



# DGTL12006 Visual Communication Design

## Term 2 - 2022

Profile information current as at 05/05/2024 01:16 am

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 - 2022

- Brisbane
- Bundaberg
- Cairns
- Mackay
- Online
- 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. **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 Staff observations, student comments

##### Feedback

Requirements for submission to Portfolium can confuse students

##### Recommendation

Create demonstration videos of each of the required processes for students. Create a separate section in Moodle assessment area to ensure access to these are easy to find, obvious and located where students need them.

#### Feedback from Staff observations, student comments

##### Feedback

Due to large file submissions, students are required to submit via Google Drive, which caused some issues as students did not share correctly with the marker/tutor.

##### Recommendation

Create demonstration videos on how to use Google Drive, including an explanation of the rationale for this (cannot submit large files through Moodle, or include ZIP files in Portfolium) to complement existing support documents from TASAC.

## 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



### 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	•	•	•	
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: eBook

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#### Prescribed

#### **Smashing Logo Design: The Art of Creating Visual Identities**

(2011)

Authors: Gareth Hardy

Wiley

ISBN: 9781119993322

Binding: eBook

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#### Supplementary

#### **Photoshop Tricks for Designers: How to Create Bada\$\$ Effects in Photoshop**

(2016)

Authors: Corey Barker

Peachpit Press

ISBN: 978-0-134-38657-7

Binding: eBook

#### Additional Textbook Information

An online subscription of Adobe and other design software has been arranged at special student price. To purchase, please follow the link to the CQUni Bookshop and search on the Unit code: <http://bookshop.cqu.edu.au>

[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)
- Firefox
- Google Chrome
- 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).
- Microsoft Teams
- Portfolium

## 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.

## Teaching Contacts

**Michelle Roberts** Unit Coordinator

[m.roberts@cqu.edu.au](mailto:m.roberts@cqu.edu.au)

## Schedule

### Week 1 - 11 Jul 2022

Module/Topic	Chapter	Events and Submissions/Topic
Brand Identity: The Power of Logos	Smashing Logo Design: The Art of Creating Visual Identities <ul style="list-style-type: none"><li>• Part I: The power of Logos</li><li>• Chapter 1: The Logo</li><li>• Chapter 2: Types of Logos</li><li>• Chapter 3: The Key to Success</li></ul>	

### Week 2 - 18 Jul 2022

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 - 25 Jul 2022

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 - 01 Aug 2022

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 - 08 Aug 2022

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 - 15 Aug 2022

Module/Topic	Chapter	Events and Submissions/Topic
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Week 6 - 22 Aug 2022		
Module/Topic	Chapter	Events and Submissions/Topic
Brand Identity: Creating guidelines	Smashing Logo Design: The Art of Creating Visual Identities • Chapter 13: Setting Logo Usage Guidelines	
Week 7 - 29 Aug 2022		
Module/Topic	Chapter	Events and Submissions/Topic
Visual Communication: Composition	Design Elements: Using Images to Create Graphic Impact • Chapter 1: Image Formats and Use • Chapter 2: Communicating with Imagery	<b>Logo and Brand Identity Design</b> Due: Week 7 Monday (29 Aug 2022) 11:45 pm AEST
Week 8 - 05 Sep 2022		
Module/Topic	Chapter	Events and Submissions/Topic
Visual Communication: Visual Content	Design Elements: Using Images to Create Graphic Impact • Chapter 3: Sourcing and Regulation	
Week 9 - 12 Sep 2022		
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 - 19 Sep 2022		
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 - 26 Sep 2022		
Module/Topic	Chapter	Events and Submissions/Topic
Visual Communication: Pitching and Presentation	Design Elements: Using Images to Create Graphic Impact • Review	
Week 12 - 03 Oct 2022		
Module/Topic	Chapter	Events and Submissions/Topic
Visual Communication: Review and Reflection		
Review/Exam Week - 10 Oct 2022		
Module/Topic	Chapter	Events and Submissions/Topic
		<b>Poster Design</b> Due: Review/Exam Week Monday (10 Oct 2022) 11:45 pm AEST
Exam Week - 17 Oct 2022		
Module/Topic	Chapter	Events and Submissions/Topic

## 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](https://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 via TEAMS**

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. This discussion forum will be hosted in Microsoft Teams

## **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 website at [www.adobe.com.au](http://www.adobe.com.au). A free 7-day trial version can be downloaded from <https://www.adobe.com/au/downloads.html>

## **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 website at [www.adobe.com.au](http://www.adobe.com.au). A free 7-day trial version can be downloaded from <https://www.adobe.com/au/downloads.html>

## **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 website at [www.adobe.com.au](http://www.adobe.com.au). A free 7-day trial version can be downloaded from <https://www.adobe.com/au/downloads.html>. 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. There are links provided to these resources via the eReading List for the unit.

## **PORTFOLIUM**

Students will complete each item and submit it through Portfolium. Links to this will be available on the unit website. Video tutorials have been created to demonstrate how to do this – they will also be available from the unit website. Please note that Portfolium works best in Google Chrome or Firefox.



## 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 (29 Aug 2022) 11:45 pm AEST

#### Return Date to Students

2 weeks after submission

#### Weighting

50%

#### Assessment Criteria

Please refer to the unit website for the detailed assessment criteria. The assessment weighting is as follows:

1. a **digital sketchbook** that includes weekly design tasks (15 marks)
2. a **logo and brand identity** for a fictional business (15 marks)
3. a **report** that explains the logo and brand identity development and iteration (20 marks)

#### Part 1: Digital Sketchbook

- All required design tasks completed
- Quality and skill level demonstrated for each task
- Compliance with requirements for each task

#### Part 2: Logo and Brand Identity

- All required options completed
- Success of logo design
  - o Memorability
  - o Originality
  - o Versatility
  - o Message
- Technical Execution

#### Part 3: Report

- Report format
- Clear identification of visual communication requirements
- Evidence of iteration and critical development of the logo concept
- Final design choices are well articulated, with consideration of success factors
- Evidence the unit resources have been utilised to inform design choices
- Includes appropriate supporting images
- Includes appendix
- Correctly referenced

#### Referencing Style

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

#### Submission

Online

#### Submission Instructions

Please refer to the unit website 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 (10 Oct 2022) 11:45 pm AEST

### Return Date to Students

2 weeks after submission

### Weighting

50%

### Assessment Criteria

Please refer to the unit website for assignment submission instructions. This assessment weighting is as follows:

1. a **digital sketchbook** that includes weekly design tasks (15 marks)
2. a **poster design** that promotes studying Digital Media at CQUniversity (20 marks)
3. a **report** that explains the poster development and iteration (15 marks).

#### Part 1: Digital Sketchbook

- All required design tasks completed
- Quality and skill level demonstrated for each task
- Compliance with requirements for each task

#### Part 2: Poster Design

- Includes all required components included (heading, body copy, hero image, call to action)
- Final poster design includes:
  - o Effective messaging
  - o Strong hero image
  - o Visually strong composition
  - o Creative typography
  - o Strong colour scheme
  - o Good visual hierarchy
  - o Cohesive visual style
- Technical skill and proficiency demonstrated
- Meets specifications (size, colour space, resolution, format)

**Part 3: Report**

- Report format
- Clear identification of visual communication context
- Evidence of iteration and critical development of the poster concept
- Final design choices are well articulated, with regards to design considerations
- Evidence the unit resources have been utilised to inform design choices
- Includes appropriate supporting images
- Evidence of draft submitted in a timely manner
- Evidence of provision of peer feedback to other students
- Correctly referenced

**Referencing Style**

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

**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