

DESN 2016 CREATIVITY, DESIGN THINKING AND VISUALISATION

Credit Points 10

Legacy Code 800237

Coordinator Robert Salama ([https://directory.westernsydney.edu.au/search/name/Robert Salama/](https://directory.westernsydney.edu.au/search/name/Robert%20Salama/))

Description This cross-disciplinary subject allows students to explore their creative potential and broaden their perspectives of innovation, through the lens of design thinking. Design thinking offers a range of strategic and practical approaches to creativity and innovation, including making use of different 'types of thinking and reflection; leveraging the dynamics of teamwork; and how conversation and dialogue can generate new thinking about complex problems. Students will apply these key ideas methodologies form design thinking and methods of visual communication, to addressing broad social issues in innovative and creative ways.

School Social Sciences

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 2 subject

Equivalent Subjects DESN2002 - Creativity Innovation and Design Thinking

Restrictions

Students must have successfully completed 40 credit points of study in their course with a minimum GPA of 5.0 to enrol in this unit. Students who are enrolled in the Bachelor of Creative Leadership (BCL) must enrol in the unit under the BCL. Enrolment in the unit for students enrolled in the BCL is at the discretion of the Academy or the Director of Academic Program.

Learning Outcomes

1. Demonstrate broad and contemporary knowledge of creativity and its influences on sustainability focused design.
2. Discuss design thinking approaches through the dimensions of creativity and innovativeness.
3. Apply design thinking principles and methodologies to create innovative solutions to challenges in interdisciplinary environments.
4. Apply visual communication techniques to communicate complexity.

Subject Content

1. Principles of design thinking
2. Brainstorming and reverse brainstorming.
3. Approaches to mapping in design thinking: empathy mapping, ecosystem mapping, journey mapping.
4. Applying design thinking in cross disciplinary environments
5. Creativity, design thinking and innovation.

6. Visual means for communicating complexity: the golden ratio, posters, infographics, and colour themes.

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	10 pages (700 words)	35	N	Individual	N
Applied Project	10 pages (700 words)	35	N	Individual	N
Portfolio	10 pages (700 words)	30	N	Individual	N

Teaching Periods

Autumn (2025)

Parramatta - Victoria Rd

On-site

Subject Contact Robert Salama ([https://directory.westernsydney.edu.au/search/name/Robert Salama/](https://directory.westernsydney.edu.au/search/name/Robert%20Salama/))

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=DESN2016_25-AUT_PS_1#subjects)