# DESN 0003 CRITICAL THOUGHT IN DESIGN (WSTC PREP)

**Credit Points** 10

**Legacy Code** 700321

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

**Description** Critical Thought in Design provides students with an understanding of the process designers use to structure their thinking and communicate ideas with clients, target audiences, other designers and specialists. The ability to think critically, creatively and independently is essential for success as a designer in generating and communicating innovative design solutions that meet the needs of the client and target audience. The aim of this subject is to provide students with the skills and techniques necessary to become an independent thinker able to research, analyse, argue and communicate effectively with clients. The subject examines a wide range of critical thinking and design, problem-solving methods including problem definition techniques, idea generation, brainstorming, as well as evaluation and analysis skills.

**School** Western Sydney The College

**Discipline** Graphic Arts and Design Studies

**Student Contribution Band** HECS Band 2 10cp

Check your fees via the 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 The College

**Assumed Knowledge**

Basic written English skills.

## Learning Outcomes

On successful completion of this subject, students should be able to:
1. Apply lateral thinking techniques to develop creative responses to project briefs.
2. Analyse and evaluate concepts, assumptions, explanations, arguments and solutions to design problems.
3. Identify, correct and prevent errors in thinking and problem solving in design processes.
4. Demonstrate critical and analytical skills in the interpretation and appreciation of works of design.
5. Apply design thinking techniques while conceiving, communicating and presenting ideas.
6. Demonstrate design thinking and research strategies within design practice.
7. Generate ideas and determine solutions using creative thinking methods, and conduct research, anlyse, evalute and communicate rationale for design decisions.
8. Conduct research, analyse, evaluate and communicate rationale for design decisions.

## Subject Content

1. Creative thinking and design practice.
2. Critically analyse, consolidate and synthesise knowledge.
3. Creative thinking tools, eg mind mapping, brainstorming, metaphorical thinking, attribute listing, morphological synthesis, lateral thinking and the creative problem solving process.
4. Critical thinking techniques.
5. Lateral thinking and brainstorming.
6. Research and interpretation.
7. Evaluating, implementing and communicating new ideas.
1. Creative thinking and design practice.
2. Critically analyse, consolidate and synthesise knowledge.
3. Creative thinking tools, eg mind mapping, brainstorming, metaphorical thinking, attribute listing, morphological synthesis, lateral thinking and the creative problem solving process.
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5. Lateral thinking and brainstorming.
6. Research and interpretation.
7. Evaluating, implementing and communicating new ideas.

## 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 | Mandatory |
|---|---|---|---|---|---|
| Practical | Equivalent to 600 words | 20 | N | Individual | N |
| Report | Equivalent 1000 words plus visual elements | 30 | N | Individual | N |
| Portfolio | Equivalent 1500 words plus visual elements | 50 | Y | Individual | Y |

Teaching Periods

# Term 3 (2024)
## Nirimba Education Precinct
### On-site
**Subject Contact** Ben Fletcher (https://directory.westernsydney.edu.au/search/name/Ben Fletcher/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=DESN0003_24-T3_BL_1#subjects)