MMST11003 *Visual Design Fundamentals*
Term 2 - 2019

Profile information current as at 13/12/2025 03:56 pm

General Information

Overview

This unit will introduce you to fundamental principles and elements of visual design and how these can be applied in digital environments. You will develop an understanding of design as a visual language, become immersed in design thinking, and become proficient in visual communication for digital production. As you develop skills with industry-standard software tools such as Adobe Illustrator and Adobe Photoshop, you will work individually and collaboratively to create innovative solutions to design problems.

Details

Career Level: *Undergraduate*
Unit Level: *Level 1*
Credit Points: *6*
Student Contribution Band: *10*
Fraction of Full-Time Student Load: *0.125*

Pre-requisites or Co-requisites

There are no requisites for this unit.
Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure (Higher Education Coursework)](#).

Offerings For Term 2 - 2019

- 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 and Written Assessment**
Weighting: 30%
2. **Practical and Written Assessment**
Weighting: 70%

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 Have Your Say

Feedback
Live classes on Illustrator technique would be helpful.

Recommendation
Hold regular skills-based Zoom sessions.

Feedback from Have Your Say

Feedback
Assessment tasks needed clarification

Recommendation
Redesign the way the Portfolio and Workbook exercises are structured and provide a video guide for each task.

Unit Learning Outcomes

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

1. apply fundamental principles and elements of visual design in digital environments
2. communicate effectively with others in the process of design and presentation
3. develop innovative visual design solutions which combine form and function
4. create visual designs using digital technologies and industry-standard software tools

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 and Written Assessment - 30%	●	●	●	●
2 - Practical and Written Assessment - 70%	●	●	●	●

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	**2**	**3**	**4**
1 - Communication	•	•	•	•
2 - Problem Solving	•	•	•	•

Graduate Attributes	Learning Outcomes			
	1	2	3	4
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 and Written Assessment - 30%	•	•	•	•		•				
2 - Practical and Written Assessment - 70%	•	•	•	•		•				

Textbooks and Resources

Textbooks

There are no required textbooks.

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Adobe Illustrator CC
- Adobe Photoshop CC

Referencing Style

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

Teaching Contacts

Brendan Murphy Unit Coordinator
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Schedule

Week 1: Design Elements, Art and Design Movements - 15 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
Design Elements, Art and Design Movements	Hashimoto and Clayton (online text) Chapter 1 Moodle study materials	Workbook activity 1 Design Portfolio exercise 1

Week 2: Principles of Design - 22 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
Principles of Design	Hashimoto and Clayton (online text) Chapter 2 Moodle study materials	Workbook activity 2 Design Portfolio exercise 2

Week 3: Processes and Tools - 29 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
Processes and Tools	Hashimoto and Clayton (online text) Chapter 3 Moodle study materials	Workbook activity 3 Design Portfolio exercise 3

Week 4: Abstraction through simplification - 05 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
Abstraction through Simplification	Hashimoto and Clayton (online text) Chapter 4 Moodle study materials	Workbook activity 4 Design Portfolio exercise 4 **Workbook and Portfolio part 1** Due: Week 4 Friday (9 Aug 2019) 11:59 pm AEST

Week 5: Abstraction through repetition - 12 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
Abstraction through repetition	Hashimoto and Clayton (online text) Chapter 5 Moodle study materials	Workbook activity 5 Design Portfolio exercise 5

Vacation Week - 19 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic

Week 6: Abstraction through line and shape - 26 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
Abstraction through line and shape	Hashimoto and Clayton (online text) Chapter 6 Moodle study materials	Workbook activity 6 Design Portfolio exercise 6

Week 7: Abstraction using letterforms - 02 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Abstraction using letterforms	Hashimoto and Clayton (online text) Chapter 7 Moodle study materials	Workbook activity 7 Design Portfolio exercise 7

Week 8: Value - 09 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic

	Hashimoto and Clayton (online text) Chapter 10	Workbook activity 8 Design Portfolio exercise 8

Week 9:Colour - 16 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Colour	Hashimoto and Clayton (online text) Chapter 11	Workbook activity 9 Design Portfolio exercise 9

Week 10: Applying abstraction - examples: flat design and emojis - 23 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Applying abstraction - examples: flat design and emojis	Moodle study materials	Workbook activity 10 Design Portfolio exercise 10

Week 11: Non-objective shape, textures and gradients - 30 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Non-objective shape, textures and gradients	Hashimoto and Clayton (online text) Chapter 9	Workbook activity 11 Design Portfolio exercise 11

Week 12: Review and reflection - 07 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic
		Assessment preparation activity
Week 12: Review and reflection		**Workbook and Portfolio part 2** Due: Week 12 Friday (11 Oct 2019) 11:59 pm AEST

Term Specific Information

On campus students will have access to a recent version of the Adobe Creative Cloud suite.
Online students will be able to complete the unit using any version of Adobe Photoshop CC and Adobe Illustrator CC, or Photoshop CS4 and Illustrator CS4 or higher,
If you are an online student in the Bachelor of Digital Media, it is recommended that you subscribe to the Adobe CC suite. Student pricing is available. See https://www.adobe.com/au/creativecloud/buy/students.html for more detail.

Assessment Tasks

1 Workbook and Portfolio part 1

Assessment Type
Practical and Written Assessment

Task Description
The first assignment requires you to submit your responses to the following:

- Workbook activity 1
- Design portfolio exercise 1
- Workbook activity 2
- Design portfolio exercise 2
- Workbook activity 3
- Design portfolio exercise 3

All components must be submitted in one .docx format word file.
Graphical elements must be inserted into the Word document. First save the .ai or .psd files in a bitmap format (png or jpg), then in Word use Insert->Pictures to place them in your Word document. Alternatively you can use the Snipping Tool (Windows) or command-shift-4 (MacOS) to capture a bitmap image of your work from the screen.
Do not insert or include your .ai or .psd files, but you must keep them and be able to provide them to your marker on request.

Assessment Due Date
Week 4 Friday (9 Aug 2019) 11:59 pm AEST

Return Date to Students
Week 7 Monday (2 Sept 2019)

Weighting
30%

Assessment Criteria
The Design Portfolio exercises account for 20 of the 30 marks. The Workbook activities account for the other 10.
Your marker will mark each element out of 10, and from this calculate a total mark out of 30.
The following criteria will be used in marking each element:

Design Portfolio Exercises:

9-10 An exemplary design that represents a thoroughly professional and creative response to the set task

7-8 A sound design that successfully responds to the set task but has an awkward finish or does not demonstrate significant creativity

5-6 A design that meets the requirements of the set task but in a basic manner that does not reflect a sophisticated application of basic design principles

3-4 A generally relevant but inadequate response that disregards some relevant design principles or does not meet all of the set requirements

1-2 A result that is not clearly relevant but touches on some aspects of the set task.

Workbook activities:

9-10 An exemplary response to the set question. Discussion and/or analysis demonstrates very sophisticated understanding and skilful application of design principles and course material
7-8 A sound response to the set question. Discussion and/or analysis demonstrates very sound understanding and skilful application of design principles and course material
5-6 A basic response to the set question. Discussion and/or analysis demonstrates understanding and application of design principles and course material with little depth or sophistication
3-4 A generally relevant but inadequate response that does not demonstrate clear understanding of the set question
1-2 An attempt to carry out the required discussion or reflection that does not significantly engage with concepts from the course or is unclear.

Referencing Style

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

Submission
Online

Submission Instructions
Submit one .docx file to Moodle

Learning Outcomes Assessed

- apply fundamental principles and elements of visual design in digital environments
- communicate effectively with others in the process of design and presentation
- develop innovative visual design solutions which combine form and function
- create visual designs using digital technologies and industry-standard software tools

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy

- Information Technology Competence

2 Workbook and Portfolio part 2

Assessment Type
Practical and Written Assessment

Task Description
You must complete all Design Portfolio exercises from weeks 4 to 11. A subset of these exercises will be designated as eligiable to be selected as featured designs. You must select three of these exercises.
The second assignment requires you to submit your responses to the following:

- Workbook activities 4 to 11
- Design Portfolio exercises 4 to 11
- An additional design that presents your three featured designs in the manner described in the Week 12 Assessment Preparation activity.

Each featured design will be given a mark out of 10, so the featured designs will account for 30 of the available 70 marks.
The remaining designs will each be given a mark out of ten, and the marker will convert these to a total that represents a further 20 of the available 70 marks. The workbook as a whole will be given a mark out of 20.
All components must be submitted in one .docx format word file.
Graphical elements must be inserted into the Word document. First save the .ai or .psd files in a bitmatp format (png or jpg), then in Word use Insert->Pictures to place them in your Word document. Alternatively you can use the Snipping Tool (Windows) or command-shift-4 (MacOS) to capture a bitmap image of your work from the screen for insertion in the Word document.
Do not insert or include your .ai or .psd files, but you must keep them and be able to provide them to your marker on request.

Assessment Due Date
Week 12 Friday (11 Oct 2019) 11:59 pm AEST

Return Date to Students
Exam Week Friday (25 Oct 2019)

Weighting
70%

Assessment Criteria
Design Portfolio Exercises:
9-10 An exemplary design that represents a thoroughly professional and creative response to the set task
7-8 A sound design that successfully responds to the set task but has an awkward finish or does not demonstrate significant creativity
5-6 A design that meets the requirements of the set task but in a basic manner that does not reflect a sophisticated application of basic design principles
3-4 A generally relevant but inadequate response that disregards some relevant design principles or does not meet all of the set requirements

Workbook
17-20 The workbook is of an exemplary stndard. Discussion and/or analysis demonstrates sophisticated understanding and skilful application of design principles and course concepts throughout.
15-16 The workbook is of a very good standard. The majority of the responses demonstrate sound understanding and skilful application of design principles and course concepts.
13- 14 The workbook is of a good standard. The majority of the responses demonstrate sound understanding and skilful application of design principles. Concepts from the course and textbook have been applied correctly in a majority of cases.
10-12 The workbook is of an acceptable standard. The majority of the responses demonstrate understanding and application of design principles and the responses answer the set tasks.
0-9 The workbook is significantly incomplete or does not demonstrate an ability to understand and apply course concepts.

Referencing Style

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

Submission
Online

Submission Instructions
SUbmit one .docx Word document through Moodle.

Learning Outcomes Assessed

- apply fundamental principles and elements of visual design in digital environments
- communicate effectively with others in the process of design and presentation
- develop innovative visual design solutions which combine form and function
- create visual designs using digital technologies and industry-standard software tools

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology 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