

DESN 1010 GRAPHIC DESIGN: UNDERSTANDING THE PRINCIPLES (WSTC)

Credit Points 20

Legacy Code 700193

Coordinator Ben Fletcher ([https://directory.westernsydney.edu.au/search/name/Ben Fletcher/](https://directory.westernsydney.edu.au/search/name/Ben+Fletcher/))

Description 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.

School Humanities & Comm Arts

Discipline Graphic Design Studies

Student Contribution Band HECS Band 2 20cp

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

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

Students must be enrolled at Western Sydney University, The College. Students enrolled in extended diplomas must pass 40 credit points from the preparatory subjects listed in the program structure prior to enrolling in this University level subject.

Learning Outcomes

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

1. Develop, refine and present digital and non-digital outcomes to a professional standard.
2. Generate compelling solutions to visual problems that demonstrate an applied understanding of type, image colour and composition using the principles of design.
3. Implement a design process, including research, idea generation, prototyping and reflection, when answering a brief.

4. Use relevant media and image-making processes in developing solutions to visual problems within a set brief.
5. Use the major features of Adobe CC as an industry standard software application for production.
6. Undertake methods of peer evaluation and critique and apply an iterative process to their design work.

Subject Content

What is graphic design?

Elements of design and principles of design.

Colour

Lateral thinking and idea generation.

Communicating through text and image.

Typography and layout.

Lynda.com tutorials as specified.

- Foundations of Colour.

- Foundations of Typography

- InDesign CC Fundamentals

- Illustrator CC Fundamentals.

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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
Practical	Design practice therefore no length/ duration	25	N	Group/ Individual	N
Practical	Design practice therefore no length/ duration	25	N	Individual	N

Portfolio	Design practice therefore no length/duration	50	N	Individual	N
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Prescribed Texts

- Samara, T. (2007). Design elements. A graphic style manual: understanding the rules and knowing when to break them. Gloucester, Mass: Rockport Publishers.

Teaching Periods

Term 1 (2025)

Nirimba Education Precinct

On-site

Subject Contact Ben Fletcher ([https://directory.westernsydney.edu.au/search/name/Ben Fletcher/](https://directory.westernsydney.edu.au/search/name/Ben+Fletcher/))

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=DESN1010_25-T1_BL_1#subjects)

Term 2 (2025)

Penrith (Kingswood)

On-site

Subject Contact Ben Fletcher ([https://directory.westernsydney.edu.au/search/name/Ben Fletcher/](https://directory.westernsydney.edu.au/search/name/Ben+Fletcher/))

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=DESN1010_25-T2_KW_1#subjects)