DGTL12006 *Visual Communication Design*
Term 2 - 2018

Profile information current as at 05/05/2024 07:02 pm

All details in this unit profile for DGTL12006 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 builds on the foundation provided by Visual Design Fundamentals, to further develop your skills and knowledge in visual communication design. Using industry-standard software tools such as Adobe Illustrator and Adobe Photoshop, you will learn how to produce visual design solutions that communicate effectively with a target audience. Through the exploration of design theories and their application, you will learn how to employ appropriate design methods and formats for different communication problems.

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: MMST11003 Visual Design Fundamentals Students who have completed DGTL11004 Digital Design and Communication 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 2 - 2018

- Brisbane
- Bundaberg
- Distance
- Mackay
- Noosa
- 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: 30%
2. **Practical Assessment**
Weighting: 30%
3. **Practical 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.

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 Observations during term, staff and student feedback.

Feedback

Specific assessment requirements and overall unit goals needed to be more explicit at the beginning of the term.

Recommendation

Specific assessment requirements will be made more explicit at the beginning of the term through the assessment brief, learning resources on the Moodle site and in the week 1 lecture. This was the first offering of this unit and therefore there was a lack of exemplars from previous offerings. In the 2018 offering of the unit the 2017 exemplars will be made available on the Moodle site for review and discussion.

Feedback from Observations during term and student feedback.

Feedback

The timely return of assessments as assessment 3 is dependent on assessment 2.

Recommendation

The assessment 2 deadline will be changed to earlier in the term.

Feedback from Observations during term, staff and student feedback.

Feedback

Some students wanted to use Illustrator rather Photoshop for their assessments and did not appreciate the value of the Wacom tablets.

Recommendation

Make it more explicit that the use of Photoshop is a requirement for this unit. Change the assessment requirements so that students are required to use original photography to support submissions for assessment 2. Implement more Wacom resources and activities into unit.

Unit Learning Outcomes

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

1. apply principles and processes of visual communication design in digital environments
2. create visual designs in various formats using industry-standard software tools
3. produce design solutions that communicate effectively with a target audience
4. employ appropriate visual design methods and formats for different applications.

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**	**4**
1 - Practical Assessment - 30%	●	●	●	●

Assessment Tasks	Learning Outcomes			
	1	2	3	4
2 - Practical Assessment - 30%	●	●	●	●
3 - Practical 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				
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 - Practical Assessment - 30%	●	●	●	●		●	●			
2 - Practical Assessment - 30%	●	●	●	●		●	●			
3 - Practical Assessment - 40%	●	●	●	●		●	●			

Textbooks and Resources

Textbooks

DGTL12006

Prescribed

Design Elements, Using Images to Create Graphic Impact: A Graphic Style Manual for Effective Image Solutions in Graphic Design
Edition: 1 (2013)
Authors: Aaris Sherin
Rockport Publishers
Beverly , Massachusetts , US
ISBN: 9781592538072
Binding: Paperback
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Supplementary

Graphic Design Australian Style Manual
Edition: 2 (2011/2012)
Authors: Suzie Haddock, Astred Hicks, Andrew Barnum, Felix Oppen
McGraw-Hill Australia Pty Limited
North Ryde , NSW , Australia
ISBN: 9780071011051
Binding: Paperback

Additional Textbook Information

View textbooks at the CQUniversity Bookshop

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 Illustrator (Adobe Creative Cloud student subscription recommended)
- Adobe Photoshop (Adobe Creative Cloud student subscription recommended)
- Adobe Typekit (Adobe Creative Cloud student subscription recommended)
- Microsoft Office, Acrobat Reader, ability to uncompress files (ie. windows or winzip or 7-zip)

Referencing Style

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

Teaching Contacts

Merri Randell Unit Coordinator
m.randell@cqu.edu.au

Schedule

Week 1 - 09 Jul 2018		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Introduction to the unit	Design Elements: Chapters 1 + 5	Zoom session for Distance students

Week 2 - 16 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Composition	Design Elements: Chapter 2	

Week 3 - 23 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Process	Design Elements: Chapters 1 + 3	Feedforward Zoom session for Distance students

Week 4 - 30 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Assessment #1: Pin-up / Triage	Design Elements: p152 - 155	Feedforward Zoom session for Distance students Assessment#1: 1. Monday: upload Draft Designs to Flickr 2. Before Friday: Complete 3 x Peer Reviews on Flickr 3. Friday: Submit Final Designs and your 3 x Peer Reviews to Moodle **Re-Design** Due: Week 4 Friday (3 Aug 2018) 9:00 pm AEST

Week 5 - 06 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
The Pitch	Design Elements: Chapter 3	

Vacation Week - 13 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic

Week 6 - 20 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
Ideation	Design Element: Chapter 1 + 3	Zoom session for Distance students

Week 7 - 27 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
Typographical design	Design Elements: Chapters 4 - 5	

Week 8 - 03 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
Assessment #2: Pin-up / Triage	Design Elements: p152 - 155	Feedforward Zoom session for Distance students Assessment#2: 1. Monday: upload Draft Designs to Flickr 2. Before Friday: Complete 3 x Peer Reviews on Flickr 3. Friday: Submit Final Designs and your 3 x Peer Reviews to Moodle **The Pitch** Due: Week 8 Friday (7 Sept 2018) 9:00 pm AEST

Week 9 - 10 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
Posters and Format variations	Design Elements: Chapters 1 - 5	

Week 10 - 17 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic

| Refinement of Final Designs | Design Elements: Chapters 1 - 5 | Feedforward Zoom session for Distance students |

Week 11 - 24 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
Refinement of Final Designs	Design Elements: Chapters 1 - 5	

Week 12 - 01 Oct 2018

Module/Topic	Chapter	Events and Submissions/Topic
Assessment #3: Pin-up / Triage	Design Elements: p152 - 155	Feedforward Zoom session for Distance students Assessment#3: 1. Monday: upload Draft Designs to Flickr 2. Before Friday: Complete 3 x Peer Reviews on Flickr 3. Friday: Submit Final Designs and your 3 x Peer Reviews to Moodle **Final Designs** Due: Week 12 Friday (5 Oct 2018) 9:00 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 Re-Design

Assessment Type
Practical Assessment

Task Description
The ultimate goal for this unit at the end of week 12 is for you to create a poster campaign using Adobe Photoshop where all of the source material has been created by you specifically for this project using a professional client-driven workflow model.
This first assessment task specifically involves the re-design of past poster campaigns. As part of this assessment you are required to conduct an online peer review of 3 other student re-designs.

Assessment Due Date
Week 4 Friday (3 Aug 2018) 9:00 pm AEST
Re-designs to be uploaded for Peer Review prior to deadline. For timely formative feedback it is strongly advised that students present their ideas in class or via online Zoom sessions.

Return Date to Students
Vacation Week Friday (17 Aug 2018)

Weighting
30%

Assessment Criteria

- The Re-Design: Quality of visual communication and effective expression of unified message through Composition (level of application of visual design principles, integration of elements and use of genre) and Demonstration of effective processes
- Technical Skills: Demonstration of ability proportional to task completion of Re-Design - Standard of software skills and adherence to technical specifications
- Peer Reviews: Adherence to the required discussion topics. Quality and completeness of task.

Referencing Style

- Harvard (author-date)

Submission
Online

Submission Instructions
The maximum file upload size for Moodle is 100Mb. You may be required to submit part of your assessment using an alternative method (to be discussed with Lecturer).

Learning Outcomes Assessed

- apply principles and processes of visual communication design in digital environments
- create visual designs in various formats using industry-standard software tools
- produce design solutions that communicate effectively with a target audience
- employ appropriate visual design methods and formats for different applications.

Graduate Attributes

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

2 The Pitch

Assessment Type
Practical Assessment

Task Description
The ultimate goal for this unit at the end of week 12 is for you to create a poster campaign using Adobe Photoshop where all of the source material has been created by you specifically for this project using a professional client-driven workflow model.

This second assessment task specifically involves the ideation stage of this project. For this assessment you will need to produce a visual pitch for your poster campaign which includes the analysis of at least 3 visual references (moodboards) to explain the:

- analysis of the client brief and target audience
- explanation of big idea / message
- 3 x visual concept mock-ups of poster (must include a strong 'hero' image NOT type)

As part of this assessment you are required to conduct an online peer review of 3 other student poster mock-ups.

Assessment Due Date
Week 8 Friday (7 Sept 2018) 9:00 pm AEST
Poster mock-ups to be uploaded for Peer Review prior to deadline. For timely formative feedback it is strongly advised that students present their ideas in class or via online Zoom sessions. Don't wait for feedback via Moodle.

Return Date to Students
Week 10 Friday (21 Sept 2018)

Weighting
30%

Assessment Criteria

- The Pitch: Demonstration of ability proportional to task completion - Clarity of concept, Quality of visual design, Scope and scale and logical structure
- Technical Skills: Demonstration of ability proportional to task completion - Standard of software skills and adherence to technical specifications
- Peer Reviews: Adherence to the required discussion topics. Quality and completeness of task.

Referencing Style

- Harvard (author-date)

Submission
Online

Submission Instructions
The maximum file upload size for Moodle is 100Mb. You may be required to submit part of your assessment using an alternative method (to be discussed with Lecturer.)

Learning Outcomes Assessed

- apply principles and processes of visual communication design in digital environments
- create visual designs in various formats using industry-standard software tools
- produce design solutions that communicate effectively with a target audience
- employ appropriate visual design methods and formats for different applications.

Graduate Attributes

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

3 Final Designs

Assessment Type
Practical Assessment

Task Description
The ultimate goal for this unit at the end of week 12 is for you to create a poster campaign using Adobe Photoshop where all of the source material has been created by you specifically for this project using a professional client-driven workflow model.
This final assessment task specifically involves the production and refinement stage of this project. For this assessment you will need to produce the final artwork for your poster campaign which includes:

- Poster design with strong hero image (using original imagery), typographical design and effective messaging (A3 portrait)
- a landscape version of your poster design (advertisement, billboard etc)
- a square version of your poster design for use on social media

As part of this assessment you are required to conduct an online peer review of 3 other student poster campaigns.

Assessment Due Date
Week 12 Friday (5 Oct 2018) 9:00 pm AEST
Final designs to be uploaded for Peer Review prior to deadline

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

Weighting
40%

Assessment Criteria

- Final Designs: Quality of visual communication and effective expression of unified message through:
  - Composition (level of application of visual design principles, integration of elements and use of genre),
  - Demonstration of effective processes, and
  - Standard of assets created by student specifically for this project (ie. graphics, photos etc)
- Technical Skills: Demonstration of ability proportional to task completion - Standard of software skills and adherence to technical specifications
- Peer Reviews: Adherence to the required discussion topics. Quality and completeness of task.

Referencing Style

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

Submission
Online

Submission Instructions
The maximum file upload size for Moodle is 100Mb. You may be required to submit part of your assessment using an alternative method (to be discussed with Lecturer.)

Learning Outcomes Assessed

- apply principles and processes of visual communication design in digital environments
- create visual designs in various formats using industry-standard software tools
- produce design solutions that communicate effectively with a target audience
- employ appropriate visual design methods and formats for different applications.

Graduate Attributes

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

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