

DESN 1011 IMAGE DESIGN

Credit Points 10

Legacy Code 102263

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

Description This subject introduces students to photographic image making and applications of photomedia in visual communication design contexts. The experience of image making is covered using the first principles of the photographic medium, camera handling and studio procedures. The principles of visual composition are learnt from the dual perspectives of creating and evaluating photographic and digital imagery, using lens and light-based techniques and methods.

School Humanities & Comm Arts

Discipline Graphic Design Studies

Student Contribution Band HECS Band 2 10cp

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 1013 - Image Design Illustration DESN 1015 - Introduction to Photomedia DESN 1012 - Image Design (WSTC)

Restrictions

Students must be enrolled in one of the following programs 1571 Bachelor of Design (Visual Communication), 1696 Bachelor of Communication, 1736 Bachelor of Communication (Dean's Scholars), 1737 Bachelor of Design - Visual Communication (Dean's Scholars), 1838 Bachelor of Creative Industries, 1839 Bachelor of Design/Bachelor of Creative Industries, 1840 Bachelor of Communication/Bachelor of Creative Industries, 1841 Bachelor of Music/Bachelor of Creative Industries, 1842 Bachelor of Arts/Bachelor of Creative Industries, 1843 Bachelor of Graphic Design (Pathway to Teaching Secondary), 6007 Diploma in Communication/Bachelor of Communication, 6009 Diploma in Communication/Bachelor of Creative Industries, 6011 Diploma in Design/Bachelor of Design (Visual Communication), 6013 Diploma in Design/Bachelor of Graphic Design (Pathway to Teaching Secondary), 6015 Diploma in Communication/Bachelor of Screen Media (Arts and Production).

Learning Outcomes

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

1. Employ photographic techniques and principles for light and lens-based image making
2. Employ compositional devices and visual organisation in designed outcomes
3. Develop creative strategies using a range of photographic methods and techniques to convey meaning
4. Research historical and contemporary image-makers and visual communication outcomes
5. Utilize visual research in concept development
6. Generate solutions that demonstrate an understanding of the relationship between design brief, client and target audience

Subject Content

- Introduction to the image and photo-graphic methods as a tool of communication and research
- Introduction to the camera's functions and its use in the process of visual representation
- Light and lens-based capture and output
- Introduction to the history and use of the image in various genres, forms and applications
- Introduction to professional studio methods and workflows
- The construction of meaning through single, sequential images and editing

Special Requirements

Essential equipment

1 x 16 gig storage drive

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
Quiz	20 questions	20%	N	Individual
Applied Project	Portfolio of 8 annotated photographic images	20	N	Individual
Applied Project	Photographic design work plus approx. 400 words written descriptions	30	N	Individual
Applied Project	Photographic design work plus approx. 400 words written descriptions	30	N	Individual

Teaching Periods

Autumn

Parramatta - Victoria Rd

Day

Subject Contact Enrico Scotece ([https://directory.westernsydney.edu.au/search/name/Enrico Scotece/](https://directory.westernsydney.edu.au/search/name/Enrico%20Scotece/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=DESN1011_22-AUT_PS_D#subjects)