

DESN 1023 VISUAL MEDIA DESIGN (WSTC)

Credit Points 10

Coordinator Jennifer Kumar (<https://directory.westernsydney.edu.au/search/name/Jennifer Kumar/>)

Description 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.

School Humanities & Comm Arts

Discipline Graphic Arts and 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 1 subject

Equivalent Subjects DESN 1012

Restrictions

Students must be enrolled in an existing College Diploma program listed below:

- 7188 Diploma in Culture, Society and Justice
- 7189 Diploma in Health Science
- 7190 Diploma in Business
- 7191 Diploma in Information and Communication Technologies
- 7192 Diploma in Building Design and Construction
- 7193 Diploma in Engineering Studies
- 7194 Diploma in Creative Industries and Communications
- 7195 Diploma in Arts
- 7196 Diploma in Science
- 7197 Diploma in Education Studies

Learning Outcomes

After successful completion of this subject, students will be able to:

1. Demonstrate photographic and compositional techniques
2. Develop creative approaches to convey narrative
3. Demonstrate an ability to generate solutions that consider the relationship between design brief, client and target audience
4. Reflect on the work of historical and contemporary visual communicators and how their work influences a concept

Subject Content

Topics

1. Photographic and compositional techniques
 - a. Exposure, lighting, and use of colour
 - b. Composition and framing techniques
 - c. Depth of field and focusing techniques
2. Narrative visuals and creative approaches
 - a. Visual storytelling and sequential narratives
 - b. Symbolism and metaphor in imagery
 - c. Concept development and creative approaches
3. Design brief, client, and target audience relationships
 - a. Interpreting the design brief
 - b. Audience analysis and visual research
 - c. Client collaboration and feedback
4. Historical and contemporary visual communicators
 - a. Inspirational visual communication - historical influences
 - b. Contemporary visual communicators and their impact
 - c. Incorporating historical and contemporary influences in design

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	Mandatory
Short Answer	300 words	20	N	Individual	N
Peer Review	400 words	20	N	Individual	N
Portfolio	1000 Equivalent	40	N	Individual	N
Presentatio	4 minutes	20	N	Individual	N

Teaching Periods

Autumn Block 3 (2025)

Nirimba Education Precinct

On-site

Subject Contact Jennifer Kumar (<https://directory.westernsydney.edu.au/search/name/Jennifer Kumar/>)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=DESN1023_25-AB3_BL_1#subjects)

Spring Block 3 (2025)

Penrith (Kingswood)

On-site

Subject Contact Jennifer Kumar (<https://directory.westernsydney.edu.au/search/name/Jennifer Kumar/>)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=DESN1023_25-SB3_KW_1#subjects)