

# DESN 4006 PROFESSIONAL DESIGN EXPERIENCE: THE INDIVIDUAL PRACTITIONER

**Credit Points** 20

**Legacy Code** 102280

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

**Description** Students will continue to work in the Burrow studio, but in this subject they are positioned as a junior designer who is working individually in response to a range of briefs with their tutor as Creative Director. Students will develop their capacity to manage projects independently from briefing, research, development, costing, and pitching. Through this capstone subject, students will also develop a self-promotion strategy, and increase their understanding of a range of professional practice issues as they relate to the individual practitioner, further preparing them for the industry.

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

**Level** Undergraduate Level 4 subject

**Pre-requisite(s)** DESN 4007

## Restrictions

Successful completion of 240 credit points in currently enrolled program.

## Learning Outcomes

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

1. Further develop professional standards of communication and conduct in relation to working with colleagues, supervisors, clients, and suppliers
2. Identify and use relevant research methodologies to inform understanding of target audience and develop appropriate concepts for client-driven briefs
3. Practise industry-standard methods of project management, pitching, costing, delivery as an individual practitioner
4. Engage with a variety of design development and production processes that lead to appropriate finished outcomes
5. Develop a design portfolio and self-promotion strategy for industry presentation.

## Subject Content

1. Online material that cover professional practice issues such as design ethics, project management, professional communication
2. Resources and activities that introduce students to practical issues such as costing, invoicing, negotiation, pay rates
3. Field work as relevant to the brief (e.g. site visits, online research, attendance of meetings/events)

## 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	Written and visual work equivalent to 2,000 words.	50	N	Individual	Y
Portfolio	Visual work equivalent to 2,000 words	50	N	Individual	Y

## Teaching Periods

### Spring (2025)

#### Parramatta - Victoria Rd

##### On-site

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

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=DESN4006\\_25-SPR\\_PS\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=DESN4006_25-SPR_PS_1#subjects))