

DESN 1019 VISUAL STORYTELLING (WSTC)

Credit Points 10

Legacy Code 700183

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

Description 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.

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 1 subject

Co-requisite(s) Students enrolled in the combined DiplomaBachelor 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 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.

Assumed Knowledge

Basic written English skills.

Learning Outcomes

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

1. Articulate understanding of the role of visual storytelling for exploring the relationship between content and context.
2. Evaluate visual communication contexts to identify principles and structures for visual storytelling.
3. Apply visual storytelling approaches using a range of digital media applications.
4. Apply visual approaches to generate relevant findings as storytelling outcomes for given briefs.
5. Articulate understanding of the role of visual storytelling for exploring the relationship between content and context.

Subject Content

The unit introduces fundamental skills and literacies in visual design principles of layout for print and screen interfaces including readability, hierarchy, usage of information graphics and photography, typography and colour theory.

Visual storytelling principles are then applied through written and practical tasks that push understandings about the visual vocabulary of storytelling across a range of media platforms.

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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
Applied Project	1,250 words (600 words research responses, 650 words equivalent in visual presentation work.)	45	N	Individual	N
Applied Project	1,250 words	45	N	Individual	N
Quiz	50 words in total over 5 weeks (Each quiz is equivalent to 50 words in total and it consists of 20 questions in total)	10	N	Individual	N

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=DESN1019_25-T1_BL_1#subjects)

Term 3 (2025)

Penrith (Kingswood)

On-site

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