



SDES3406 Graphics Media: Visual Identity

Term T1, 2019

Course Information

Units of Credit: 6

Course Overview

Course Description

This subject explores the design of visual identity and branding strategies across different media used to connect producers and consumers. visual identity and branding are considered within a range of graphic studio models in which designers work. A client brief provides you with the opportunity to explore how design strategically addresses the branding issues of local small to medium enterprises, national and international organisations, audiences and contexts. Reflecting on a range of contemporary models of design practice provides you with the opportunity to develop a portfolio that showcases your design approach in relation to industry practice and possible futures.

Assessment in this course includes studio research tasks and projects that engage with visual identity design and portfolio design for print and online contexts.

Course Learning Outcomes

On completion of this course, the student should be able to:

1. Undertake scholarly research in graphics media design that includes material and production research for the design of a visual identity in digital and print formats.
2. Create and respond to design briefs that address specific scenarios regarding client, audience, design, production and environmental factors
3. Visually represent conceptual links between a series of design outcomes.
4. Specify design for production in collaboration with related industries.

Teaching and Learning in this Course

This courses uses a variety of teaching approaches:

Blended/online

- Review - assessment tool
- Moodle - learning management system

Lectures

Moodle based online and video lecture content and supporting resources drawn from the UNSW Lynda Portal have been designed and curated to share information and generate debate about the contextual factors that impact graphics media and the professional practice of design in graphics media studio environments.

Tutorials

Small group work, peer review, self directed and reflective learning

Studio

The course engages students in critical, reflexive and dialogic conceptual and iterative material development of project work and studio research. Students will work on experimental and real world projects, and may attend client briefings in studio and online.

Assessment

	TITLE	WEIGHTING	ASSESSMENT TYPE
Assessment Task 1	Visual Identity Design	40%	Project
Assessment Task 2	Visual Identity and Portfolio Design	60%	Project

References for this Course

Resources for this course are available via [Leganto](#)

<https://ap01-a.alma.exlibrisgroup.com/leganto/readinglist/lists/22154816230001731?institute=61>