



# DGTL12004 *Print Design*

## Term 1 - 2020

Profile information current as at 29/04/2024 12:34 am

All details in this unit profile for DGTL12004 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 of study imparts skills and knowledge for print design and publishing. Using industry-standard Adobe InDesign software, you will learn how to create engaging, professional-quality page layouts and publish them for print or digital delivery. Through a series of practical projects, you will learn how to apply visual design principles to produce documents that communicate effectively. Your newly acquired skills will enable you to create, preflight and publish a broad range of documents including books, brochures, newsletters, magazines, advertisements and stationery.

#### Details

Career Level: *Undergraduate*

Unit Level: *Level 2*

Credit Points: 6

Student Contribution Band: 8

Fraction of Full-Time Student Load: 0.125

#### Pre-requisites or Co-requisites

Prerequisite: Minimum of 36 credit points Students who have completed COMM12030 Desktop Publishing may not enrol in 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 1 - 2020

- Brisbane
- Bundaberg
- Cairns
- Mackay
- Noosa
- Online
- Rockhampton
- Sydney

#### 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. **Practical Assessment**

Weighting: 50%

#### 2. **Practical Assessment**

Weighting: 50%

### 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 Student evaluation data

##### Feedback

The final assessment task requires better explanations.

##### Recommendation

Review the assessment tasks and structure for the next offering.

#### Feedback from Student evaluation data

##### Feedback

The workload expected in the first few weeks of the term is heavy.

##### Recommendation

Review the learning resources and activities for the next offering to improve the students' experience.

## Unit Learning Outcomes

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

1. Apply visual design principles to produce documents that communicate effectively
2. Create engaging page layouts using industry-standard software tools
3. Preflight and publish page layouts for print or digital delivery.

Not applicable

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



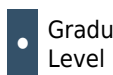
N/A  
Level



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 - Practical Assessment - 50%	•	•	•
2 - Practical Assessment - 50%	•	•	•

### 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

[illegible]

## Textbooks and Resources

### Textbooks

DGTL12004

#### Prescribed

##### **Adobe InDesign CC Classroom in a Book (2020 Release)**

Edition: 1st (2020)

Authors: Tina DeJarld, Kelly Kordes Anton

Adobe Press

San Jose , California , USA

ISBN: 9780136502678

Binding: eBook

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#### Supplementary

##### **The Non-Designer's Design Book: Design and Typographic Principles for the Visual Novice**

Edition: 4 (2015)

Authors: William, R

Peachpit Press

San Francisco , CA , America

Binding: eBook

#### Additional Textbook Information

Please note both **Adobe InDesign CC Classroom in a Book (2020 Release)**, and **The Non-Designer's Design Book: Design and Typographic Principles for the Visual Novice** are available free for students through <https://learning.oreilly.com/home/>. A list of other useful references, and instructional videos will be available through the **DGTL12004: Print Design playlist**: <https://learning.oreilly.com/playlists/e470367e-ed66-40ab-883a-e426e4379f34/>. Other paper copies can be purchased from the CQUni Bookshop here: <http://bookshop.cqu.edu.au> (search on the Unit code)

### IT Resources

**You will need access to the following IT resources:**

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Adobe Acrobat Pro (Adobe Creative Cloud student subscription recommended)
- Adobe Acrobat Reader (free browser plug-in)
- Adobe InDesign CC (Adobe Creative Cloud student subscription recommended)
- Adobe Photoshop CC (Adobe Creative Cloud student subscription recommended)
- Adobe Creative Cloud subscription (student price) is recommended as it provides access to all required Adobe products, including Typekit (Adobe Fonts).

## Referencing Style

All submissions for this unit must use the referencing style: [Harvard \(author-date\)](#). For further information, see the Assessment Tasks.

## Teaching Contacts

**Michelle Roberts** Unit Coordinator  
[m.roberts@cqu.edu.au](mailto:m.roberts@cqu.edu.au)

## Schedule

**Week 1 - 09 Mar 2020**

Module/Topic	Chapter	Events and Submissions/Topic
1. Introduction to Print Design		

**Week 2 - 16 Mar 2020**

Module/Topic	Chapter	Events and Submissions/Topic
2. Design Principles		

**Week 3 - 23 Mar 2020**

Module/Topic	Chapter	Events and Submissions/Topic
3. Working with Type		

**Week 4 - 30 Mar 2020**

Module/Topic	Chapter	Events and Submissions/Topic
4. Pages and Layout		

**Week 5 - 06 Apr 2020**

Module/Topic	Chapter	Events and Submissions/Topic
5. Working with Graphics and Tables		

**Vacation Week - 13 Apr 2020**

Module/Topic	Chapter	Events and Submissions/Topic

**Week 6 - 20 Apr 2020**

Module/Topic	Chapter	Events and Submissions/Topic
6. Working with Colour		

**Week 7 - 27 Apr 2020**

Module/Topic	Chapter	Events and Submissions/Topic
7. Corporate Identity		<b>Written and practical Portfolio</b> Due: Week 7 Monday (27 Apr 2020) 11:59 pm AEST

**Week 8 - 04 May 2020**

Module/Topic	Chapter	Events and Submissions/Topic
8. Working with Printers		

**Week 9 - 11 May 2020**

Module/Topic	Chapter	Events and Submissions/Topic
9. Design Briefs and Pitches		

**Week 10 - 18 May 2020**

Module/Topic	Chapter	Events and Submissions/Topic
10. Finding Inspiration		

**Week 11 - 25 May 2020**

Module/Topic	Chapter	Events and Submissions/Topic
11. Preflight and Packaging		

**Week 12 - 01 Jun 2020**

Module/Topic	Chapter	Events and Submissions/Topic
12. The End and the Beginning		

**Review/Exam Week - 08 Jun 2020**

Module/Topic	Chapter	Events and Submissions/Topic
		<b>Design Blog and Identity Package</b> Due: Review/Exam Week Monday (8 June 2020) 11:59 pm AEST

## Term Specific Information

### REQUIRED RESOURCES

You must have access to the following resources for this unit.

#### UNIT WEBSITE

The unit website provides essential resources for the unit such as a Study Guide and an online discussion forum. It can be accessed at [moodle.cqu.edu.au](http://moodle.cqu.edu.au)

#### TEXTBOOK

You will need to obtain a copy of the prescribed textbook. Details are provided in this unit profile. An eBook is available at a reduced cost if preferred.

#### STUDY GUIDE

The weekly Study Guide will direct you to all of the essential readings and exercises for each module of the unit. The Study Guide is available in Adobe Portable Document Format (PDF) from the unit website.

#### eREADING LIST

An eReading List will be available for this unit from the unit website. This list will provide easy access to study guides, readings, book chapters, videos and other resources.

#### DISCUSSION FORUM

An online discussion forum will be provided through the unit website for discussing matters that relate to the unit. All students should ensure they monitor these forums.

#### ADOBE INDESIGN CC

You will need Adobe InDesign CC, which is a popular software application for page design, layout and publishing. InDesign CC is available in the on-campus digital media labs. It can also be purchased at a discounted education price as part of an Adobe Creative Cloud subscription from the Adobe web site at [www.adobe.com.au](http://www.adobe.com.au). A free 7-day trial version of InDesign can be downloaded from [www.adobe.com/downloads](http://www.adobe.com/downloads). The version of Adobe InDesign CC will not be updated in the computer labs during the term - so applications on personal accounts may be newer.

#### ADOBE PHOTOSHOP CC

You will need Adobe Photoshop CC, which is a popular software application for image editing. Photoshop CC is available in the on-campus digital media labs. It can also be purchased at a discounted education price as part of an Adobe Creative Cloud subscription from the Adobe web site at [www.adobe.com.au](http://www.adobe.com.au). A free 7-day trial version of Photoshop can be downloaded from [www.adobe.com/downloads](http://www.adobe.com/downloads). The version of Adobe Photoshop CC will not be updated in the computer labs during the term - so applications on personal accounts may be newer.

#### ADOBE ACROBAT READER

You will need Adobe Acrobat Reader, which is a free program that lets you view, navigate and print PDF documents like the DGTL12004 Study Guide. Adobe Acrobat Reader can be downloaded from the Adobe web site at [www.adobe.com](http://www.adobe.com).

## Assessment Tasks

### 1 Written and practical Portfolio

#### Assessment Type

Practical Assessment

## Task Description

This assignment requires you to submit

1. **Part A:** Responses to weekly *Loves and Loathes* exercises.
2. **Part B:** Responses to weekly *Critical Thinking* exercises.
3. **Part C:** A collection of *Print Designs* that have been created in response to weekly design briefs.

### Part A: Loves and Loathes (10 marks)

Developing a critical design eye is essential. Each week students will be asked to find and share a print design item that they love or loathe. Where practical, these should be physical items that you can touch as well as see. Internal students may bring these to class to share, while online students may share these on the unit website.

*Study Guides for Weeks 1 to 6 provide specific items for you to include.*

### Part B: Critical Thinking Exercises (10 marks)

These exercises are designed to help you develop your understanding of design theory and reinforce your learning. The responses to these should be fairly brief - about 1-2 paragraphs and must contain references and a reference list (including referencing the Study Guide).

*Study Guides for Weeks 1 to 6 provide specific items for you to include.*

### Part C: Print Designs (30 marks)

During weeks one to six you will complete a new design as explained by the design brief in the Study Guide for that week. The designs will directly relate to that week's learnings, and students will be able to test their skills as well as receive constructive feedback during class (or online).

*Study Guides for Weeks 1 to 6 provide specific items for you to include.*

*Please refer to the unit website for the assignment details.*

## Assessment Due Date

Week 7 Monday (27 Apr 2020) 11:59 pm AEST

## Return Date to Students

2 weeks after submission

## Weighting

50%

## Assessment Criteria

The assessment criteria for this assignment are presented in the following table. Penalties will be applied for late submission and for failing to comply with the assignment's requirements.



Criteria	Marks
<b>Loves and Loathes</b> <ul style="list-style-type: none"> <li>• Weekly task completed</li> <li>• Image of item provided</li> <li>• Item is a real, physical item, not an internet item</li> <li>• Explanation of Choices – quality of discussion</li> </ul>	10
<b>Critical Thinking Exercises</b> <ul style="list-style-type: none"> <li>• Weekly task completed</li> <li>• Image included (if required)</li> <li>• Level of engagement with concepts</li> <li>• Degree of critical reflection</li> <li>• Quality of referencing in accordance with the Harvard Style Guide</li> </ul>	10
<b>Print Designs</b> <ul style="list-style-type: none"> <li>• Weekly design brief completed</li> <li>• Packaged InDesign file submitted</li> <li>• Print Design item based on design brief provided</li> <li>• Level that each design meets Assessment Criteria for that week</li> <li>• Overall standard of each design</li> <li>• Applies concepts previously learnt (excluding Week 1)</li> </ul> <p><b>Note:</b> failure to provide a properly packaged InDesign file for each item will result in no marks being allocated for that week – it is the student’s responsibility to ensure they understand fully how to package files in InDesign.</p>	30
<b>Penalties</b> <ul style="list-style-type: none"> <li>• Late submission (2.5 marks per day overdue)</li> </ul>	
<b>Total</b>	<b>50</b>

### Referencing Style

- [Harvard \(author-date\)](#)

### Submission

Online

### Submission Instructions

Please refer to the unit website for assignment submission instructions.

### Learning Outcomes Assessed

- Apply visual design principles to produce documents that communicate effectively
- Create engaging page layouts using industry-standard software tools
- Preflight and publish page layouts for print or digital delivery.

### Graduate Attributes

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

## 2 Design Blog and Identity Package

### Assessment Type

Practical Assessment

### Task Description

This assignment requires you to submit

1. a series of weekly *design blog posts* focusing on set topics (weeks 7-11);
2. an *identity package* consisting of print-ready designs for a client created with Adobe InDesign; and
3. a *client report* that explains your design choices.

### Part A: Design Blog

From Week 7 to Week 11 students will be required to submit a weekly blog post through Portfolium addressing a nominated topic. These are required to be referenced and may include supporting images.

Blog posts should be approximately 200 words each. The design blog is based on your journey of designing and constructing the Identity package for this assignment. Students are required to update the blog each week.

*Topics are listed in Week 7 to Week 11 Study Guides.*

### Part B: Identity Package

Students are required to use Adobe InDesign CC to produce an *Identity Package* for a real client as per the client brief supplied. Each of these items should work together and relate to each other visually. Each item in the identity package should also be accompanied with a completed preflight design checklist.

These designs are for a real client, and submissions that attain a High Distinction standard will be presented to the client for consideration (excluding Design Blog). If selected, the successful designs may be printed for use by the client. Any questions for the client should be directed to the Unit Coordinator.

The final *Identity Package* designs are required to be print ready and students should ensure that they have a good understanding of what this will require for each item.

**NOTE:** Failure to provide a properly packaged folder using the InDesign packaging tools will result in a mark of 0 for that *Identity Package* Item.

### Part C: Client Report

Prepare a short report for the client to present and explain the final designs.

Your report should have headings, and concise descriptions (not essay style). You should illustrate your discussion points as appropriate (i.e. include images to support your statements).

There is no word limit, but you should try to keep it under 2000 words. Minimum word count: 1200

Please note that the design of the *Client Report* will also contribute to your overall marks, and should showcase the skills you have developed in InDesign to date.

**Note:** These designs are for a real client, and submissions that attain a High Distinction standard will be presented to the client for consideration. If selected, this report will form part of the pitch to the client so you need to consider this when completing the report.

*Please refer to the unit website for the assignment details, including the design briefs for the identity package and associated resources.*

### Assessment Due Date

Review/Exam Week Monday (8 June 2020) 11:59 pm AEST

### Return Date to Students

2 weeks after submission

### Weighting

50%

### Assessment Criteria

The assessment criteria for this assignment are presented in the following table. Penalties will be applied for late submission and for failing to comply with the assignment's requirements.

Criteria	Marks
<b>Part A: Design Blog</b> <ul style="list-style-type: none"><li>• Responses received for each topic (5 in total)</li><li>• Level of engagement with concepts</li><li>• Degree of critical reflection</li><li>• Quality of referencing in accordance with the Harvard Style Guide</li></ul>	10

## Part B: Identity Package

Level or degree to which designs meet the following

- Each Identity Package item submitted
- Packaged InDesign files submitted
- Submissions meets document setup and technical specifications
- Technical skill and proficiency demonstrated using InDesign
- Required design items are included and placed correctly
- Application of design principles
- Application of appropriate colour scheme
- Consistent and appropriate typography selections
- Designs relate to each other as part of an overall Corporate identity
- Designs show consideration of audience, purpose and context
- Designs are presented at a standard suitable for submission to a commercial printer
- InDesign Packaged folders included for each design
- Preflight Design Checklist completed for each design

30

**Note:** Failure to provide a properly packaged folder using the InDesign packaging tools will result in a mark of 0 for that Identity Package Item.

## Part C: Client Report

Level or degree report meets the following:

- Report format
- Written in the third person, client centred
- No spelling or grammatical errors
- Addresses all required topics
- Includes appropriate supporting images
- Demonstrates understanding of theoretical concepts
- Demonstrates consideration of visual corporate identity
- Correctly referenced
- Well designed (in InDesign)

10

## Penalties

- Images or graphic elements have been created or manipulated outside of InDesign (Except for converting to CMYK/300PPI or Greyscale/300PPI in Photoshop) (5 marks)
- Late submission (2.5 marks per day overdue)

## Total

50

## Referencing Style

- [Harvard \(author-date\)](#)

## Submission

Online

## Submission Instructions

Please refer to the unit website for assignment submission instructions.

## Learning Outcomes Assessed

- Apply visual design principles to produce documents that communicate effectively
- Create engaging page layouts using industry-standard software tools
- Preflight and publish page layouts for print or digital delivery.

## Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Team Work
- 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