

DESN 2014 RESEARCHING THE VISUAL

Credit Points 10

Legacy Code 102266

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

Description This subject will introduce students to various ways of seeing and reading images in the visual environment. Students will learn how to conduct visual research using a tool kit of methods including semiotic analysis, content and thematic analysis, and basic observational research across the digital and material environments of visual communications design, and to apply their findings in the development of visual concepts. Students will continue to engage as reflective practitioners and learn to position themselves as visual researchers within a particular cultural and personal context.

School Humanities & Comm Arts

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 2 subject

Pre-requisite(s) DESN 1003 OR
DESN 1011 OR
DESN 1021

Restrictions

Students in program 1791 Bachelor of Screen Media (Arts and Production) must have successfully completed 60 credit points of Level 1 subjects.

Learning Outcomes

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

1. Exhibit a critical understanding of visual languages at work in contemporary culture
2. Demonstrate a theoretical understanding of key concepts in visual research
3. Exhibit competency in designing, conducting and presenting visual research
4. Apply techniques of visual analysis to collected visual data
5. Effectively utilise visual research findings in the development of original design concepts

Subject Content

1. Introduction to visual research: an overview of approaches (observation, ethnography, semiotics and visual analysis)
2. Creative referencing and documenting influences as visual research: moodboards and annotations
3. Content analysis
4. Thematic analysis
5. Semiotics, decoding connotations, and visual rhetoric
6. Ethics in visual research
7. Visual research for cultural contexts, including visual ethnography

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 | Mandatory Group Task |
|-----------------|------------------------------------|---------|-----------|-------------------|----------------------|
| Report | Images + 1000 words | 25 | N | Group | N |
| Applied Project | Visual design + 750 words | 25 | N | Individual | N |
| Applied Project | Visual design + approx. 1000 words | 50 | N | Individual | Y |

Prescribed Texts

- N/A

Teaching Periods

Autumn (2025)

Parramatta - Victoria Rd

On-site

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

View timetable (https://clasregistration.westernsydney.edu.au/odd/timetable/?subject_code=DESN2014_25-AUT_PS_1#subjects)