UniSC

COURSE OUTLINE

DES212 Visual Communication and Culture

School: School of Business and Creative Industries

2025 | 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

This course provides an opportunity to produce publication-focused design outcomes for a diversity of audiences and contexts. There is an emphasis on research and creative practice where you will develop an understanding of digital culture, typography, design structures, and contemporary image making to produce impactful and socially engaged publication design outcomes. You will reflect on local, regional, and global perspectives, with consideration of the Sustainable Development Goals (SDGs) to work on original design projects for simulated industry partners in 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 seminar.	2hrs	Week 5	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 serminar (Recorded).	2hrs	Week 5	2 times

1.3.   Course Topics

Visual communication
Design research
Typography
Creative advertising
Zines and visual culture
Working with clients
Industry engagement
Teamwork and project management
User centred design in print and digital
Inclusive design
The future of print

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 On successful completion of this course, you should be able to...	GRADUATE QUALITIES Completing these tasks successfully will contribute to you becoming...
1 Initiate creative concept solutions and design thinking in the context of a design brief.	Creative and critical thinker
2 Implement integrated, original and creative visual solutions in the context of a design brief with a demonstrated understanding of the relevant design principles.	Creative and critical thinker Empowered
3 Show awareness of social and cultural identity in the context of design for particular user/audience groups	Creative and critical thinker Ethical
4 Recognise and reflect on local, regional, and global perspectives to work independently and collaboratively on creative practice and research projects with industry partners	Creative and critical thinker Empowered
5 Demonstrate proficiency in the creative and integrated use of several software packages in the production of high-quality printed and digital material.	Knowledgeable Empowered
6 Critically evaluate and utilise problem-solving strategies, creativity, and theoretical frameworks to address a diverse range of design challenges	Empowered

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

In week 3, a draft copy of your task 1 will be 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	Artefact - Creative, and Written Piece	Individual	20%	A3 (both sides), 300 word reflection	Week 4	Online Submission
All	2	Artefact - Creative, and Written Piece	Individual	40%	8 pages	Week 12	Online Submission
All	3	Artefact - Creative, and Written Piece	Individual	40%	6 pages or digital equivalent	Exam Period	Online Submission

All - Assessment Task 1: Zine

GOAL:	To develop an original concept and aesthetic for a finished Zine.
PRODUCT:	Artefact - Creative, and Written Piece
FORMAT:	You will develop an original Zine for a specific target audience responding to a social, cultural or political theme. You will design and create the Zine for a public exhibition. The 300-word reflection should describe why you have chosen the theme and how you used design principles to engage your audience. Your project must be original and all the elements in the Zine must be your own work.

CRITERIA:	No.		Learning Outcome assessed
	1	Initiate creative concept solutions and design thinking in the context of a design brief.	1
	2	Show awareness of social and cultural identity in the context of design for a particular user/audience.	3
	3	Proficiency in the creative and integrated use of materials to achieve a successful outcome.	5 6

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

All - Assessment Task 2: The Future of Print

GOAL:	Develop an original printed publication in the form of a magazine, catalogue or portfolio
PRODUCT:	Artefact - Creative, and Written Piece
FORMAT:	The ability to design for print materials such as magazines, professional publications and exhibition catalogues is an essential skill for a professional designer. However, beyond the obvious concerns with layout/information, a designer also needs to be aware of the role of aesthetic in developing a visual identity for a print publication. This project requires you to research a social and cultural theme and to publish your work in a printed A4 format. Your project must be original and all the elements in the publication must be your own work. As the first step in this project, you will analyse an existing publication and reflect on the future of print.

CRITERIA:	**No.**		**Learning Outcome assessed**
	1	Initiate creative solutions in the context of a design brief with a demonstrated understanding of relevant design principles.	① ②
	2	Show awareness of social and cultural identity in the context of design for a particular user/audience.	③ ④
	3	Demonstrate proficiency in the creative and integrated use of several software packages.	⑤ ⑥
	4	Originality and creativity in the final project, including professional communication, design and written expression	① ② ④ ⑥

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

All - Assessment Task 3: Digital Publication

GOAL:	To design and deliver an original digital publication with interactive elements and an outcome relevant to the design brief for the project
PRODUCT:	Artefact - Creative, and Written Piece
FORMAT:	You will design and deliver an original digital publication responding to a concept and theme covered in the workshops. Your project must be original and all the elements in the publication must be your own work. Your digital publication will be presented as an interactive PDF or website and could include, links, video, sound or augmented reality triggers. Digital publications can include QR codes linking to interactive experiences.

Across all our Creative Industries undergraduate programs, we are collecting data for assurance of learning purposes. This task is being used for measurement towards our School's Association to Advance Collegiate Schools of Business (AACSB) accreditation.

The following Program Competency will be assessed: PC 2 - Critical and creative thinkers and practitioners. |

CRITERIA:	**No.**		**Learning Outcome assessed**
	1	Implement integrated, original and creative solutions in the context of a design brief with a demonstrated understanding of the relevant design principles and interactivity.	① ②
	2	Show awareness of social and cultural identity in the context of design for a particular user/audience group.	③ ④
	3	Demonstrate proficiency in the creative and integrated use of digital software, including interactivity such as augmented reality.	⑤ ⑥
	4	Application of research and critical reflection in the final design outcomes.	④

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

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

Students are required to provide their finished artefacts printed.

9. How are risks managed in this course?

Risk assessments have been performed for all field activities and low to moderate levels of health and safety risk exists. Moderate risks may include working in an Australian bush setting, working with people, working outside normal office hours for example. 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