

# DESN 2014 RESEARCHING THE VISUAL

**Credit Points** 10

**Legacy Code** 102266

**Coordinator** Michelle Catanzaro ([https://directory.westernsydney.edu.au/search/name/Michelle Catanzaro/](https://directory.westernsydney.edu.au/search/name/Michelle%20Catanzaro/))

**Description** This unit will introduce students to various ways of seeing and reading images in the visual environment. Students will learn how to conduct visual research using a tool kit of methods including semiotic analysis, content and thematic analysis, and basic observational research across the digital and material environments of visual communications design, and to apply their findings in the development of visual concepts. Students will continue to engage as reflective practitioners and learn to position themselves as visual researchers within a particular cultural and personal context.

**School** Humanities & Comm Arts

**Discipline** Graphic Arts and 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/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 2 subject

**Pre-requisite(s)** DESN 1003 OR  
DESN 1011 OR  
DESN 1021

## Restrictions

Students in program 1791 Bachelor of Screen Media (Arts and Production) must have successfully completed 60 credit points of Level 1 subjects.

## Learning Outcomes

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

1. Exhibit a critical understanding of visual languages at work in contemporary culture
2. Demonstrate a theoretical understanding of key concepts in visual research
3. Exhibit competency in designing, conducting and presenting visual research
4. Apply techniques of visual analysis to collected visual data
5. Effectively utilise visual research findings in the development of original design concepts

## Subject Content

1. Introduction to visual research: an overview of approaches (sociology, archaeology, anthropology, semiotics)
2. Creative referencing
3. Mood boards
4. Content analysis
5. Thematic analysis
6. Semiotics, Decoding and Recoding
7. Visual Rhetoric
8. Ethics in visual research
9. Visual ethnography

10. Visual research for cultural contexts

## 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
Presentation	5 minute presentation + PDF (750 words)	25	N	Group
Report	Images + 500 words	25	N	Individual
Report	750 words + images	50	N	Individual

Prescribed Texts

- There is no prescribed text for this subject. Each Lecture Topic will include a reference list that supports that topic and should be referred to as required by students in the completion of their work.

Teaching Periods

## Autumn

### Parramatta - Victoria Rd

#### Day

**Subject Contact** Michelle Catanzaro ([https://directory.westernsydney.edu.au/search/name/Michelle Catanzaro/](https://directory.westernsydney.edu.au/search/name/Michelle%20Catanzaro/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=DESN2014\\_22-AUT\\_PS\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=DESN2014_22-AUT_PS_D#subjects))