CART11018 *Semiotics and Design for Visual Artists*
Term 2 - 2020

Profile information current as at 20/04/2024 03:05 am

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 endeavours 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 - 2020

- 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.

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Unit evaluation, Have Your Say, Term 2, 2019

Feedback
'The practicals' are the best part of this unit.

Recommendation
It is recommended to retain the design tasks associated with assessment one of this unit. It is also recommended that the current structure of introducing and exploring these tasks during the first four of the weekly tutorials should be retained.

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

Not applicable.

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
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
1 - Communication	•	•	•
2 - Problem Solving	•	•	•

Graduate Attributes	Learning Outcomes		
	1	2	3
3 - Critical Thinking	•	•	•
4 - Information Literacy	•	•	•
5 - Team Work			
6 - Information Technology Competence		•	•
7 - Cross Cultural Competence			•
8 - Ethical practice			
9 - Social Innovation			
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 7th Edition (APA 7th edition)
For further information, see the Assessment Tasks.

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

Schedule

Week 1 - Introduction to Semiotics and Design for Visual Artists - 13 Jul 2020

Module/Topic	Chapter	Events and Submissions/Topic
• Unit structure. • Learning resources. • Assessment tasks. • What is semiotics? • What is visual communication theory? • Week 1 tutorial exercise.	• View supporting learning resources in Moodle. • Read *Week 1 Study Guide* prior to attending the week 1 tutorial.	• What is semiotics? • Introduction to basic visual communication theory. • Complete week 1 Tutorial exercise.

Week 2 - How is Meaning Formed ? - 20 Jul 2020

Module/Topic	Chapter	Events and Submissions/Topic
• How are meanings constructed? • What is good design? • The elements and principles of design. • 'The medium is the message'. • Week 2 Tutorial exercise (2D).	• View supporting learning resources in Moodle. • Read *Week 2 Study Guide* prior to attending the week 2 tutorial.	• The Elements and Principles of design for visual artists. • Semiotics in action. • What does McLuhan mean by the phrase: 'the medium is the message'? • Complete week 2 Tutorial exercise.

Week 3 - Reading the Signs - 27 Jul 2020

Module/Topic	Chapter	Events and Submissions/Topic
• Introduction. • 'Reading the sign'. • Roland Barthes: 'The Death of the Author'. • Reading the sign: a contemporary example. • Week 3 tutorial exercise (2D-Logo).	• View supporting learning resources in Moodle. • Read *Week 3 Study Guide* prior to attending the week 3 tutorial.	• Reading the Sign. • What did Barthes mean by the phrase: 'the death of the author'? • Complete week 3 Tutorial exercise.

Week 4 - Commercial Advertising and Subverting Meaning - 03 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic
• Image and text. • Image and text in advertising. • Subverting meaning. • Week 4 tutorial exercise (3D).	• View supporting learning resources in Moodle. • Read *Week 4 Study Guide* prior to attending the week 4 tutorial.	• How do image and text together make meanings? • How might a visual artist subvert commercial advertising in their work? • Complete week 4 Tutorial exercise.

Week 5 - Social Semiotics. - 10 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic
• Structural semiotics vs Social semiotics. • The three circles of social semiotics. • Dimensions of social semiotics. • Week 5 tutorial exercise (colour).	• View supporting Learning resources in Moodle. • Read *Week 5 Study Guide* prior to attending the week 5 tutorial.	• Introduction to Social Semiotics and its difference from Structural Semiotics. • Complete week 5 Tutorial exercise.

Vacation Week - 17 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic

Week 6 - Photography and Iconic Signs - 24 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic
• Iconic Signs. • Examining photographs as iconic signs. • Week 6 Tutorial exercise.	• View supporting learning resources in Moodle. • Read *Week 6 Study Guide* prior to attending the week 6 tutorial.	• Examining iconic signs and photography. • Photographic imagery in the context of the visual arts. • Complete week 6 Tutorial exercise. **Folio of Design Tasks** Due: Week 6 Friday (28 Aug 2020) 4:00 pm AEST

Week 7 - Semiotics and Australian Indigenous Culture - 31 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic
• Who is the audience? • Cultural appropriation. • Theories of "otherness". • Representations of Social Identities. • Week 7 tutorial activities (appropriation and the postmodern sensibility).	• View supporting learning resources in Moodle. • Read *Week 7 Study Guide* prior to attending the week 7 tutorial.	• Cultural appropriation, paraphrasing and quotation. • Theories of "otherness" from a cultural studies perspective. • What are social identities and their representations? • Complete week 7 Tutorial exercise.

Week 8 - Semiotics and Feminism - 07 Sep 2020

Module/Topic	Chapter	Events and Submissions/Topic
• Media Representations of 'womanhood'. • Feminism and the visual arts: A brief overview. • Week 8 tutorial activity (semiotic analysis of Rrap, Chicago, Kruger, Sherman and others).	• View supporting learning resources in Moodle. • Read *Week 8 Study Guide* prior to attending the week 8 tutorial.	• An introduction to feminism and prominent feminist visual artists. • Complete week 8 Tutorial exercise. (semiotic analysis of Chicago, Kruger and Brown-Rrap.)

Week 9 - Representations of Identity and Diversity. - 14 Sep 2020

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)	• View supporting learning resources in Moodle. • Read *Week 9 Study Guide* prior to attending the week 9 tutorial.	• Representations of identity and diversity • Week 3 tutorial exercise (examining the paintings of Juan Davila and Michael Zavros channels David Hockney. **Reflective Practice Assignment** Due: Week 9 Friday (18 Sept 2020) 11:45 pm AEST

Week 10 - Mass Media and the Visual Arts - 21 Sep 2020

Module/Topic	Chapter	Events and Submissions/Topic
• Mass media and the visual arts • Dada collage', Pop art and the re-purposing of popular culture for art's sake • Week 10 tutorial activity (the key points when conducting a semiotic analysis - discussion of Assessment 3.	• View supporting learning resources in Moodle. • Read *Week 10 Study Guide* prior to attending the week 10 tutorial.	• A picture of the mass media and the visual arts as common thieves. • Semiotic analysis of the Marlborough Man cigarette campaign; Myth and Photography in Advertising: A semiotic analysis.

Week 11 - Student-led Discussion - 28 Sep 2020

Module/Topic	Chapter	Events and Submissions/Topic
• Student-led discussions concerning quote from Hal Foster • Student-led discussions concerning quote from Lawrence Alloway. • Student-led discussion regarding Assessment 3	• View supporting learning resources in Moodle. • Read *Week 11 Study Guide* prior to attending the week 11 tutorial.	• Assessment 3 • Hidden Language of Advertising (Najafian and Dabaghi): A semiotic analysis of media advertising.

Week 12 - Review and Assessment Discussion. - 05 Oct 2020

Module/Topic	Chapter	Events and Submissions/Topic
• Review and assessment discussion.	There are no readings or learning resources this week.	**Written Assessment: Semiotic Analysis** Due: Week 12 Friday (9 Oct 2020) 11:45 pm AEST
Review/Exam Week - 12 Oct 2020		
Module/Topic	Chapter	Events and Submissions/Topic
Exam Week - 19 Oct 2020		
Module/Topic	Chapter	Events and Submissions/Topic

Assessment Tasks

1 Folio of Design Tasks

Assessment Type
Portfolio

Task Description
This assessment involves the submission of a folio of design tasks. Over five (5) consecutive weeks, you will engage with weekly design exercises, supporting your completion of five(5) design task. Each design task will be required in your Folio of Design Tasks. The design tasks involve the application of 2D and 3D design concepts. The design tasks provide the opportunity for your to enhance your visual literacy and design efficacy (Learning Outcome 1).

Assessment Presentation:
Your folio of design tasks should be labelled with your student name and student number upon submission. Your folio of design tasks should be submitted by placing your works together on the printmaking table in the printmaking studio, B1.35, Canning Street. Using the template provided, please also submit a digital folio via Moodle.

Assessment Due Date
Week 6 Friday (28 Aug 2020) 4:00 pm AEST
Your folio of design tasks should be labelled with your student name and student number upon submission. Your folio of design tasks should be submitted by placing your works together on the printmaking table in the printmaking studio, B1.35, Canning Street. Using the template provided, please also submit a digital folio via Moodle.

Return Date to Students
Week 8 Tuesday (8 Sept 2020)
Results and feedback for Assessment 1 will be made available 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 7th Edition (APA 7th edition)

Submission
Offline Online

Submission Instructions
Your folio of design tasks should be labelled with your student name and student number upon submission. Your folio of design tasks should be submitted by placing your works together on the printmaking table in the printmaking studio, B1.35, Canning Street. Using the template provided, please also submit a digital folio via Moodle.

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

2 Reflective Practice Assignment

Assessment Type
Reflective Practice Assignment

Task Description
In this assessment, you will discuss, how design theory, visual communication theory and semiotics can be used to support your own creative practice. (1000 - 1500 words)
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.
Please note: The word count is considered from the first word of the introduction to the last word of the conclusion. It excludes the cover page, abstract, contents page, reference page and appendices. It includes in-text references and direct quotations.

Assignment presentation:

- Use 12 point Times New Roman font
- 1.5 spacing for the body of the assignment
- You may use sub-headings to organise your assignment clearly
- Where possible, you should include reproductions of artworks or media advertising to support your semiotic analysis
- Include in-text references
- Include a comprehensive reference list in APA style
- All excerpts from URLs for film excerpts and photographs of visual artworks should include an in-text reference, and full details included in the Reference List.

Assessment Due Date
Week 9 Friday (18 Sept 2020) 11:45 pm AEST
Submit Assessment 2 via Moodle by the due date and time.

Return Date to Students
Week 12 Friday (9 Oct 2020)
Assessment results and feedback will be made available 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 7th Edition (APA 7th edition)

Submission
Online

Submission Instructions
Submit Assessment 2 via Moodle by the due date and time.

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

3 Written Assessment: Semiotic Analysis

Assessment Type
Written Assessment

Task Description
For this assessment you will identify and research the work of one (1) prominent, critically established, contemporary visual artists or one (1) successful mass media advertisement/work of commercial graphic design.
Using either the selected visual art work or graphic advertisement, you will provide a written semiotic analysis (1000-1500 words) to clearly describe how that text will typically communicate its meanings. Your written semiotic analysis must incorporate appropriate semiotic and design terminology.
Please note: The word count is considered from the first word of the introduction to the last word of the conclusion. It excludes the cover page, abstract, contents page, reference page and appendices. It includes in-text references and direct quotations.

Assignment presentation:

- Use 12 point Times New Roman font
- 1.5 spacing for the body of the assignment
- You may use sub-headings to organise your assignment clearly
- Where possible, you should include reproductions of artworks or media advertising to support your semiotic analysis
- Include in-text references
- Include a comprehensive reference list in APA style
- All excerpts from URLs for film excerpts and photographs of visual artworks should include an in-text reference, and full details included in the Reference List.

Assessment Due Date
Week 12 Friday (9 Oct 2020) 11:45 pm AEST
Submit this assessment via Moodle.

Return Date to Students
Exam Week Friday (23 Oct 2020)
Results and feedback for this assessment will be made available via Moodle.

Weighting
40%

Assessment Criteria
1.   Evidence of research and integration of theoretical perspectives (25%)
2.   Structure (15%)
3.   Writing standard (20%)
4.   Attention to requirements of task (25%)
5.   Referencing (15%)

Referencing Style

- [American Psychological Association 7th Edition (APA 7th edition)](#)

Submission
Online

Submission Instructions
Submit this assessment via Moodle by the due date and time.

Learning Outcomes Assessed

- 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
- 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