

DESN 4005 MAJOR DESIGN PROJECT

Credit Points 10

Legacy Code 102279

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

Description This is a 20 credit point year-long subject taken over two terms (10 credit points in each term). In this year-long subject students will develop a self-directed project from proposal to production, in consultation with an academic supervisor. The first semester involves engaging in background research to facilitate creative development. Students will build a field survey of their topic area identifying precedents and contexts, leading to experimentation and exploration of a range of potential options and addressing any arising issues, to develop a sound proof of concept. In the second semester students will develop the work to a finished outcome, through an iterative process of prototyping, reflection and analysis. It is expected that there will be a consistent and documented developmental process undertaken across the year, resulting in the final work, which will be a professional level outcome, realised in a specific discipline field within Visual Communication. Students are expected to be self-motivated, and work as an independent professional practitioners, throughout the major design project work.

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 4 subject

Pre-requisite(s) DESN 3004 OR DESN 3003

Equivalent Subjects DESN 4001 - Communication Design Major Project

Restrictions Students must be enrolled in 1571 B. Design (Visual Communication).

Assumed Knowledge

It is assumed that students have completed 240 credit points in program 1571 B Design (Visual Communication) before enrolling in this subject.

Learning Outcomes

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

1. Develop a range of relevant research findings around a project theme, based on selected literature, precedent design examples, and project context..
2. Devise a self-directed brief that responds to an identified issue or area of interest within the broad discipline areas of Visual Communication.
3. Critically assess the appropriateness of a range of concepts, and the visualisation of these, in order to improve the design solution.
4. Produce and present a designed outcome that demonstrates an understanding of relevant professional contexts and utilises appropriate media, processes and strategies.

5. Employ an independent approach to learning and exercise an appropriate range of project management and communication skills.

Subject Content

- lectures on Creative inquiry and Project development
- Regular seminar discussions of student Project work in Progress, where students present A range of approaches in selected media forms towards their Project execution
- presentations of student work to lecturers and peer panels
- student Discussion forums where ongoing peer learning is encouraged

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	Design work plus 1,000 words	20	N	Individual
Presentation	Design work plus 5 minute presentation	20	N	Individual
Report	Design work plus 1,000 words	20	N	Individual
Presentation	Design work plus 10 minute presentation	40	N	Individual

Teaching Periods

1st Half

Parramatta - Victoria Rd

Day

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=DESN4005_22-1H_PS_D#subjects)

2nd Half

Parramatta - Victoria Rd

Day

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=DESN4005_22-2H_PS_D#subjects)