

# DESN 0002 THE DESIGN PROCESS (WSTC PREP)

**Credit Points** 10

**Legacy Code** 700197

**Coordinator** Ben Fletcher ([https://directory.westernsydney.edu.au/search/name/Ben Fletcher/](https://directory.westernsydney.edu.au/search/name/Ben+Fletcher/))

**Description** The Design Process introduces the elements and principles of design as well as design processes and methods required to explore and creatively apply the design process. The Design Process focuses on the skills and concepts that contribute to interpreting and responding to design briefs, as well as researching, developing and presenting innovative design solutions. The core of any design process is the design brief. The Design Process acknowledges the importance of this and how it informs relationships between the client, designer and specialists engaged to develop the design process. The subject addresses the purpose, sequence, major stages and application of the design process to synthesise solutions relevant to the design industry.

**School** Western Sydney The College

**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 0 Preparatory subject

**Restrictions** Students must be enrolled at Western Sydney University, The College.

## Assumed Knowledge

Basic written English skills.

## Learning Outcomes

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

- implement a design process, including research, idea generation, prototyping and reflection, when responding to a brief
- interpret the requirements of a design brief, the client, and a clearly defined audience and apply these to design work
- use and apply specific research skills to collect ideas, information and resources relevant to the brief for inspiration, investigation, analysis and interpretation
- develop the brief by identifying the client, their communication need/s, the purpose and context of the visual communication, the target audience and any constraints that affect the nature of the solution
- explore a variety of design ideas that draw on the research and are appropriate to the brief
- develop the concepts by selecting the preferred ideas and applying a range of methods, materials, media, design elements, design principles and presentation formats to create visual communications that address the brief
- modify the design in response to feedback, reflection and evaluation against the brief
- present and store work in a format which takes account of the need for professional presentation and potential need for samples in future work
- select appropriate materials, tools and equipment required for the production of design samples in accordance with the brief
- interpret and communicate the requirements of a design brief with the client, analyse their communication needs, the purpose of the visual communication and apply these to the design work

## Subject Content

- Stages of the design process
  - The design brief
  - Writing a design proposal
  - Research methods
  - Idea generation
  - Concept development
  - Evaluation, feedback and refinement
  - Creating and delivering an effective presentation
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## 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.

| Type              | Length  | Percent  | Threshold | Individual/Group Task |
|-------------------|---|----------|-----------|-----------------------|
| Log/Workbook      | Equivalent to 600 words plus visual elements  | 10       | N         | Individual            |
| Case Study Report | 1000 words to 600 words plus visual elements  | 10<br>15 | N<br>N    | Individual<br>Group   |
| Applied Project   | Equivalent to 1000 words plus visual elements | 20       | N         | Group                 |
| Portfolio         | Equivalent to 1500 words plus visual elements | 45       | Y         | Individual            |

### Prescribed Texts

- Barnun, A, Haddock, S, Hicks, A, Oppen, F 2012, Graphic Design Australian Style Manual, McGraw Hill, Sydney.

### Teaching Periods

## Term 1 (2022)

### Nirimba Education Precinct

#### Day

**Subject Contact** Ben Fletcher ([https://directory.westernsydney.edu.au/search/name/Ben Fletcher/](https://directory.westernsydney.edu.au/search/name/Ben+Fletcher/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=DESN0002\\_22-T1\\_BL\\_D#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=DESN0002_22-T1_BL_D#subjects))

## Term 2 (2022)

### Nirimba Education Precinct

#### Day

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## Term 1 (2023)

### Nirimba Education Precinct

#### On-site

**Subject Contact** Ben Fletcher ([https://directory.westernsydney.edu.au/search/name/Ben Fletcher/](https://directory.westernsydney.edu.au/search/name/Ben+Fletcher/))

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=DESN0002\\_23-T1\\_BL\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=DESN0002_23-T1_BL_1#subjects))

## Term 2 (2023)

### Nirimba Education Precinct

#### On-site

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