

# DESN 3003 DESIGN RESEARCH PROJECT

**Credit Points** 10

**Legacy Code** 102277

**Coordinator** Lucy Wang (<https://directory.westernsydney.edu.au/search/name/Lucy Wang/>)

**Description** This subject offers students the opportunity to develop a self-negotiated design project through exploring a variety of research methods, reflective practice, and concept prototyping. Students will develop a project that focuses on a particular area of interest in order to consolidate their portfolio, and for students enrolled in B Design (Vis Comm), lay the foundation for their fourth year major design project.

**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/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 3 subject

**Pre-requisite(s)** DESN 2014 OR  
DESN 3013

## Restrictions

Students must be enrolled in program 1571 Bachelor of Design (Visual Communication), 1737 Bachelor of Design - Visual Communication (Dean's Scholars), 1839 Bachelor of Design/Bachelor of Creative Industries or 6011 Diploma in Design/Bachelor of Design (Visual Communication). Successful completion of 160 credit points of undergraduate study and one design field of study subject pairing.

## Learning Outcomes

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

1. Analyse and report on research outcomes, applying this to the design process.
2. Devise appropriate strategies for creative experimentation.
3. Iteratively develop ideas, and creative work.
4. Present design prototypes at industry standard.

## Subject Content

Explore a variety of research methods in context.

Analyse and report on research findings.

Write a self-directed brief.

Undertake creative experiments.

Reflect on the design process.

Incorporate feedback into the iteration of design artefact/s.

Refine ideas and develop a design prototype.

## 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
Portfolio	1,000 words	30	N	Individual	Y
Proposal	1,500 words	20	N	Individual	Y
Applied Project	Visual work equivalent to 2,000 words	50	N	Individual	Y

## Teaching Periods

### Spring (2025)

#### Parramatta - Victoria Rd

##### On-site

**Subject Contact** Lucy Wang (<https://directory.westernsydney.edu.au/search/name/Lucy Wang/>)

[View timetable](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=DESN3003_25-SPR_PS_1#subjects) ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=DESN3003\\_25-SPR\\_PS\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=DESN3003_25-SPR_PS_1#subjects))