

DESN 1024 CREATIVE COMMUNICATION: MASTERING ADOBE EXPRESS

Credit Points 10

Coordinator Matthew Lahoud (<https://directory.westernsydney.edu.au/search/name/Matthew Lahoud/>)

Description 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.

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

Learning Outcomes

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

1. Achieve Creative Skills series micro-badging, by demonstrating proficiency in Adobe Express.
2. Apply essential graphic design principles to create visually compelling content.
3. Analyse problems and audience needs to craft effective professional presentations.
4. Communicate ideas and information persuasively through well-designed visual media.
5. Employ ethical and professional approaches to integrating AI tools into the creative process.

Subject Content

- Basics of Adobe Express
- Fundamental graphic design principles
- Understanding the target audience
- Creating images and social media content
- Designing presentations, posters, and flyers
- Intermediate features of Adobe Express
- Peer review sessions
- Industry insights and guest lectures
- Preparation for Adobe Certified Professional exam
- Ethical and professional use of AI in design

Special Requirements

Essential equipment

Students should have access to the internet, a computer, and Adobe Express (available to all enrolled students).

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
Professional Task	40 hours of online content	S/U	Y	Individual	Y
Professional Task	30 hours of online content	S/U	Y	Individual	Y
Practical	10 minute presentation	S/U	Y	Individual	Y

Teaching Periods

Spring (2025)

Parramatta - Victoria Rd

Hybrid

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

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=DESN1024_25-SPR_PS_3#subjects)