

DESN 0001 DESIGN PRACTICE (WSTC PREP)

Credit Points 10

Legacy Code 700223

Coordinator Ben Fletcher (<https://directory.westernsydney.edu.au/search/name/Ben Fletcher/>)

Description 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.

School Western Sydney The College

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 0 Preparatory subject

Restrictions Students must be enrolled at Western Sydney University, The College.

Assumed Knowledge

Basic written English skills.

Learning Outcomes

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

1. describe and apply the processes and practices used to produce designs in the design industry and explain factors that influence these practices
2. apply the basic elements and principles of the design process to execute the design brief
3. describe and demonstrate the practices, techniques and processes used by designers in establishing briefs and in designing and producing designs that fulfil clients' needs
4. demonstrate competency in graphic design technology
5. conduct research and analysis as well as clearly communicate a rationale for design decisions
6. structure a brief
7. apply project and time management skills to achieve client deadlines
8. present, reflect and evaluate your own creative outcomes
9. maintain and store design documentation and job diaries at a professional standard

Subject Content

1. Design industry overview

2. Requirements and methodologies of design practice
3. The design brief
4. Core design techniques
5. Managing and communication with clients
6. Project management
7. Project delivery and presentation
8. Documenting and storing project documents
1. Design industry overview
2. Requirements and methodologies of design practice
3. The design brief
4. Core design techniques
5. Managing and communication with clients
6. Project management
7. Project delivery and presentation
8. Documenting and storing project documents

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 |
|-----------------|--|---------|-----------|------------------------|-----------|
| Log/ Workbook | Equivalent to 600 words | 10 | N | Individual | N |
| Presentation | Equivalent to 600 words | 10 | N | Group | N |
| Applied Project | Equivalent 1,000 words plus visual elements | 20 | N | Group | N |
| Applied Project | Equivalent 1,500 words plus visual elements | 30 | Y | Individual | Y |
| Practical | Equivalent 900 words in total plus visual elements | 30 | Y | Individual | Y |