

DESN 3006 GRAPHIC DESIGN: DEVELOPING A PERSONAL PORTFOLIO

Credit Points 10

Legacy Code 102276

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

Description This unit focuses on the development of your industry orientated practice and personal portfolio development. Throughout the previous core units and unit pairings you will have developed particular skills and interests that are beginning to define your design practice and your portfolio. The briefs set in this unit offer you the opportunity to specialise further and to develop your portfolio and will, where possible, include live briefs and competitions. You will continue to refine and develop your visual language, material and digital skills, and continue to develop as an independent learner. The unit will culminate in an industry event, where students will have the opportunity to get their portfolios critiqued by design industry representatives.

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 3 subject

Pre-requisite(s) DESN 2006 OR
DESN 3001 OR
MKTG 2003 OR
MKTG 2003

Restrictions Successful completion of 160 credit points in currently enrolled program.

Learning Outcomes

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

1. Generate creative and appropriate solutions to design briefs that are executed to industry standards
2. Critique and evaluate your own work in order to develop a design portfolio and a body of work suitable for exhibition
3. Define your specific disciplinary interests within the broad field of contemporary visual communication
4. Employ an independent approach to learning and your design practice.

Subject Content

- online lectures on design practitioners, graduate experiences and portfolio development
- all seminar discussions will be conducted via ZOOM.
- Workshops have been modified for online delivery.
- all presentations will be conducted via ZOOM.

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
Report	1,000 words	20	N	Individual
Applied Project : Design Prototype	Visual work equivalent 2,500 words	50	N	Individual
Portfolio : Portfolio Package	Visual work equivalent 1,500 words	30	N	Individual

Teaching Periods

Spring

Parramatta - Victoria Rd

Day

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

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=DESN3006_22-SPR_PS_D#subjects)