CART11018 *Visual Arts Studio: Semiotics and Design for Visual Artists*
Term 2 - 2018

All details in this unit profile for CART11018 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview
This unit introduces you to a range of cross-disciplinary approaches to visual communication. These include visual communication theory, design and semiotics (the study of signs). Using a combination of theoretical approaches to visual communication, you will develop creative tools to support your practical efforts as a creative visual artist and use analytical tools to better observe the functioning of mass media imagery and contemporary visual art practices.

Details
Career Level: *Undergraduate*
Unit Level: *Level 1*
Credit Points: *6*
Student Contribution Band: *8*
Fraction of Full-Time Student Load: *0.125*

Pre-requisites or Co-requisites
There are no requisites for this unit.
Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure (Higher Education Coursework)](#).

Offerings For Term 2 - 2018
- Rockhampton

Attendance Requirements
All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website
[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

Regional Campuses

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

Metropolitan Campuses

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Portfolio**
Weighting: 30%
2. **Reflective Practice Assignment**
Weighting: 30%
3. **Written Assessment**
Weighting: 40%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the University's Grades and Results Policy for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the CQUniversity Policy site.
You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the CQUniversity Policy site.

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Apply concepts of 2D or 3D design to enhance your visual literacy and design efficacy
2. Discuss how design theory, visual communication theory and semiotics can be used to support your creative practice
3. Discuss a limited range of visual communication theory focused on issues of the channel, the medium and the message
4. Explain the process of signification in the context of contemporary visual art practices or mass media imagery and advertising.

Alignment of Learning Outcomes, Assessment and Graduate Attributes

— N/A Level | ○ Introductory Level | ○ Intermediate Level | ○ Graduate Level | ○ Professional Level | ○ Advanced Level

Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	2	3	4
1 - Portfolio - 30%	●			
2 - Reflective Practice Assignment - 30%		●		
3 - Written Assessment - 40%			●	●

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4
1 - Communication	○	○	○	○
2 - Problem Solving	○	○	○	○
3 - Critical Thinking	○	○	○	○
4 - Information Literacy	○	○	○	○
5 - Team Work				
6 - Information Technology Competence		○	○	○
7 - Cross Cultural Competence		○		○
8 - Ethical practice				
9 - Social Innovation				

Graduate Attributes	Learning Outcomes			
	1	2	3	4
10 - Aboriginal and Torres Strait Islander Cultures				

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**
1 - Portfolio - 30%	•	•	•	•		•	•			
2 - Reflective Practice Assignment - 30%	•	•	•	•		•	•			
3 - Written Assessment - 40%	•	•	•	•		•	•	•		

Textbooks and Resources

Textbooks

There are no required textbooks.

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

Referencing Style

All submissions for this unit must use the referencing style: American Psychological Association 6th Edition (APA 6th edition)
For further information, see the Assessment Tasks.

Teaching Contacts

Patrick Connor Unit Coordinator
p.connor@cqu.edu.au

Schedule

Week 1 Introduction - 09 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic

- Introduction
- Unit structure
- Learning resources
- Assessment tasks
- What is semiotics?
- Visual communication theory
- Week 1 tutorial exercise (2D)

<u>Week 1</u> Study Guide
<u>Week 1</u> Readings

Week 2 How Meaning is Formed. - 16 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic

- How meaning is formed
- What is 'good design'?
- Elements & principles of design
- 'The Medium is the Message'
- Week 2 tutorial exercise (2D - reconstituted design)

<u>Week 2</u> Study Guide.
<u>Week 2</u> Readings

Week 3 Reading the Sign. - 23 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic

- Reading the sign
- Roland Barthes: Death of the author
- Reading the sign: a contemporary example
- Week 3 tutorial exercise (2D - logo)

<u>Week 3</u> Study Guide
<u>Week 3</u> Readings

Week 4 Advertising and Subverting Meaning - 30 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic

- Image and text
- Image and text in advertising
- Subverting meaning
- Week 4 tutorial exercise (3D)

<u>Week 4</u> Study Guide
<u>Week 4</u> Readings

Week 5 Designing Social Constructs. - 06 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic

- Structural Semiotics vs Social Semiotics
- Three circles of Soical Semiotics
- Dimensions of Social Semiotics
- Colour theory
- Week 5 tutorial exercise (colour)

<u>Week 5</u> Study Guide
<u>Week 5</u> Readings

Mid-term break - 13 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic

Week 6 Analysing Photography and Iconic Signs. - 20 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic

- Iconic signs
- Examining photographs as iconic signs
- Week 6 tutorial exercise. (considering photography as iconic signs and implications for visual artists)

<u>Week 6</u> Study Guide
<u>Week 6</u> Readings

Assessment 1 *Folio of Design Tasks* Due. (30%)

Folio of Design Tasks Due: Week 6 Friday (24 Aug 2018) 4:00 pm AEST

Week 7 Semiotics and Australian Indigenous Culture - 27 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic

- Who is the audience?
- Cultural appropriation
- Theories of 'Otherness'
- Week 7 tutorial activity (Appropriation and the postmodern sensibility. Semiotic analysis of Gordon Bennett and Tracey Moffatt)

<u>Week 7</u> Study Guide
<u>Week 7</u> Readings

Week 8 Feminism and Semiotics - 03 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
• Media representations of 'womanhood' • Feminism and the visual arts • Week 8 tutorial activity (semiotic analysis of Rrap, Chicago, Kruger, Sherman and others)	Week 8 Study Guide Week 8 Readings	

Week 9 Identity and Semiotic Creativity - 10 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
• Representations of identity and diversity • Identity, diversity and the visual arts • Week 9 tutorial activity (unpacking Juan Davila)	Week 9 Study Guide Week 9 Readings	Assessment 2 *Reflective Practice Assignmen*t Due (30%) **Reflective Practice Assignment** Due: Week 9 Friday (14 Sept 2018) 4:00 pm AEST

Week 10 Mass Media and the Visual Arts - 17 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
• Mass media: signifying consumption • Mass media and the visual arts • Week 10 tutorial activity (reconsidering Pop and the Readymade. Baudrillard and the semiology of consumerism.)	Week 10 Study Guide Week 10 Readings	

Week 11 Student-led Discussions - 24 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
• Student-led discussions concerning unit content • Student-led discussion concerning assessment 3	Week 11 Readings	

Week 12 New Directions and Future Research - 01 Oct 2018

Module/Topic	Chapter	Events and Submissions/Topic
• New directions and future research	Week 12 Readings	Assessment 3 *Research Assignment Due* (40%) **Written Assessment** Due: Week 12 Monday (1 Oct 2018) 4:00 pm AEST

Review/Exam Week - 08 Oct 2018

Module/Topic	Chapter	Events and Submissions/Topic

Exam Week - 15 Oct 2018

Module/Topic	Chapter	Events and Submissions/Topic

Assessment Tasks

1 Folio of Design Tasks

Assessment Type
Portfolio

Task Description
Assessment description:
For this assessment you will complete three design tasks. Over five (5) consecutive weeks, you will engage with weekly design exercises. These weekly design exercises will together support the completion of three (3) design tasks. Each design task will be required in your

Folio of Design Tasks. (Assessment 1)

The design tasks focus on your ability to apply concepts of 2D or 3D design to enhance your visual literacy and design efficacy (Learning Outcome 1).

Assessment Due Date

Week 6 Friday (24 Aug 2018) 4:00 pm AEST

Submit quality photos of the completed design tasks via your Moodle page. For the 3D design task, please submit 3 photos of the tasks from 3 different view points.

Return Date to Students

Week 8 Monday (3 Sept 2018)

feedback via Moodle

Weighting

30%

Assessment Criteria

1. Use of design elements. (20%)
2. Use of design principles. (20%)
3. Integration of design elements and principles. (20%)
4. Attention to requirements of task. (20%)
5. Effectiveness of visual communication. (20%)

Referencing Style

- American Psychological Association 6th Edition (APA 6th edition)

Submission

Offline Online

Learning Outcomes Assessed

- Apply concepts of 2D or 3D design to enhance your visual literacy and design efficacy

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence

2 Reflective Practice Assignment

Assessment Type

Reflective Practice Assignment

Task Description

Task Description:

In this assessment, you will discuss in 1500 - 2000 words, how design theory, visual communication theory and semiotics can be used to support your own creative practice. To do this you will reflect on one of the design tasks that you completed this term and describe both your challenges and successes when integrating design elements and principles in the completion of that task. As you do this, it is important to describe, how, upon reflection, you might improve your design choices and the general success of the design solution and how it communicates.

It is also critical to support this reflective discussion with quality research. The research must investigate how design theory, visual communication and semiotics can be used in a cross-disciplinary approach to support your creative practice.

Assessment Due Date

Week 9 Friday (14 Sept 2018) 4:00 pm AEST

Please upload Assessment 2 via your Moodle page for this unit

Return Date to Students

Week 11 Friday (28 Sept 2018)

Feedback via Moodle

Weighting
30%
Assessment Criteria

1. Evidence of research and integration of theoretical perspectives (20%)
2. Structure (10%)
3. Self-reflection (20%)
4. Writing standard (20%)
5. Attention to requirements of task (20%)
6. Referencing (10%)

Referencing Style

- [American Psychological Association 6th Edition (APA 6th edition)](#)

Submission
Online
Submission Instructions
When submitting your assessment, please also submit a copy of the Marking Criteria Sheet, completed with you name and student #.
Learning Outcomes Assessed

- Discuss how design theory, visual communication theory and semiotics can be used to support your creative practice

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence

3 Written Assessment

Assessment Type
Written Assessment

Task Description
Assessment 3: Written Assessment (40% weighting)
Task Description:
This written assessment has two (2) parts.
Part A
For Part A of this written assessment, you will research and discuss how theories of the 'channel', the 'medium' and the 'message' have relevance to contemporary visual arts practices. As well as providing general observations, (supported by quality research), you will discuss your findings via an analysis of the work of two prominent, critically established, contemporary visual artists. The practices of these artists may be quite divergent and may focus on the use of 'new media', painting, photography, mass media and advertising imagery, collage or appropriation. This analysis and discussion will be no less than 1000 words and no more than 1500 words.
Part B
For Part B of this written assessment you will explain the process of signification in the context of contemporary visual art practices OR the functioning of mass media imagery. To do this you will discuss the process of signification as it relates to either one prominent, contemporary visual artwork OR one mass media image/work of graphic design/advertising image. This explanation, analysis and discussion will be no less than 1000 words and no more than 1500 words and must incorporate appropriate semiotic terminology.
This assessment focuses on the following Learning Outcomes:

· Discuss a limited range of visual communication theory focused on issues of the channel, the medium and the message.

· Explain the process of signification in the context of contemporary visual art practices or mass media imagery and advertising.

Assessment Due Date
Week 12 Monday (1 Oct 2018) 4:00 pm AEST
Please submit this assessment by uploading a digital file to your Moodle page

Return Date to Students
Exam Week Friday (19 Oct 2018)
Feedback via Moodle

Weighting
40%

Assessment Criteria

1. Evidence of research and integration of theoretical perspectives (20%)
2. Structure (15%)
3. Writing standard (20%)
4. Attention to requirements of task (25%) (Part A: analysis and discussion, Part B: analysis, explanation and discussion.)
5. Referencing (15%)

Referencing Style

- American Psychological Association 6th Edition (APA 6th edition)

Submission
Online

Submission Instructions
When submitting your assessment, please also submit a copy of the Marking Criteria Sheet, completed with you name and student #.

Learning Outcomes Assessed

- Discuss a limited range of visual communication theory focused on issues of the channel, the medium and the message
- Explain the process of signification in the context of contemporary visual art practices or mass media imagery and advertising.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the **Student Academic Integrity Policy and Procedure**. This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?
A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?
A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?
For academic advice and guidance, the Academic Learning Centre (ALC) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?

Be Honest
If your assessment task is done by someone else, it would be dishonest of you to claim it as your own

Seek Help
If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)

Produce Original Work
Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem