of purpose, audience and context within information design
- The taxonomy of organisation
- analysis and Mapping of The key elements of content
- Structuring and representation of information through The use of graphic language
- Lynda.com tutorials as specified: Illustrator CC fundamentals and creating Infographics with Illustrator

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/ Group Task
Design Project - quick briefs	Design practice, therefore no length/duration applicable	20	N	Both (Individual & Group)
Branding and Identity Project	Design practice, therefore no length/duration applicable	40	N	Individual
Information Design Project	Design practice, therefore no length/duration applicable	40	N	Individual

Teaching Periods

Spring

Parramatta - Victoria Rd

Day

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=DESN1007_22-SPR_PS_D#subjects)