MMST11003 *Visual Design Fundamentals*
Term 2 - 2026

Profile information current as at 12/11/2026 11:09 am

All details in this unit profile for MMST11003 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 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 - 2026
- 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. Workbook and Portfolio part 1 (Practical and Written Assessment)
Weighting: 30%
2. Workbook and Portfolio Part 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
- Academic Progression Policy and Procedure
- Student Refund and Credit Balance Policy and Procedure
- 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 SUTE survey response

Feedback
Exploration of AI tools took up time that could be used in self-critique of traditional design output.

Recommendation
Revise and streamline AI-related exercises.

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

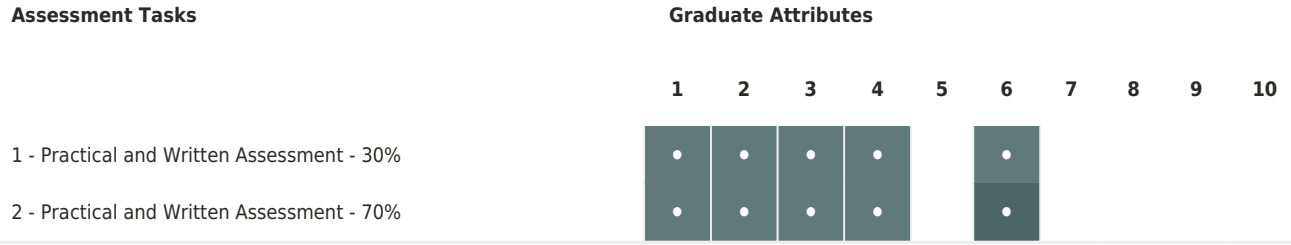
Alignment of Assessment Tasks to Learning Outcomes

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	•	•	•	•
3 - Critical Thinking	•	•	•	
4 - Information Literacy				•
5 - Team Work				
6 - Information Technology Competence	•		•	•
7 - Cross Cultural Competence				
8 - Ethical practice				
9 - Social Innovation				
10 - First Nations Knowledges				

Alignment of Assessment Tasks to Graduate Attributes



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: American Psychological Association 7th Edition (APA 7th edition)
For further information, see the Assessment Tasks.

Teaching Contacts

Brendan Murphy Unit Coordinator
b.murphy@cqu.edu.au

Schedule

Week 1: Design Elements, Art and Design Movements - 13 Jul 2026

Module/Topic	Chapter	Events and Submissions/Topic
Design Elements, Art and Design Movements	Readings provided on Moodle	Design Portfolio Exercise 1 Workbook Exercise 1

Week 2: Principles of Design - 20 Jul 2026

Module/Topic	Chapter	Events and Submissions/Topic
Principles of Design	Readings provided on Moodle	Design Portfolio Exercise 2 Workbook Exercise 2

Week 3: Integrating Design Elements and Using AI - 27 Jul 2026

Module/Topic	Chapter	Events and Submissions/Topic
Integrating Design Elements and Using AI	Readings provided on Moodle	Design Portfolio Exercise 3 Workbook Exercise 3

Week 4: Abstraction through Simplification - 03 Aug 2026

Module/Topic	Chapter	Events and Submissions/Topic

		Design Portfolio Exercise 4 Workbook Exercise 4
Abstraction through Simplification	Readings provided on Moodle	Workbook and Portfolio part 1 Due: Week 4 Friday (7 Aug 2026) 11:59 pm AEST

Week 5: Abstraction through Repetition - 10 Aug 2026

Module/Topic	Chapter	Events and Submissions/Topic
Abstraction through Repetition	Readings provided on Moodle	Design Portfolio Exercise 5 Workbook Exercise 5

Week 6: Abstraction through Line and Shape - 17 Aug 2026

Module/Topic	Chapter	Events and Submissions/Topic
Abstraction through Line and Shape	Readings provided on Moodle	Design Portfolio Exercise 6 Workbook Exercise 6

Vacation Week - 24 Aug 2026

Module/Topic	Chapter	Events and Submissions/Topic
		Break week

Week 7: Letterforms and Type - 31 Aug 2026

Module/Topic	Chapter	Events and Submissions/Topic
Letterforms and Type	Readings provided on Moodle	Design Portfolio Exercise 7 Workbook Exercise 7

Week 8: Value - 07 Sep 2026

Module/Topic	Chapter	Events and Submissions/Topic
Value	Readings provided on Moodle	Design Portfolio Exercise 8 Workbook Exercise 8

Week 9: Colour - 14 Sep 2026

Module/Topic	Chapter	Events and Submissions/Topic
Colour	Readings provided on Moodle	Design Portfolio Exercise 9 Workbook Exercise 9

Week 10: Design and Information - 21 Sep 2026

Module/Topic	Chapter	Events and Submissions/Topic
Design and Information	Readings provided on Moodle	Design Portfolio Exercise 10 Workbook Exercise 10 Discuss your draft work so far with your class

Week 11: Non-objective Shape, Textures and Gradients - 28 Sep 2026

Module/Topic	Chapter	Events and Submissions/Topic
Non-objective Shape, Textures and Gradients	Readings provided on Moodle	Design Portfolio Exercise 11 Workbook Exercise 11

Week 12: Review - 05 Oct 2026

Module/Topic	Chapter	Events and Submissions/Topic
		Review: seek feedback on your Portfolio and Workbook exercises
Review		Workbook and Portfolio Part 2 Due: Week 12 Friday (9 Oct 2026) 11:59 pm AEST

Exam Week - 12 Oct 2026

Module/Topic	Chapter	Events and Submissions/Topic

Vacation/Exam Week - 19 Oct 2026

Module/Topic	Chapter	Events and Submissions/Topic

Term Specific Information

Use of Generative Artificial Intelligence (AI) in Learning Materials
Generative artificial intelligence (AI) tools may have been used by academic/teaching staff in the development of learning materials and/or associated teaching resources. For example, sample images used to explain production processes may have been generated using GenAI. Any AI-assisted content has been critically reviewed, refined, and contextualised by academic staff. The final learning materials, teaching activities, and guidance provided reflect academic judgement and align with CQUniversity learning, teaching, accessibility, and academic integrity requirements.

Assessment Tasks

1 Practical and Written Assessment

Assessment Title
Workbook and Portfolio part 1

Task Description
Please refer to the learning resources on the Unit Moodle site for a full breakdown of assessment requirements.
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

Use of Generative Artificial Intelligence agents (Gen AI)
Within this assessment, the use of Gen AI agents is as follows:
Some exercises in this Unit will direct you to use generative AI. The quality or utility of any AI-derived design is NOT assessed. Your reflections on the designs created by GenAI are.
Other than these specified uses of the technology, there must be no AI-generated content in your assessable exercises.
An AI use statement must accompany this assessment submission. The statement must:
· Affirm that your use of generative AI is in accordance with these instructions
· List the generative AI tools you used for each specified exercise.

Please note: The 72-Hour grace period applies to this Assessment.
If you need longer than 72 hours, you will still need to use the normal Assessment Extension System process.

Assessment Due Date
Week 4 Friday (7 Aug 2026) 11:59 pm AEST

Return Date to Students
Week 6 Friday (21 Aug 2026)
Results and feedback will be returned via Moodle

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
American Psychological Association 7th Edition (APA 7th edition)

Submission
Online

Submission Instructions
Submit two files: a .docx file containing your responses to the Design Portfolio and Workbook exercises as specified above. Graphical elements must be inserted into the Word document as screen snips or .png files; Submit a zip file containing the original .ai and .psd files. If this second file is too large to upload to Moodle you may use a service such as Google Drive. If you do, include the link in your .docx file.

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 Practical and Written Assessment

Assessment Title
Workbook and Portfolio Part 2

Task Description
Please refer to the learning resources on the unit Moodle site for a full breakdown of assessment requirements.
You must complete all Design Portfolio and Workbook exercises.
This assignment requires you to:
- submit your responses to all Workbook activities from the period Week 4 to Week 11
- submit your responses to all Design Portfolio exercises from the period Week 4 to Week 11

Seventy marks are allocated for this assessment piece. They are distributed as follows:
- all Workbook exercises: 30 marks
- all Design Portfolio exercises: 40 marks

Use of Generative Artificial Intelligence agents (Gen AI)
Within this assessment, the use of Gen AI agents is as follows:
Some exercises in this Unit will direct you to use generative AI. The quality or utility of any AI-derived design is NOT assessed. Your reflections on the designs created by GenAI are.
Other than these specified uses of the technology, there must be no AI-generated content in your assessable exercises.
An AI use statement must accompany this assessment submission. The statement must:
· Affirm that your use of generative AI is in accordance with these instructions
· List the generative AI tools you used for each specified exercise.

Please note: The 72-Hour grace period applies to this Assessment.
If you need longer than 72 hours, you will still need to use the normal Assessment Extension System process.

Assessment Due Date
Week 12 Friday (9 Oct 2026) 11:59 pm AEST

Return Date to Students
Vacation/Exam Week Friday (23 Oct 2026)
Rselsts and feedback will be returned via Moodle.

Weighting
70%

Assessment Criteria
Design Portfolio Exercises

Each Design Portfolio will be marked out of ten. These marks will be converted to a total mark out of 40
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
25.5 - 30 The workbook is of an exemplary standard. Discussion and/or analysis demonstrates sophisticated understanding and skilful application of design principles and course concepts throughout.
22.5 - 25 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.
19.5 - 22 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.
15 - 19 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 - 14.5 The workbook is significantly incomplete or does not demonstrate an ability to understand and apply course concepts.

Referencing Style
American Psychological Association 7th Edition (APA 7th edition)

Submission
Online

Submission Instructions
Submit a .docx fie containing your responses to the Design Portfolio and Workbook exercises as specified above. Graphical elements must be inserted into the Word document as screen snips or .png files.. Also submit a zip file containing the original .ai and .psd files. If this file is too large to upload to Moodle you may use a service such as Google Drive. If you do, include the link in your .docx file.

Learning Outcomes Assessed
- apply fundamental principles and elements of visual design in digital environments
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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