

GRAPHIC AND DESIGN (DESN)

DESN 0001 Design Practice (WSTC Prep) (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn0001/>) **Legacy Code:** 700223

Design Practice introduces students to the fundamental principles of graphic design practice. This subject investigates how the design process is applied to real-world industry design briefs to create a visual design. Students develop an understanding of the processes and practices used to support collaboration between clients, designers and specialists when designing and producing visual communications. Students are guided through the process of interpreting a design brief, creating and pitching a design response, presenting work for critique, incorporating critique into a design solution and producing highly refined design outcomes to a professional standard. Students work on a number of design briefs using industry standard work practices, including time management strategies, multi-tasking, strict delivery deadlines, brief comprehension and job documentation as well as client/designer coordination and negotiation.

Level: Undergraduate Level 0 Preparatory subject

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 0002 The Design Process (WSTC Prep) (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn0002/>) **Legacy Code:** 700197

The Design Process introduces the elements and principles of design as well as design processes and methods required to explore and creatively apply the design process. The Design Process focuses on the skills and concepts that contribute to interpreting and responding to design briefs, as well as researching, developing and presenting innovative design solutions. The core of any design process is the design brief. The Design Process acknowledges the importance of this and how it informs relationships between the client, designer and specialists engaged to develop the design process. The subject addresses the purpose, sequence, major stages and application of the design process to synthesise solutions relevant to the design industry.

Level: Undergraduate Level 0 Preparatory subject

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 0003 Critical Thought in Design (WSTC Prep) (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn0003/>) **Legacy Code:** 700321

Critical Thought in Design provides students with an understanding of the process designers use to structure their thinking and communicate ideas with clients, target audiences, other designers and specialists. The ability to think critically, creatively and independently is essential for success as a designer in generating and communicating innovative design solutions that meet the needs of the client and target audience. The aim of this subject is to provide students with the skills and techniques necessary to become an independent thinker able to research, analyse, argue and communicate effectively with clients. The subject examines a wide range of critical thinking and design, problem-solving methods including problem definition techniques, idea generation, brainstorming, as well as evaluation and analysis skills.

Level: Undergraduate Level 0 Preparatory subject

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 1003 Design Histories and Futures (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn1003/>) **Legacy Code:** 102262

This subject introduces students to historical accounts and theories of design from the dominant perspective of Modernism in the first half of the 20th century, through post-war consumerism and the ensuing movements of the 20th century, such as Postmodernism, Punk and New Wave; design reactions to corporate culture, design for change and activism; and the digital design enablers of the 21st century. Students learn a contextual history of 20th century design practice by studying the doctrines around which the modernist movement cohered, and the conditions under which these doctrines are challenged by later movements. The subject explores various roles of the visual designer through history-avant-garde, futurist, revolutionary, utopian design; client-service design; social activism, producer and digital enabler. These roles are expressed across a range of design outcomes such as photography, typography, illustration, print media, graphics, digital design, film and animation. Part of this exploration will examine the impacts of design histories on our past, present and future conditions, as well as changing the future for design. Students will complete visual and writing tasks that aim to build their understanding of design histories and futures, and scholarship in academic research and writing.

Level: Undergraduate Level 1 subject

Equivalent Subjects: DESN 1001 - 20th Century Design Histories
DESN 1004 - Design Histories and Futures (WSTC)

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 1004 Design Histories and Futures (WSTC) (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn1004/>) **Legacy Code:** 700195

This subject introduces students to historical accounts and theories of design from two dominant perspectives, modernism and postmodernism. Students learn a contextual history of 20th century design practice by studying the doctrines around which the modernist movement cohered and the conditions under which these doctrines are questioned by postmodernism. The subject will explore various roles of the visual designer through history such as the avant gardist, futurist, revolutionary, utopian, client-service designer, social activist, producer and digital enabler, as these roles were expressed across a range of design outcomes such as photography, typography, illustration, print media, graphics, digital design, film and animation over a century and beyond. Part of this exploration will examine the impacts of design histories on our past, present and future conditions, as well as the investments in changing the future for design. Students will complete visual and writing tasks that aim to build their understanding of design histories and futures, and scholarship in academic research and writing.

Level: Undergraduate Level 1 subject

Co-requisite(s): Students enrolled in the combined Diploma/Bachelor courses listed below must pass all College Preparatory units listed in the course structure before progressing to the Year Two units

Equivalent Subjects: DESN 1003 - Design Histories and Futures
DESN 1001 - 20th Century Design Histories

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 1007 Graphic Branding and Identity (20 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn1007/>) **Legacy Code:** 102264

This subject enables students to further develop their understanding and application of the design process within the field of graphic branding and identity design. Students will interrogate the fundamental principles of branding and explore diverse and creative approaches to branding and visual identity design from concept to outcome. Students' understanding of a design brief, client, competitors and audience will deepen and they will be introduced to some design specific research skills, such as mood board and persona development, which will help them begin to build a toolkit of methods to use throughout their degree. Students will explore the power of storytelling in the creation of compelling brand narratives and explore ways a brand can communicate with an intended audience. Key software will be introduced and supported by online resources, and students will continue to develop their visual design and communication skills in the fundamental areas of typography, image-making and composition.

Level: Undergraduate Level 1 subject

Pre-requisite(s): DESN 1009

Equivalent Subjects: DESN 1008 - Graphic Design Process and Practice (WSTC)

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 1008 Graphic Design: Process and Practice (WSTC) (20 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn1008/>) **Legacy Code:** 700194

This subject enables students to further develop their understanding of the design process within the context of project briefs that introduce areas of graphic design practice that include branding and identity and information design. Students' understanding of a design brief, the client and a clearly defined audience will deepen. Students will be introduced to some design specific research skills, such as mood board and persona development, which will help them begin to build a toolkit of methods which they will use throughout their degree. Students will develop their design process and a greater awareness of the role of research in the generation of ideas. Students will be introduced to further lateral thinking techniques and encouraged to develop creative responses to the project briefs within appropriate constraints for both client and audience needs. Further key software will be introduced and supported by online resources and students will continue to develop their visual design skills in the fundamental areas of type, image and composition.

Level: Undergraduate Level 1 subject

Pre-requisite(s): DESN 1010

Co-requisite(s): Course 6013 - Diploma in Design Bachelor of Graphic Design (Pathway to Teaching Secondary)

Course 6011 - Diploma in Design Bachelor of Design (Visual Communication)

Students enrolled in the combined Diploma Bachelor courses listed below must pass all College Preparatory units listed in the course structure before progressing to the Year 2 units

Equivalent Subjects: DESN 1007 - Graphic Design Process and Practice

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 1009 Graphic Design: Understanding the Principles (20 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn1009/>) **Legacy Code:** 102261

This subject introduces students to the fundamental principles of visual language and graphic design practice. Through a series of workshops, exercises and project briefs, students will learn how elements such as colour, composition, text, typography and image can be used to communicate meaning in a variety of contexts. Through the project briefs students will begin to develop their awareness of graphic design as a problem solving activity and apply their understanding of the design process in relation to research skills, idea generation, reflective practice, and both written and verbal communication skills. Students will learn the importance of prototyping, developing and refining their ideas through practice, and aspects of the digital print production process will also be introduced. Students will be introduced to design software packages and to support the ongoing development of their digital media skills they will be provided with access to resources for independent online learning.

Level: Undergraduate Level 1 subject

Equivalent Subjects: DESN 1010 - Graphic Design Understanding the Principles (WSTC)

Incompatible Subjects: DESN 1016 Introduction to Typography DESN 1006 Digital Design Production

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 1010 Graphic Design: Understanding the Principles (WSTC) (20 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn1010/>) **Legacy Code:** 700193

This subject introduces students to the fundamental principles of visual language and graphic design practice. Through a series of workshops, exercises and project briefs, students will learn how elements such as colour, composition, text, typography and image can be used to communicate meaning in a variety of contexts. Through the project briefs, students will begin to develop awareness of graphic design as a problem solving activity and apply their understanding of the design process in relation to research skills, idea generation, reflective practice and both written and verbal communication skills. Students will learn the importance of prototyping, developing and refining their ideas through practice and aspects of the digital print production process will also be introduced. Students will be introduced to design software packages and to support the ongoing development of their digital media skills they will be provided with access to resources for independent online learning.

Level: Undergraduate Level 1 subject

Co-requisite(s): Students enrolled in the combined Diploma Bachelor courses listed below must pass all College Preparatory units listed in the course structure before progressing to the Year 2 units

Equivalent Subjects: DESN 1009 - Graphic Design Understanding the Principles

Incompatible Subjects: DESN 1016 - Introduction to Typography DESN 1006 - Digital Design Production

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 1011 Image Design (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn1011/>) **Legacy Code:** 102263

This subject introduces students to photographic image making and applications of photomedia in visual communication design contexts. The experience of image making is covered using the first principles of the photographic medium, camera handling and studio procedures. The principles of visual composition are learnt from the dual perspectives of creating and evaluating photographic and digital imagery, using lens and light-based techniques and methods.

Level: Undergraduate Level 1 subject

Equivalent Subjects: DESN 1013 - Image Design Illustration DESN 1015 - Introduction to Photomedia DESN 1012 - Image Design (WSTC)

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 1012 Image Design (WSTC) (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn1012/>) **Legacy Code:** 700196

This subject introduces students to the use of signification and metaphor in the visual communication of verbal and written concepts. The process of creating and evaluating images is explored through the principles of visual organisation and the experience of image making through photographic and illustrative methods, techniques and mediums.

Level: Undergraduate Level 1 subject

Co-requisite(s): Students enrolled in the combined Diploma/Bachelor courses listed below must pass all College Preparatory units listed in the course structure before progressing to the Year Two units

Equivalent Subjects: DESN 1011 - Image Design DESN 1013 - Image Design Illustration DESN 1015 - Introduction to Photomedia

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 1018 Visual Storytelling (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn1018/>) **Legacy Code:** 101921

Visual storytelling is increasingly being used in a variety of contexts including websites, magazines, advertising, business and public affairs, exhibitions and events and television, often working across a number of platforms at the same time as requiring responsive design approaches for a diversity of viewing experiences. With access to increasing amounts and types of data, professional communicators need to be able to extract meaning to connect with a variety of different audiences in creative, dynamic, and emotional ways. This subject introduces students to story archetypes, structure and flow. It encourages metaphorical and anagogical storytelling using appropriation making reference to genre and research. This practical subject explores a range of traditional hands-on techniques and digital software commonly used across the communications sector. Students are encouraged to explore and develop their own mark and image making skills aimed at specific target audiences and communication contexts.

Level: Undergraduate Level 1 subject

Equivalent Subjects: LGYA 2353 - Design Principles 2D/3D DESN 1005 - Design Thinking DESN 1019 - Visual Storytelling (WSTC)

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 1019 Visual Storytelling (WSTC) (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn1019/>) **Legacy Code:** 700183

Visual storytelling is increasingly being used in a variety of contexts including websites, magazines, advertising, business and public affairs, exhibitions and events and television, often working across a number of platforms at the same time as requiring responsive design approaches for a diversity of viewing experiences. With access to increasing amounts and types of data, communicators need to be able to extract meaning to connect with a variety of different audiences in creative, dynamic and emotional ways. This subject introduces students to story archetypes, structure and flow. This practical subject explores a range of traditional hands-on techniques and digital software commonly used across the communications sector. Students are encouraged to explore and develop their own mark and image making skills aimed at specific target audiences and communication contexts.

Level: Undergraduate Level 1 subject

Co-requisite(s): Students enrolled in the combined Diploma/Bachelor courses listed below must pass all College Preparatory units listed in the course structure before progressing to the Year Two units

Equivalent Subjects: DESN 1018 - Visual Storytelling LGYB 0479 - Design Thinking (UWSC) DESN 1005 - Design Thinking

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 1021 Web and Time-based Design (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn1021/>) **Legacy Code:** 101922

Students will develop fundamental computer software skills and design understandings appropriate to using major web and time based design technologies such as HTML and CSS. They will develop a working understanding of production literacies for online design and time-based design. Students will engage in practical studies of web authoring. Emphasis will be placed on understanding the roles, functions and features of key screen based technologies, design production context for online delivery, current industry best practices, and a working understanding of the responsibilities inherent in the digital design and production process.

Level: Undergraduate Level 1 subject

Equivalent Subjects: DESN 1020 - Web and Time-based Design DESN 1022 - Web and Time-based Design (WSTC)

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 1022 Web and Time-based Design (WSTC) (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn1022/>) **Legacy Code:** 700187

Students will develop fundamental computer software skills and design understandings appropriate to using major web and time based design technologies such as HTML and CSS. They will develop a working understanding of production literacies for online design and time-based design. Students will engage in practical studies of web authoring. Emphasis will be placed on understanding the roles, functions and features of key screen based technologies, design production context for online delivery, current industry best practices, and a working understanding of the responsibilities inherent in the digital design and production process.

Level: Undergraduate Level 1 subject

Co-requisite(s): Students enrolled in the combined Diploma/Bachelor courses listed below must pass all College Preparatory units listed in the course structure before progressing to the Year Two units

Equivalent Subjects: DESN 1021 - Web and Time-based Design

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 1023 Visual Media Design (WSTC) (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn1023/>)

Professional and emerging visual communicators all share a goal: to create unique imagery that conveys a narrative to meet a design brief. This subject introduces you to photographic image making and applications of photomedia in visual communication design contexts. You will learn practical and theoretical skills that provide you with an understanding of composition, exposure, light, interpreting and responding to a design brief, and constructing a visual narrative. This subject offers a context for you to understand photography by examining the contributions to established historical and contemporary visual communicators. As you advance through the subject, you will investigate and reflect on the components of image design, explore imaginative methods for creating photomedia, and develop your ability to critically assess traditional visual forms of communication. By the end of this subject, you will have developed the skills and ability to create a narrative and visualise the world through images.

Level: Undergraduate Level 1 subject

Equivalent Subjects: DESN 1012

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 1024 Creative Communication: Mastering Adobe Express (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn1024/>)

This subject equips students with essential skills in visual communication using Adobe Express, a free and powerful creative tool. Students will explore key graphic design principles and learn how to tailor their content to meet the needs and expectations of different audiences, whether they are presenting information to peers, conveying complex ideas to stakeholders, or engaging with the broader public through social media. Through hands-on projects, students will obtain a Creative Skills series micro-badging in Adobe Express, enhancing their resumes and employability. The subject also introduces the ethical use of generative AI in creative processes, encouraging innovation and responsible design. By the end of the semester, students will confidently create and communicate professional-standard visual content across diverse platforms.

Level: Undergraduate Level 1 subject

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 2001 Australian Design (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn2001/>) **Legacy Code:** 101923

This subject continues the focus on academic and visual literacies for visual communication designers initiated in level one subjects. Students will investigate the Australian visual communication design profession, largely through the documentation of selected output and established methods across industry sectors producing graphic, photographic, illustrative, typographic, broadcast, interactive and online design. Lectures and selected case studies will outline professional scenarios and support the student in learning about the design industry's organisation and methods. Assessment tasks are designed to develop research and writing skills through the evaluation of professional resources and publications.

Level: Undergraduate Level 2 subject

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 2005 Graphic Design: Interactive Digital Media (20 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn2005/>) **Legacy Code:** 102265

Digital technology shapes the way we interact with our world. Design of these interactions is a crucial role for today's designers. This subject will develop students' critical interaction and visual design skills in the digital realm, including interface and experience design. Digital design specific research skills, methods and processes are covered. These include user research, persona development, storyboard development, lo-fi and hi-fi prototyping, wireframes and proof of concept methods. Students will engage with problem-based project briefs, and develop solutions that are appropriate for both client and audience needs across a range of devices. Outcomes include app, web and screen designs.

Level: Undergraduate Level 2 subject

Pre-requisite(s): DESN 1021

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 2006 Graphic Design: The Professional Context (20 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn2006/>) **Legacy Code:** 102270

In this subject, students begin to situate their graphic design practice within a contemporary professional context. Designers today need to collaborate with colleagues or other professionals, and the majority of graphic design briefs require solutions that converge across a variety of media platforms and two, three or four dimensions. Students will undertake projects that extend their design thinking in these areas. Part of the subject requires students to work as part of a team, to develop content and a solution that engages the audience through a range of different media. Throughout this subject, students continue to extend their visual language, and associated material and digital skills.

Level: Undergraduate Level 2 subject

Pre-requisite(s): DESN 1007

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 2007 Illustrating Narrative (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn2007/>) **Legacy Code:** 101017

This subject explores the design of illustration as a linear narrative and its conceptual, stylistic, and format aspects. Students will create a linear illustrated narrative (12+ page book or equivalent digital format) where they will be encouraged to consider the design of different narrative forms, illustrative techniques, and styles for the target audience, client, context, and genre. Additionally, the subject aims to help students explore and enhance their image-making practices using traditional and digital tools.

Level: Undergraduate Level 2 subject

Pre-requisite(s): DESN 1013 OR

DESN 1011

Equivalent Subjects: LGYA 0045 - Illustrative Narrative 3 and LGYA 0052 - Illustrative Narrative 4

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 2011 Motion Design (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn2011/>) **Legacy Code:** 102273

This subject introduces students to the fundamentals of motion design practice. Students will discover how elements of static graphic design can be incorporated with sequence, time, space and sound to enhance the exchange of information and meaning in a variety of project contexts and kinetic media outcomes. Additionally, students will discover the purpose and function of motion design and be able to identify professional pathways associated with these skills and knowledge. Students will be exposed to a range of motion design preproduction and production methods, from fundamentals and guidelines to experimental and expressive approaches. Students will learn the importance of planning, mapping and evaluating linear narrative, in combination with the introduction of key software supported by online video courses, for successful motion design outcomes.

Level: Undergraduate Level 2 subject

Pre-requisite(s): DESN 1021 OR

COMM 2042 OR

COMM 2051 OR

COMM 2051 AND

COMP 2020

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 2013 Photomedia: Photographic Practice (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn2013/>) **Legacy Code:** 102268

This subject introduces and examines the multifaceted nature of photographic practice. Students will be introduced to current methods of photographic image production and design for the purpose of Visual Communication. It explores the relationship between photographic technique, genre and the reception of photographic imagery. Students will be introduced to photographic studio practice as the means of controlling image reception, through the intrinsic principles of the photographic medium, including the control of light, exposure in a studio situation and digital post production.

Level: Undergraduate Level 2 subject

Pre-requisite(s): DESN 1015 OR

DESN 1011

Equivalent Subjects: DESN 2012 - Photomedia LGYA 0818 - Designing the Image LGYA 0835 - Photo Documentary LGYA 2354 - Introduction to Photomedia

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 2014 Researching the Visual (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn2014/>) **Legacy Code:** 102266

This subject will introduce students to various ways of seeing and reading images in the visual environment. Students will learn how to conduct visual research using a tool kit of methods including semiotic analysis, content and thematic analysis, and basic observational research across the digital and material environments of visual communications design, and to apply their findings in the development of visual concepts. Students will continue to engage as reflective practitioners and learn to position themselves as visual researchers within a particular cultural and personal context.

Level: Undergraduate Level 2 subject

Pre-requisite(s): DESN 1003 OR

DESN 1011 OR

DESN 1021

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 2016 Creativity, Design Thinking and Visualisation (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn2016/>) **Legacy Code:** 800237

This cross-disciplinary subject allows students to explore their creative potential and broaden their perspectives of innovation, through the lens of design thinking. Design thinking offers a range of strategic and practical approaches to creativity and innovation, including making use of different 'types of thinking and reflection; leveraging the dynamics of teamwork; and how conversation and dialogue can generate new thinking about complex problems. Students will apply these key ideas methodologies form design thinking and methods of visual communication, to addressing broad social issues in innovative and creative ways.

Level: Undergraduate Level 2 subject

Equivalent Subjects: DESN2002 - Creativity Innovation and Design Thinking

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 2017 Generative AI for Design Practice (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn2017/>)

This subject applies the fundamental concepts of generative design using Artificial Intelligence (AI), with a particular emphasis on how these methods are practically implemented within the context of design (Visual Communication). Students will explore how AI can be applied in design, including the use of AI-driven tools, automatic image generation, and intelligent design recommendations. Throughout the subject, students will engage with real-world design challenges, utilising AI to develop creative solutions. In addition to technical skills, the subject emphasises a critical and ethical approach to AI in design, encouraging students to consider the broader implications of AI technologies in their practice. By the end of the subject, students will have a strong foundation in AI principles and generative techniques, as well as the ability to critically evaluate and ethically integrate AI into their design processes.

Level: Undergraduate Level 2 subject

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 3001 Contextual Design Studies (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn3001/>) **Legacy Code:** 102275

Contextual design studies is the study of what happens around design practice - before, during and after - to explain its meaning and effect. Successful communication design has always depended on the connection between form, content, audience and context, and the designer's abilities to analyse, understand and clarify the contexts of communication have become more important to creative practice. In this subject students will learn to apply the theoretical frameworks of semiotic, thematic and rhetorical analysis used by the interdisciplinary field of Design Studies to interpret design's potential as cultural expression and communication. Students will analyse visual signs and conventions as both targeted and tacit responses to a range of contexts revealing design's interests in marketplaces, society and identity. Students will analyse various graphic examples, and design literature, as they investigate the significance and agency of design interactions, media artefacts and systems.

Level: Undergraduate Level 3 subject

Pre-requisite(s): DESN 2014

Equivalent Subjects: DESN 2003 - Design Issues

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 3002 Data Visualisation (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn3002/>) **Legacy Code:** 102269

We live in an era of data. The designer's role is increasingly one of structuring and transforming data into accessible and meaningful information. In this subject students will be introduced to basic techniques for the visual representation of data. This subject covers both how to design successful charts, maps, and diagrams, as well as how to use these graphics to compose cohesive storytelling pieces. Students will also discuss both practical and theoretical issues when visualising data, and how Graphic Design and Interactive Design principles apply to the visualisation of information. Students will learn how to design basic infographics and mock ups for interactive visualisations, and they will develop skills to start producing compelling and elegant infographics and data visualisation.

Level: Undergraduate Level 3 subject

Pre-requisite(s): DESN 1021 OR
DESN 1007

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 3003 Design Research Project (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn3003/>) **Legacy Code:** 102277

This subject offers students the opportunity to develop a self-negotiated design project through exploring a variety of research methods, reflective practice, and concept prototyping. Students will develop a project that focuses on a particular area of interest in order to consolidate their portfolio, and for students enrolled in B Design (Vis Comm), lay the foundation for their fourth year major design project.

Level: Undergraduate Level 3 subject

Pre-requisite(s): DESN 2014 OR
DESN 3013

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 3006 Graphic Design: Developing a Personal Portfolio (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn3006/>) **Legacy Code:** 102276

This subject focuses on the development of your industry orientated practice and personal portfolio development. Throughout the previous core subjects and subject pairings you will have developed particular skills and interests that are beginning to define your design practice and your portfolio. The briefs set in this subject offer you the opportunity to specialise further and to develop your portfolio and will, where possible, include live briefs and competitions. You will continue to refine and develop your visual language, material and digital skills, and continue to develop as an independent learner. The subject will culminate in an industry event, where students will have the opportunity to get their portfolios critiqued by design industry representatives.

Level: Undergraduate Level 3 subject

Pre-requisite(s): DESN 2006 OR
DESN 3001 OR
MKTG 2003 OR
MKTG 2003

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 3007 Illustrating Popular Culture (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn3007/>) **Legacy Code:** 102271

This subject explores the powerful qualities of illustration when used as a visual communication strategy in the design of popular culture: within an advertising campaign and as social commentary through editorial illustration. The potential of a range of illustrative styles, mediums and techniques, will be explored through experimentation with a variety of visual strategies that utilize lateral thinking, linked to the design of professional concepts, developmental processes and media considerations.

Level: Undergraduate Level 3 subject

Pre-requisite(s): DESN 1011

Equivalent Subjects: DESN 2008 - Illustration Advertising and Editorial
Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 3008 Interactive Design: Apps (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn3008/>) **Legacy Code:** 102267

This subject focuses on design methodology for the development and delivery of interactive media applications (apps). Particular concepts addressed include conceptual integration and convergence of various media forms, screen design, navigational hierarchy and structures, and designing engaging interactive interfaces. General principles of interface, information architecture and interaction design will be introduced, alongside principles of digital media production.

Level: Undergraduate Level 3 subject

Pre-requisite(s): ENGR 1021 OR
DESN 1021

Equivalent Subjects: DESN 2010 - Interactive Design 1

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 3011 Public Memory and Commemoration (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn3011/>) **Legacy Code:** 101253

Throughout history various forms of material culture (such as art, architecture, sculpture, objects and photographs) have been used to memorialize individuals as well as to commemorate events, both personal and national. As such, an examination of commemorative works offer valuable insights into the production of public memory and history. This subject explores the particular contexts of such memorials; their meaning, design and, politics. The diverse expressions of commemoration in Australia and the consequent production of public memory provides the arena for such considerations.

Level: Undergraduate Level 3 subject

Equivalent Subjects: LGYA 0528 - Dangerous Visions LGYA 1028 - Dangerous Visions

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 3013 Social Design: Research and Practice (10 Credit Points)
Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn3013/>) **Legacy Code:** 102274

This subject introduces students to the idea that graphic designers can be agents of change. Set project briefs will focus on social and political issues exploring the potential inherent in graphic design practice to make a real difference to society. The subject will encourage students to go beyond the definition of a problem solver, encouraging them to act as a problem seeker, who can use their design thinking skills to develop ideas that respond proactively to society's problems rather than reacting to a client's set brief. The subject will introduce further design-led, social and participatory research methods, that continue to build on the design process, and further expand the methods that underpin aspects of research and practice during the remainder of the degree. Students will refine and develop their visual language skills, in combination with material and digital skills, facilitating their development as an independent learner.

Level: Undergraduate Level 3 subject

Pre-requisite(s): DESN 2006 OR

DESN 2014

Equivalent Subjects: DESN 3004 Design Research Training

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 3014 Design: Industry Engagement (10 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn3014/>)

This subject allows students to advance the skills and knowledge they have developed in their studies in a professional environment. This subject will require students to undertake a substantial Industry engagement, in the form of a work placement. This subject is recommended for Design students who have completed the second year of their degree.

Level: Undergraduate Level 3 subject

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 4005 Major Design Project (20 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn4005/>) **Legacy Code:** 102279

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.

Level: Undergraduate Level 4 subject

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

Equivalent Subjects: DESN 4001 - Communication Design Major Project

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 4006 Professional Design Experience: The Individual Practitioner (20 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn4006/>) **Legacy Code:** 102280

Students will continue to work in the Burrow studio, but in this subject they are positioned as a junior designer who is working individually in response to a range of briefs with their tutor as Creative Director. Students will develop their capacity to manage projects independently from briefing, research, development, costing, and pitching. Through this capstone subject, students will also develop a self-promotion strategy, and increase their understanding of a range of professional practice issues as they relate to the individual practitioner, further preparing them for the industry.

Level: Undergraduate Level 4 subject

Pre-requisite(s): DESN 4007

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 4007 Professional Design Experience: The Studio (20 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn4007/>) **Legacy Code:** 102278

The Burrow design studio simulates a professional environment where students heighten their design thinking and practice through work-integrated learning. In this subject, the student is positioned as a junior designer who is part of a team working in response to live briefs with real learning partners and tangible outcomes, under the guidance of tutors who act as creative directors. Students will develop their higher level professional design skills through working individually and collaboratively to manage projects from briefing, research, development, pitching, artworking, production and delivery. Through this subject, students will also advance their understanding of what the industry expects of junior designers, providing a bridge between study and work life.

Level: Undergraduate Level 4 subject

Pre-requisite(s): DESN 3006

Equivalent Subjects: DESN 4008 - Professional Design Studio

Restrictions: Please see the Subject Details page for any restrictions for this subject

DESN 9001 Higher Degree Research Thesis - Graphic and Design Studies (80 Credit Points)

Subject Details (<https://hbook.westernsydney.edu.au/subject-details/desn9001/>) **Legacy Code:** 800001

Level: PhD and Research Masters Level 9 subject

Restrictions: Please see the Subject Details page for any restrictions for this subject