

DESN 4006 PROFESSIONAL DESIGN EXPERIENCE: THE INDIVIDUAL PRACTITIONER

Credit Points 20

Legacy Code 102280

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

Description Students will continue to work in the Burrow studio, but in this subject they are positioned as a junior designer who is working individually in response to a range of briefs with their tutor as Creative Director. Students will develop their capacity to manage projects independently from briefing, research, development, costing, and pitching. Through this capstone subject, students will also develop a self-promotion strategy, and increase their understanding of a range of professional practice issues as they relate to the individual practitioner, further preparing them for the industry.

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 4 subject

Pre-requisite(s) DESN 4007

Restrictions Successful completion of 240 credit points in currently enrolled program.

Learning Outcomes

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

1. Further develop professional standards of communication and conduct in relation to working with colleagues, supervisors, clients, and suppliers
2. Identify and use relevant research methodologies to inform understanding of target audience and develop appropriate concepts for client-driven briefs
3. Practise industry-standard methods of project management, pitching, costing, delivery as an individual practitioner
4. Engage with a variety of design development and production processes that lead to appropriate finished outcomes
5. Develop a design portfolio and self-promotion strategy for industry presentation.

Subject Content

1. Online material that cover professional practice issues such as design ethics, project management, professional communication
2. Resources and activities that introduce students to practical issues such as costing, invoicing, negotiation, pay rates
3. Field work as relevant to the brief (e.g. site visits, online research, attendance of meetings/events)

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
Live Brief Portfolio	Written and visual work equivalent to 2,000 words.	50	N	Individual
Self-Promotion Strategy and Collateral	Visual work equivalent to 2,000 words	50	N	Individual

Teaching Periods

Spring

Parramatta - Victoria Rd

Day

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

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=DESN4006_22-SPR_PS_D#subjects)