COURSE OUTLINE

DES106 Design in Application

School: School of Business and Creative Industries

2024 | Semester 2

UniSC Sunshine Coast UniSC Moreton Bay	BLENDED LEARNING	Most of your course is on campus but you may be able to do some components of this course online.
Online	ONLINE	You can do this course without coming onto campus.

Please go to usc.edu.au for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

Showing how spaces, objects, packages, signage and almost everything else designers create look when translated into the real world is a major requirement in putting together client presentations. Such presentations provide the opportunity for designers to show clients and colleagues what the project they are commissioning looks like and thereby give them the opportunity to give valuable feedback prior to the project going into production. This course will give students the skills and knowledge to bring their designs into the virtual world for application in a number of presentation scenarios.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Lecture – 1 hour online lecture content for 12 weeks (or equivalent).	1hr	Week 1	12 times
Laboratory 1 – In-class laboratory	2hrs	Week 1	12 times
ONLINE			
Lecture – 1 hour online content for 12 weeks (or equivalent).	1hr	Week 1	12 times
Laboratory 1 – Interactive zoom laboratory	2hrs	Week 1	12 times

1.3. Course Topics

3D Design
3D Printing
Virtual environments
3D Sound
Virtual reality
Augmented reality
Interactivity
Generative design
Industry pathways
Immersive worlds

2. What level is this course?

100 Level (Introductory)

Engaging with discipline knowledge and skills at foundational level, broad application of knowledge and skills in familiar contexts and with support. Limited or no prerequisites. Normally, associated with the first full-time study year of an undergraduate program.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES On successful completion of this course, you should be able to...		GRADUATE QUALITIES Completing these tasks successfully will contribute to you becoming...
1	Construct drawings, scenes and models that represent the nuances presented by objects in the real world.	Creative and critical thinker Engaged
2	Using 3D software, compose and model objects and scenes containing a range of forms with different physical characteristics.	Knowledgeable Creative and critical thinker
3	Choose and utilise design strategies to create components for specific elements within the modelled scene (i.e. textures).	Creative and critical thinker
4	Critically evaluate work in progress and make and justify creative decisions.	Knowledgeable
5	Research and apply theoretical knowledge needed to produce a fully rendered and textured virtual image.	Knowledgeable Empowered
6	Document and communicate your creative and technical process through visual and written modes.	Empowered Ethical

5. Am I eligible to enrol in this course?

Refer to the UniSC Glossary of terms for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

Not applicable

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Students should be familiar with working with computers and design software.

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

Students will participate in in-class critiques sessions on a weekly basis starting in Week 1.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Artefact - Creative, and Written Piece	Individual	40%	Model plus 8-12 pages	Week 7	Online Submission
All	2	Artefact - Creative, and Written Piece	Individual	40%	Final creative artefact plus 8-12 pages support material	Exam Period	Online Submission
All	3	Artefact - Creative	Individual	20%	4 screenshots in a single document	Week 13	Online Submission

All - Assessment Task 1: 3D modelling and scene.

GOAL:	Using 3D software, the goal of the task is to replicate how objects behave in the real world and how their visual properties are modified by light.
PRODUCT:	Artefact - Creative, and Written Piece
FORMAT:	Professional format. You will design a challenging scene containing various objects. Using 3D software you will create a number of models of differing complexity and assemble these models to re-create your scene. You will document your creative process and submit with your scene. Full details are available on Blackboard in the Assessment Folder.
CRITERIA:	**No.** / **Learning Outcome assessed** 1 Detail and accuracy of individual models — 1 2 Skill development and experimentation — 2 3 3 Planning and construction of models and scene — 3 4 5 4 Communication of creative process — 4 6
GENERIC SKILLS:	

All - Assessment Task 2: Virtual scene

GOAL:	You will evaluate and apply a range of rendering and image editing techniques in order to create a fully rendered virtual scene
PRODUCT:	Artefact - Creative, and Written Piece
FORMAT:	Professional format. You are to render your 3D scene using rendering and post production software to create a photo realistic image. You will document your creative process and submit with your image. Your final creative artefact could include interactivity, animation or spatial audio. Full details are available on Blackboard in the Assessment Folder.
CRITERIA:	

No.		Learning Outcome assessed
1	Production of a fully rendered 'photo real' image.	1
2	Detail and accuracy of final rendering	2 3
3	Skill development and experimentation	2 3
4	Application of theoretical knowledge to the planning and setting up of the rendered	5
5	Communication of creative process	4 6

GENERIC SKILLS:	

All - Assessment Task 3: Four in-class learning exercises.

GOAL:	You will build the technical and design skills through completion of four specific tasks.
PRODUCT:	Artefact - Creative
FORMAT:	Professional / Industry format. Fourset-pieces that include drawing, photo-imaging and modelling exercises, each demonstrating an understanding of, and basic proficiency with, an aspect of 3D modelling and raster based image editing software. Full details are available on Blackboard in the Assessment Folder.
CRITERIA:	

No.		Learning Outcome assessed
1	Detail and accuracy of 3D modelling and final rendering	1
2	Skill development and proficiency	2 4
3	Application of theoretical knowledge to the set exercises	5

GENERIC SKILLS:	

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

There are no required/recommended resources for this course.

8.2. Specific requirements

Not applicable

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the online induction training for students, and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

10.2. Assessment: Additional Requirements

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%
The course is graded using the Standard Grading scale
You have not failed an assessment task in the course due to academic misconduct

10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:
- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

10.4. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: 07 5430 1168 or using the SafeZone app. For general enquires contact the SafeUniSC team by phone 07 5456 3864 or email safe@usc.edu.au.

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call 07 5430 1226 or email studentwellbeing@usc.edu.au.

10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the Learning Advisers web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to Student Hub, email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, AccessAbility Services can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to Student Hub, email AccessAbility@usc.edu.au or call 07 5430 2890.

10.8. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching

10.9. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The Student Charter sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.10. General Enquiries

In person:

- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au