

DESN 2006 GRAPHIC DESIGN: THE PROFESSIONAL CONTEXT

Credit Points 20

Legacy Code 102270

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

Description In this unit, students begin to situate their graphic design practice within a contemporary professional context. Designers today need to collaborate with colleagues or other professionals, and the majority of graphic design briefs require solutions that converge across a variety of media platforms and two, three or four dimensions. Students will undertake projects that extend their design thinking in these areas. Part of the unit requires students to work as part of a team, to develop content and a solution that engages the audience through a range of different media. Throughout this unit, students continue to extend their visual language, and associated material and digital skills.

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 2 subject

Pre-requisite(s) DESN 1007

Assumed Knowledge

120 credit points in 1571 Bachelor of Design (Visual Communication) or equivalent.

Learning Outcomes

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

1. Use a range of communication skills that facilitate working collaboratively in design teams.
2. Devise and apply effective workflow strategies as an individual and as part of a team.
3. Evaluate a range of digital and material methods in relation to the execution of ideas and differentiate between the appropriateness of such methods in the development of a designed solution.
4. Use appropriate digital and material processes in response to the design brief, client and audience.
5. Employ a conceptual approach to the development of design ideas and apply this thinking into three dimensional form and multi-platform scenarios.

Subject Content

- Packaging Brand essence
- Three dimensional form and design
- Materiality and experience
- sustainability and environmental considerations
- design management
- cross-platform publishing

- The design of complex multi-page material
- Typography, layout and Image design
- Proofing, prototyping and production

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
Applied Project	1000 words 10 minutes	60	N	Both (Individual & Group)
Professional Task	3 process milestones plus final design solution	40	N	Individual

Teaching Periods

Spring

Parramatta - Victoria Rd

Day

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

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=DESN2006_22-SPR_PS_D#subjects)