# DESN 1009 GRAPHIC DESIGN: UNDERSTANDING THE PRINCIPLES

**Credit Points** 20

**Legacy Code** 102261

**Coordinator** Alison Barnes (https://directory.westernsydney.edu.au/search/name/Alison Barnes/)

**Description** This unit introduces students to the fundamental principles of visual language and graphic design practice. Through a series of workshops, exercises and project briefs, students will learn how elements such as colour, composition, text, typography and image can be used to communicate meaning in a variety of contexts. Through the project briefs students will begin to develop their awareness of graphic design as a problem solving activity and apply their understanding of the design process in relation to research skills, idea generation, reflective practice, and both written and verbal communication skills. Students will learn the importance of prototyping, developing and refining their ideas through practice, and aspects of the digital print production process will also be introduced. Students will be introduced to design software packages and to support the ongoing development of their digital media skills they will be provided with access to resources for independent online learning.

**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

**Equivalent Subjects** DESN 1010 - Graphic Design Understanding the Principles (WSTC)

**Incompatible Subjects** DESN 1016 Introduction to Typography DESN 1006 Digital Design Production

## Learning Outcomes

On successful completion of this subject, students should be able to:
1. Develop, refine and present digital and non-digital outcomes to a professional standard.
2. Generate compelling solutions to visual problems that demonstrate an applied understanding of type, image colour and composition using the principles of design.
3. Implement a design process, including research, idea generation, prototyping and reflection, when answering a brief.
4. Use relevant media and image-making processes in developing solutions to visual problems within a set brief.
5. Use the major features of Adobe CC as an industry standard software application for production.
6. Undertake methods of peer evaluation and critique, and apply an iterative process to their design work.

## Subject Content

What is graphic design?
Elements of design and principles of design
Colour
Lateral thinking and idea generation
Communicating through text and image
Typography and layout
Lynda.com tutorials as specified: i) Foundations of Colour, ii) Foundations of Typography, iii) InDesign CC Fundamentals, iv) Illustrator CC Fundamentals

## 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 |
|---|---|---|---|---|
| Portfolio | Design practice, therefore no length/ duration applicable | 25 | N | Both (Individual & Group) |
| Practical | Design practice, therefore no length/ duration applicable | 25 | N | Individual |
| Portfolio | Design practice, therefore no length/ duration applicable | 50 | N | Individual |

Prescribed Texts

- Sherin, A. (2018). Introduction to graphic design: A guide to thinking, process and style. London ; New York : Bloomsbury Visual Arts

Teaching Periods

## Autumn

### Parramatta - Victoria Rd
**Day**
**Subject Contact** Alison Barnes (https://directory.westernsydney.edu.au/search/name/Alison Barnes/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=DESN1009_22-AUT_PS_D#subjects)