UniSC

COURSE OUTLINE

DES211 Visual Identity

School: School of Business and Creative Industries

2026 | Trimester 1

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, unless your program has specified a mandatory onsite requirement.

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

You are introduced to visual identity and design through a series of projects that combine software learning, critical thinking, research, and creativity. Practical outcomes are underpinned by developing an awareness of the broader visual, cultural and commercial contexts and Sustainable Development Goals (SDGs), in which design is applied. The course emphasis is on the development of a process for generating and producing design solutions in a range of media and professional contexts.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Interactive online learning activities.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Scheduled face to face workshops.	2hrs	Week 1	10 times
Seminar – Scheduled face to face seminars.	2hrs	Week 1	2 times
ONLINE			
Learning materials – Interactive online learning activities.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Scheduled online workshops (Recorded).	2hrs	Week 1	10 times
Seminar – Scheduled online seminars (Recorded).	2hrs	Week 5	2 times

1.3. Course Topics

Visual culture
Design ethics
Theory and context
Target markets
Colour systems
Inclusive design
Design management and copyright
Printing
Packaging design
Branding
New technologies

2. What level is this course?

> 200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

3. What is the unit value of this course?

> 12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...
1 Understand and apply the use of design principles in visual communication.	Creative and critical thinker
2 Understand the importance of research and critical thinking and demonstrate this in design outcomes	Creative and critical thinker
3 Show awareness of social and cultural identity in the context of design for particular user/audience or group.	Creative and critical thinker
4 Implement integrated, original and creative solutions in the context of a design brief with a demonstrated understanding of the relevant design principles.	Creative and critical thinker
5 Demonstrate proficiency in the creative use of vector-based software (Illustrator).	Empowered
6 Apply SGDs in creative projects and design outcomes	Ethical Sustainability-focussed

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)

> Not applicable

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

Early formative feedback will be in week 3 of this course, a draft copy of your assessment will be peer reviewed in your tutorial.

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	Report	Individual	30%	500 words plus 2 original designs	Week 4	Online Submission
All	2	Artefact - Creative, and Written Piece	Individual	30%	Original designs presented as a PDF, 300 word supporting statement and research documentation.	Week 8	Online Submission
All	3	Artefact - Creative, and Written Piece	Individual	40%	Professional design pitch (PDF proposal and designs), oral presentation in class and support material	Week 12	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Visual Identity Analysis

GOAL:	To analyse an existing visual identity and produce proposals for your own alternative design
PRODUCT:	Report
FORMAT:	You will write an analysis in the form of a report, which cites at least three separate academic sources and includes design examples based on a theme you select during class.
	Your report will respond to one of three research questions that will be available during the tutorials. You will respond to the question and critique design examples. Your report will be supported by two examples of your own design proposals for the projects discussed.
	A full project brief is supplied on Canvas in the Assessment Folder.

CRITERIA:	No.		Learning Outcome assessed
	1	Understand the use of the formal elements in graphic design communication:	①
	2	Show awareness of social and cultural identity in the context of design for particular user/audience or group	② ④
	3	Professional communication	①
GENERIC SKILLS:	Communication, Problem solving, Applying technologies, Information literacy		

All - Assessment Task 2: Visual Identity Project

GOAL:	There is a significant industry dedicated to visual identity production and this is your chance to explore your own original ideas in this area and apply your emerging skills. You will create an original visual identity system for a company or project (based on a brief) and produce a range of touchpoints to support your brand.
PRODUCT:	Artefact - Creative, and Written Piece
FORMAT:	You will develop and design an original visual identity for a company or project. Your branding should include a logo, business card and other touchpoints that can be negotiated with your tutor in class. Your visual identity should be supported by clear research and include a 300-word explanation of why it is appropriate and effective for the social and cultural context of the project.

CRITERIA:	No.		Learning Outcome assessed
	1	Show awareness of social and cultural identity in the context of design for particular user/audience or group	③
	2	Implement integrated, original and creative solutions in the context of a design brief with a demonstrated understanding of the relevant design principles	① ②
	3	Demonstrate proficiency in the creative use of vector-based software (such as Illustrator)	⑤

GENERIC SKILLS:	Communication, Problem solving, Applying technologies, Information literacy

All - Assessment Task 3: Professional Design Pitch

GOAL:	You will learn the necessary skills to respond to a professional design brief and produce an original concept, designs and supporting material for a professional design pitch.
PRODUCT:	Artefact - Creative, and Written Piece
FORMAT:	You will further develop the visual identity you designed in Task 2. You should clearly demonstrate your research and design process in your support material to demonstrate that you have explored a variety of solutions in arriving at your finished designs. Your design outcomes will be presented as a professional PDF and will be supported by an oral presentation in class.

CRITERIA:	No.		Learning Outcome assessed
	1	Application of research, design process and creativity in developing original ideas and design solutions	① ②
	2	Demonstrated awareness of social and cultural context and approaches to inclusive design in the development of design concepts and outcomes	③
	3	Application of original, creative solutions in response to a design brief with a evident understanding of design principles	④
	4	Professional presentation and communication	② ⑤
	5	Application of SGDs in design outcomes	⑥

GENERIC SKILLS:	Communication, Problem solving, Applying technologies

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

This course requires some commercial software or hardware which is provided at USC campuses for student use. If you elect to do this course online, you may either; attend a campus at which it is available, discuss alternative open source solutions with your course coordinator that would enable you to demonstrate the learning outcomes, or if you prefer you may acquire this software and / or hardware at your own expense.

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

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:
(a) The final mark is in the percentage range 47% to 49.4%; and
(b) The course is graded using the Standard Grading scale

10.3. Assessment: Submission penalties

Late submissions may be penalised up to and including the following maximum percentage of the assessment task's identified value, with weekdays and weekends included in the calculation of days late:
(a) One day: deduct 5%;
(b) Two days: deduct 10%;
(c) Three days: deduct 20%;
(d) Four days: deduct 40%;
(e) Five days: deduct 60%;
(f) Six days: deduct 80%;
(g) Seven days: A result of zero is awarded for the assessment task.

The following penalties will apply for a late submission for an online examination:
Less than 15 minutes: No penalty
From 15 minutes to 30 minutes: 20% penalty
More than 30 minutes: 100% penalty

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