

DESN 3007 ILLUSTRATING POPULAR CULTURE

Credit Points 10

Legacy Code 102271

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

Description This subject explores the powerful qualities of illustration when used as a visual communication strategy in the design of popular culture: within an advertising campaign and as social commentary through editorial illustration. The potential of a range of illustrative styles, mediums and techniques, will be explored through experimentation with a variety of visual strategies that utilize lateral thinking, linked to the design of professional concepts, developmental processes and media considerations.

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 1011

Equivalent Subjects DESN 2008 - Illustration Advertising and Editorial

Assumed Knowledge

An ability to use the computer programs "In-Design, Photoshop, and Illustrator" in a Macintosh computer lab.

Learning Outcomes

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

1. Implement lateral thinking approaches to illustrative composition, style, technique and media to create illustration for specific design contexts.
2. Employ research findings in the development of a design concept.
3. Demonstrate an understanding of the interrelationship of the concept, client and target audience of an advertising campaign through illustrative design for specific publishing contexts.
4. Reflect on the effectiveness of illustrative communication strategies used in an advertising campaign.
5. Explain the design strategy and method of communication of the content of a range of editorial illustrations.
6. Explain how visual strategies such as metaphor, satire, symbolism and irony are used in editorial illustration.
7. Demonstrate the development of professional accountability, through effective time management and participation in critical discussion in feedback, on project work.

Subject Content

- development of A range of illustrative skills and lateral thinking approaches that include thumbnails, Working roughs, and experiments with illustrative mediums and techniques.

- illustrative style and its relationship to Target audience and design publishing context.

- how to interpret The design brief through illustration, understand The links between concept, client and Consumer needs, and be able to cost The illustrative design project.

- Analysis of "text" and design context in the creation of editorial illustration and illustration used in an advertising campaign.

- Utilise illustration as social commentary.

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 |
|-----------------|---------------------------------------|---------|-----------|-----------------------|
| Applied Project | Visual work, 500 word research report | 50 | N | Individual |
| Applied Project | Visual work and 250 word analysis | 50 | N | Individual |

Teaching Periods

Spring (2022)

Parramatta - Victoria Rd

Day

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

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=DESN3007_22-SPR_PS_D#subjects)

Spring (2023)

Parramatta - Victoria Rd

On-site

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View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=DESN3007_23-SPR_PS_1#subjects)