



Graphic Design in Industry Unit Outline

FACULTY: ARTS

COURSE: GRAPHIC DESIGN (A/T)

UNIT: DESIGN IN INDUSTRY (A/T)

PREREQUISITES: INTRODUCTION TO GRAPHIC DESIGN, CONTINUING GRAPHIC DESIGN

SEMESTER: 1 **YEAR:** 2008 **UNIT VALUE:** 1

LINES: 3 **TEACHERS:** Karen Vincent

COURSE CONTRIBUTION: \$50

In order to provide students with the best possible learning outcomes for this course, the payment of a course contribution is encouraged. The payment of the contribution will provide students with materials aimed at assisting them in achieving the best possible results for this course where practicable. Please be aware that provided materials are purchased at school prices and in bulk quantities excluding GST so will generally cost less than if you purchased them personally.

The course contribution specifically pays for consumables such as paper and toner for printing, cardboard for mounting, and other necessary items. Additionally, students will receive a Visual Process Diary. Course costs can be paid to front office.

Please note that the front office has EFTPOS facilities.

EXCURSIONS: Students may be given the opportunity to participate in unit excursions.

COURSE GOALS: This unit will enable students to:

- further extend their knowledge of visual thinking and the design process;
- further expand and reflect their aesthetic responses and decisions;
- extend the range of their technical skills and increase their ability to recognise and develop particular media and approaches for different communicative and expressive purposes;
- demonstrate their increasing ability to experiment with visual ideas, apply design processes and work with increasing organizational skills and independence;

- develop increased skills in selecting and applying appropriate forms of presentation;
- extend their knowledge of printing and publishing processes, including electronic publishing, and their relationship to graphic design;
- further develop an informed understanding of their own work, relevant to task;
- demonstrate increasing research, analysis and communication skills, in studying a range of professional graphic design specialisations.

COURSE CONTENT:

These units will allow greater individual specialisation than in previous units but core instructional activities introducing new techniques and concepts will continue to form an important part of the first term of each unit. The main emphasis during this unit will be electronic design. That is, students will produce design solutions for the electronic media such as TV and the internet.

In units of approx. four hours per week it is expected that approximately 75% of class time will be spent on practical projects and related instructional activities, and the remainder on a combination of stimulus/ discussion /evaluation/ peer assessment and journal activities involving students of both A and T courses.

ASSESSMENT TASKS, WEIGHTINGS AND DUE DATES

Tertiary UNIT

<i>Item</i>	<i>Weighting</i>	<i>Date Due</i>
VPD	20%	End of Term 1 & 2
Set Task 1	15%	Week 7
Set Task 2 (2 parts)	20%	Week 12
Elected Project	30%	Week 18
End of year test	15%	Test Week

Accredited UNIT

<i>Item</i>	<i>Weighting</i>	<i>Date Due</i>
VPD	30%	End of Term 1 & 2
Set Task 1	15%	Week 7
Set Task 2 (2 parts)	20%	Week 12
Elected Project	35%	Week 18

ASSESSMENT TASKS

Your Assessment tasks will consist of:

1) Visual Process Diary (VPD) [20% T - 30% A]

As per previous units, your VPD is to be used to record ALL your design process work and is to show the following in detail:

- a) A copy of the design brief
- b) Brief written detail showing your understanding of design brief
- c) Brainstorm/Mind Maps relating to design brief
- d) Isolated ideas/design
- e) Development of selected idea/design
- f) Final printout or copy of design with evaluation
 - Additionally, your VPD is to evolve as a design piece in its own right featuring collected material as it relates to each set and elected task. Furthermore, you are to use the VPD to show personal collected material (design examples) sourced in your own time. All work is to be accompanied by written analysis.

2) Design Emergency [assessed as part of VPD]

Throughout the semester students will spend practical class time designing a solution to a problem in a very short time frame (generally 1 lesson). The teacher will announce "Design Emergency" and proceed to give a brief design situation. The onus is on the student to ask questions in order to fully understand the brief and then proceed to 'design' a solution. In most instances, students will not be allowed to access their computer for a certain amount of the allocated time.

3) Set task 1 [15% T / A] – Youth Week Design IT competition

In this task, students will create a static design which incorporates the theme "Make a Move". Refer to www.youthweek.com for competition details.

4) Set task 2 [20% T / A] – Newskey

In this task, students will conceive, design and produce two electronic designs for a news item as per television news broadcast. The first news key will be sourced by the student and produced over a number of lessons. The second will be provided and presented as a Design Emergency and completed in 2 hours.

5) Elected Project [30% T - 35% A] – Student Folio Web Site

In this task, students will conceive, design and produce a web site. The web site will function as a folio of student's work and is to graphically represent the student as a prospective graphic designer.

6) Test [15% T] – End of Unit Exam

At the completion of the unit students will sit a 60-90 minute test covering unit content and theories taught during the Graphic Design course.

ATTENDANCE AND ASSESSMENT:

Students are expected to attend all classes and attend all classes for the units in which they are enrolled. Board of Senior Secondary Studies (BSSS) policy is that students are to be given a V Grade if they do not attend **at least 90%** of all classes for a unit, **or** if they fail to complete **at least 70%** of the assessment for a unit, without a satisfactory explanation. If a student has a valid reason for missing classes or not submitting an assessment task, they must provide adequate documentary evidence. Hawker College expects explanations for absences to be provided within two weeks of the absence.

LATE WORK:

BSSS policy also specifies that late work is to be penalized at the rate of **5%** of the possible marks for **each day** late (including weekends and public holidays), up to a maximum of one week. If there is a valid reason why the work is late, adequate documentary evidence must be provided. Requests for extension to deadlines for assessment tasks must be made in advance.

EXTENSIONS:

Extensions will normally be given only if negotiated with the teacher before the due date. Extensions will normally be given only for medical reasons, because of college approved extended activities, or for reasons beyond your control (eg a serious family problem).

UNIT SCORES:

Raw scores are calculated by adding all the marks awarded for individual assessment items, according to the weightings specified on the outline. These "raw scores" are then restandardised. The mean and standardisation used for restandardising are chosen in semester one of year 11, on the basis of the performance of comparable groups in previous years. Backscaling is used after semester one to ensure comparability of results across semesters.

MODERATION PROCEDURES:

Moderation methods include common assessment items, cross marking and matching student work with the criteria and standards outlined in the unit grade descriptors. Some students' work will be presented at Moderation Days for peer review.

PLAGIARISM

Plagiarism is, essentially, the presentation of someone else's work as your own. The BSSS has prescribed heavy penalties for plagiarism. All students have, or will soon receive, a handout outlining what is meant by plagiarism, how to avoid it, and the penalties that are to be applied under BSSS policy. You should ensure that you are familiar with this policy.