



DDES1140 Graphics 1 - Image and Type

Term T2, 2020

Course Information

Units of Credit: 6

Course Overview

Course Description

Fully Online Delivery Term 2 2020

Some adjustments have been made to this course to allow for fully online delivery during the COVID-19 situation. Please refer to the Resources section at the back of this document for more information about materials and resources required to complete this course outline.

This course offers you an introductory opportunity to develop critical skills in the creation of graphic images through photography and various types of illustration. You will then begin to understand how to manipulate typography within formal grids and structures, and as an expressive medium. Graphic design is built on a sound understanding of the relationship between image and type.

Whether you are intending to work either commercially or experimentally within the visual communications industry, or as a design entrepreneur working in another context, this course will provide you with fundamental graphic design skills. Through application to your individual practice, you will understand the importance of research, an iterative design process, ethical considerations, as well as the personal and presentation skills required to communicate a concept.

Course Learning Outcomes

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

1. Demonstrate a range of techniques for the creation and manipulation of images
2. Demonstrate an understanding of typographic fundamentals
3. Generate and refine design concepts using an iterative process
4. Evidence research and experimentation through comprehensive and considered documentation
5. Present design projects using effective communication techniques

Teaching and Learning in this Course

This course uses a variety of teaching approaches:

Blended/online

- Review – Assessment / Feedback Tool
- Collaborate Ultra in Moodle – Virtual Classroom
- Moodle - Learning Management System

Assessment

	TITLE	WEIGHTING	ASSESSMENT TYPE
Assessment Task 1	Image Fundamentals	50%	Design Studio Work

	TITLE	WEIGHTING	ASSESSMENT TYPE
Assessment Task 2	Type Fundamentals	50%	Project

Resources

Course reading list is available on [DDES1140 Resources list](#)

Materials List

- A range of drawing and sketching pencils, charcoal, graphite, oil pastels, crayons (black)
- A range of pens and marker pens (black)
- A range of brushes
- Pen and nibs
- Calligraphy or drawing ink (black)
- A range of art papers (e.g. tracing, watercolour)
- A4 or A3-size bleed-proof paper pad
- A4 or A3-size cartridge paper pad
- A4 visual diary
- Masking tape
- Blu-tack

All available for online purchase here –

basementbooks.com.au

eckersleys.com.au

officeworks.com.au

Access to a camera (mobile phone or DSLR) for documenting work.

Attendance/Participation

In Term 2 of 2020 this course will be delivered entirely online via Moodle for remote learning.

An integral part of this online course is engagement in resources, studio activities and lectures. You must actively participate in classes and complete all set work to a satisfactory standard as discussed in class.

You need a laptop or desktop computer with internet connection for undertaking this online course by remote learning.

Assessment

There are two assessment tasks (see project briefs) supported by a rigorous program of studio research. Assessment is based on your participation in and completion of projects and engaging consistently in the online studio, online studio research, and online tutorial activities for each of the tasks.

The assessment tasks are supported by weekly online studio and online research activities which will be comprehensively documented and reflected upon in a curated visual journal – uploaded on a weekly basis to your individual blog in Moodle. Your engagement with the online studio research and online tutorials is assessed in the research component of the two assessments.

Along with completion of assessment tasks, it is important to note that constructive contribution to the course and your peers is required through active online participation in discussions, group work and peer evaluation/critiques.