

DESN 1012 IMAGE DESIGN (WSTC)

Credit Points 10

Legacy Code 700196

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

Description This subject introduces students to the use of signification and metaphor in the visual communication of verbal and written concepts. The process of creating and evaluating images is explored through the principles of visual organisation and the experience of image making through photographic and illustrative methods, techniques and mediums.

School Humanities & Comm Arts

Discipline Graphic 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 1 subject

Co-requisite(s) Students enrolled in the combined Diploma/Bachelor courses listed below must pass all College Preparatory units listed in the course structure before progressing to the Year Two units

Equivalent Subjects DESN 1011 - Image Design DESN 1013 - Image Design Illustration DESN 1015 - Introduction to Photomedia

Restrictions

Students must be enrolled at Western Sydney University, The College. Students enrolled in extended diplomas must pass 40 credit points from the preparatory subjects listed in the program structure prior to enrolling in this University level subject.

Learning Outcomes

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

1. Identify and utilise the elements of design and compositional strategies used in the design of an image.
2. Create images that interpret verbal language and written concepts.
3. Analyse and interpret signs and signifiers used in visual communication and apply these principles to the construction of images.
4. Implement the use of visual metaphor and symbolism for image based practices.
5. Employ a range of image production methods.
6. Utilise appropriate methods of image organisation and manipulation.

Subject Content

Development of visual literacy skills for the effective analysis of image design.

Explore the relationship between visual and verbal language.

The impact of photographic and illustrative media on the reading of a designed image.

The potential of style, technique and media to communicate and evoke a range of image reading experiences.

The process of creating and evaluating photographic and illustrative images.

Appropriate research methodology skills.

Lynda.com tutorials as specified.

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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 | Mandatory |
|-----------|---|---------|-----------|------------------------|-----------|
| Portfolio | Photographic design work - length/duration not applicable | 50 | N | Individual | N |
| Portfolio | Illustrative design work with 300 word written analysis | 50 | N | Individual | N |

Teaching Periods

Term 2 (2024)

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%20Fletcher/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=DESN1012_24-T2_BL_1#subjects)

Term 3 (2024)

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%20Fletcher/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=DESN1012_24-T3_BL_1#subjects)

Term 2 (2025)

Nirimba Education Precinct

On-site

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