

DESN 4005 MAJOR DESIGN PROJECT

Credit Points 20

Legacy Code 102279

Coordinator Dan Johnston ([https://directory.westernsydney.edu.au/search/name/Dan Johnston/](https://directory.westernsydney.edu.au/search/name/Dan%20Johnston/))

Description In this year-long subject students will develop a self-directed project from initiation to completion, in consultation with an academic supervisor. The first semester involves engaging in background research to facilitate creative development. Students will survey the field for their project identifying precedents and contexts, leading to experimentation and exploration of a range of potential options and addressing any arising issues, to develop a proof of concept. In the second semester students will develop the work to completion, through an iterative process of prototyping, reflection and analysis. The completed work will be prepared to a professional standard for display at a showcase event. It is expected that there will be a documented developmental process undertaken consistently across the year, resulting in the final work, which will be a professional outcome, relevant to a field of Visual Communication design. Students are expected to be self-motivated, and work as an independent professional practitioner throughout the duration of the subject.

School Humanities & Comm Arts

Discipline Graphic Design Studies

Student Contribution Band HECS Band 2 10cp

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 4 subject

Pre-requisite(s) DESN 3003 - Design Research Project

Equivalent Subjects DESN 4001 - Communication Design Major Project

Restrictions

Students must be enrolled in 1571 B. Design (Visual Communication), 1737 B Design - Visual Communication (Dean's Scholars) or 6011 Diploma in Design/Bachelor of Design (Visual Communication) and achieve 240cps before enrolling in this subject.

Please note: students must enrol in DESN 4005 Major Design Project in both Autumn and Spring sessions in order to receive final grades and credit points.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Develop a range of relevant research findings around a project theme, based on selected literature, precedent design examples, and project context..
2. Devise a self-directed brief that responds to an identified issue or area of interest within the broad discipline areas of Visual Communication.
3. Critically assess the appropriateness of a range of concepts, and the visualisation of these, in order to improve the design solution.
4. Produce and present a designed outcome that demonstrates an understanding of relevant professional contexts and utilises appropriate media, processes and strategies.

5. Employ an independent approach to learning and exercise an appropriate range of project management and communication skills.

Subject Content

1. Lectures on creative inquiry and project development
2. Regular Seminar discussions of student project work in progress, where students present a range of approaches in selected media forms towards their project execution
3. Presentations of student work to lecturers, peer panels, and for exhibition
4. Student discussion forums where ongoing peer learning is encouraged

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task
Report	Design work plus 1,000 words	25	N	Individual
Presentation	Design work plus 5 minute presentation	25	N	Individual
Presentation	4 x 5 Minute Presentations	20	N	Individual
Presentation	• Design work • 10 minute presentation • graduation exhibition display	30	N	Individual

Teaching Periods

Autumn (2024)

Parramatta - Victoria Rd

On-site

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=DESN4005_24-AUT_PS_1#subjects)

Spring (2024)

Parramatta - Victoria Rd

On-site

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=DESN4005_24-SPR_PS_1#subjects)