



# DGTL12006 Visual Communication Design

## Term 2 - 2020

Profile information current as at 17/05/2022 03:07 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 - 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 Students

##### Feedback

Students valued video tutorials, and would like to have more lecturer developed videos.

##### Recommendation

More video tutorials will be developed to support learning

#### Feedback from Staff, Students

##### Feedback

There needs to be more clarity around the development of original content for the assessment items

##### Recommendation

Wording of the assignments will be strengthened to ensure students have better clarity.

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

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4
1 - Communication	•	•	•	

Graduate Attributes	Learning Outcomes			
	1	2	3	4
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 - 50%	•	•	•	•		•	•			
2 - Practical Assessment - 50%	•	•	•	•		•	•			

## 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 , MA , USA

ISBN: 9781592538072

Binding: Paperback

#### Additional Textbook Information

An online version of this textbook will be available from the CQUniversity Library. However, access limits do apply. If you prefer your own copy, you can purchase at the CQUni Bookshop here: <http://bookshop.cqu.edu.au> (search on the Unit code).

[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 or equivalent (wordprocessing) software for preparation of assessment items in the appropriate format
- Adobe Dimension (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 - 13 Jul 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Brand Identity: The Power of Logos

Smashing Logo Design: The Art of Creating Visual Identities

- Part I: The power of Logos
- Chapter 1: The Logo
- Chapter 2: Types of Logos
- Chapter 3: The Key to Success

**Week 2 - 20 Jul 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Brand Identity: The Design Brief	Smashing Logo Design: The Art of Creating Visual Identities	
	<ul style="list-style-type: none"> <li>• Chapter 4: Communicating with your Client: The Design Brief</li> <li>• Chapter 5: Conducting Preliminary Research</li> </ul>	

**Week 3 - 27 Jul 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Brand Identity: Conceptualising	Smashing Logo Design: The Art of Creating Visual Identities	
	<ul style="list-style-type: none"> <li>• Chapter 6: Conceptualising a Logo</li> <li>• Chapter 7: Getting your ideas on screen</li> </ul>	

**Week 4 - 03 Aug 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Brand Identity: Typography and Layout	Smashing Logo Design: The Art of Creating Visual Identities	
	<ul style="list-style-type: none"> <li>• Chapter 8: Turning to Typography</li> <li>• Chapter 9: Playing with Layout</li> </ul>	

**Week 5 - 10 Aug 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Brand Identity: Pitching and Presentation	Smashing Logo Design: The Art of Creating Visual Identities	
	<ul style="list-style-type: none"> <li>• Chapter 10: Considering Colour</li> <li>• Chapter 11: Presenting Your Designs to Your Client</li> </ul>	

**Vacation Week - 17 Aug 2020**

Module/Topic	Chapter	Events and Submissions/Topic

**Week 6 - 24 Aug 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Brand Identity: Creating guidelines	Smashing Logo Design: The Art of Creating Visual Identities	
	<ul style="list-style-type: none"> <li>• Chapter 13: Setting Logo Usage Guidelines</li> </ul>	

**Week 7 - 31 Aug 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Visual Communication: Composition	Design Elements: Using Images to Create Graphic Impact	<b>Logo and Brand Identity Design</b> Due: Week 7 Monday (31 Aug 2020) 11:45 pm AEST
	<ul style="list-style-type: none"> <li>• Chapter 1: Image Formats and Use</li> <li>• Chapter 2: Communicating with Imagery</li> </ul>	

**Week 8 - 07 Sep 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Visual Communication: Visual Content	Design Elements: Using Images to Create Graphic Impact	
	<ul style="list-style-type: none"> <li>• Chapter 3: Sourcing and Regulation</li> </ul>	

**Week 9 - 14 Sep 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Visual Communication: Ideation	Design Elements: Using Images to Create Graphic Impact • Chapter 4: The Power of Imagery	

**Week 10 - 21 Sep 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Visual Communication: Personalising typography	Design Elements: Using Images to Create Graphic Impact • Chapter 5: Image in Context	

**Week 11 - 28 Sep 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Visual Communication: Pitching and Presentation	Design Elements: Using Images to Create Graphic Impact • Review	

**Week 12 - 05 Oct 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Visual Communication: Review and Reflection		

**Review/Exam Week - 12 Oct 2020**

Module/Topic	Chapter	Events and Submissions/Topic
		<b>Poster Design</b> Due: Review/Exam Week Monday (12 Oct 2020) 11:45 pm AEST

**Exam Week - 19 Oct 2020**

Module/Topic	Chapter	Events and Submissions/Topic

## Term Specific Information

### TERM SPECIFIC INFORMATION

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

#### 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)

#### STUDY GUIDE

The online Study Guide will direct you to all of the essential readings, videos, discussion questions and exercises for each module of the unit. The Study Guide is available in Adobe Portable Document format (PDF) from the unit website.

#### DISCUSSION FORUM

An online discussion forum will be provided through the unit website for discussing matters that relate to the unit. The discussion forum is the primary means of support for online students who want assistance with tutorial exercises and assignments.

#### WORD PROCESSOR

You will need a word processor such as Microsoft Word for writing parts of your assignments.

#### 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 DGTL12006 Study Guide. Adobe Acrobat Reader can be downloaded from the Adobe website at [www.adobe.com](http://www.adobe.com)

#### ADOBE ILLUSTRATOR

You will need Adobe Illustrator CC, which is a popular software application for creating vector based graphics. Illustrator 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 can be downloaded from [www.adobe.com/downloads](http://www.adobe.com/downloads).

#### ADOBE PHOTOSHOP

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 can be downloaded from [www.adobe.com/downloads](http://www.adobe.com/downloads).

#### ADOBE DIMENSION (optional)

You may need Adobe Dimension, which is a new software application for creating product mockups, brand visualisations, packaging designs and more with easy 3D tools. Adobe Dimension 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). Adobe Photoshop may be used to also create mockups if Adobe Dimension is not available.

#### ADOBE CREATIVE CLOUD

It is recommended that you purchase an Adobe Creative Cloud subscription (student subscription) which will provide you with access to all the Adobe software applications listed above, as well as access to Adobe Typekit (Adobe Fonts), Bridge and other Adobe software.

#### SAFARI O'REILLY

As a student you will be required to log into Safari O'Reilly with your CQUni student login to access free online resources, such as the ***Smashing Logo Design: The Art of Creating Visual Identities*** textbook, and ***Photoshop CC Masterclass*** video tutorials, as well as access to a large library for research purposes. A playlist of interesting resources has been created for you. <https://learning.oreilly.com/playlists/b9dc3bc4-b46a-4955-a6de-724e271a5728>

## Assessment Tasks

### 1 Logo and Brand Identity Design

#### Assessment Type

Practical Assessment

#### Task Description

This assignment requires you to submit



1. a **digital sketchbook** that includes weekly design tasks
2. a **logo and brand identity** for a fictional business
3. a **report** that explains the logo and brand identity development and iteration.

Please refer to the unit web site for the assignment details.

**Assessment Due Date**

Week 7 Monday (31 Aug 2020) 11:45 pm AEST

**Return Date to Students**

2 weeks after submission

**Weighting**

50%

**Assessment Criteria**

Please refer to the unit web site for the detailed assessment criteria.

**Referencing Style**

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

**Submission**

Online

**Submission Instructions**

Please refer to the unit web site for assignment submission instructions.

**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 Poster Design

**Assessment Type**

Practical Assessment

**Task Description**

This assignment requires you to submit

1. a **digital sketchbook** that includes weekly design tasks
2. a **poster design** that promotes studying Digital Media at CQUniversity
3. a **report** that explains the poster development and iteration.

Please refer to the unit web site for the assignment details.

**Assessment Due Date**

Review/Exam Week Monday (12 Oct 2020) 11:45 pm AEST

**Return Date to Students**

2 weeks after submission

**Weighting**

50%

**Assessment Criteria**

Please refer to the unit web site for assignment submission instructions.

**Referencing Style**

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

**Submission**

Online

**Submission Instructions**

Please refer to the unit web site for assignment submission instructions.

**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