UniSC

COURSE OUTLINE

DES305 Creative Branding and Design

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 unisc.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 advanced understanding of creative branding and commercial design. You will gain practical experience in rapid design processes and will learn about the design industry, from concept to creating innovative prototypes for a range of consumer products that effectively communicate in a competitive market. You will learn how to develop successful user-centred designs based on strategy and will address legal, environmental, social and ethical issues in the production of designs in response to client briefs. This course prepares you for an intensive real world design studio.

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 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 seminars (Recorded).	2hrs	Week 5	2 times

1.3. Course Topics

- Semiotics
- Visual cues
- Elements of creative branding
- Packaging materials and sustainability
- User experience
- Problem solving and innovation
- Industry trends and new technologies
- Style guides
- Product photography

2. What level is this course?

300 Level (Graduate)

Demonstrating coherence and breadth or depth of knowledge and skills. Independent application of knowledge and skills in unfamiliar contexts. Meeting professional requirements and AQF descriptors for the degree. May require pre-requisites where discipline specific introductory or developing knowledge or skills is necessary. Normally undertaken in the third or fourth 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 Critically evaluate and use problem-solving strategies and creativity to address a design challenge	Creative and critical thinker
2 Interpret and reflect on design ethics and inclusive design practices to produce socially engaged, agile, relevant and impactful design outcomes	Empowered Ethical
3 Apply design thinking and effectively use digital design software to produce creative outcomes	Empowered
4 Critically evaluate historical, technical and theoretical concepts to inform the practical application of sound design principles.	Creative and critical thinker
5 Communicate knowledge, concepts and ideas to various audiences using a range of media.	Engaged
6 Investigate and evaluate responsible design practices in developing design solutions that positively impact ecological outcomes.	Sustainability-focussed
7 Apply design methods and creative thinking that respond to the SDGs including SDG 3 (health and well-being), SDG 4 (Education), SDG 11 (Sustainable cities and communities) and SDG 13 (Climate Action)	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

DES213

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

Proficient in Adobe InDesign, Illustrator and Photoshop.

5.5. Microcredential Information

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

This course will include early formative feedback on assessment and academic progress in the form of one-on-one consultations, collaborative activities and in-class discussions.

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	30%	Two final designs and support material (500 word project statement)	Week 5	Online Submission
All	2	Artefact - Creative, and Written Piece	Individual	40%	Creative branding brief (500 words), pitch and strategy presented as a professional PDF (or an alternative format negotiated with your tutor).	Week 11	Online Submission
All	3	Journal	Individual	30%	1500-word equivalent	Week 12	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Semiotics and Design

GOAL:	You will explore and analyse semiotics and branding associated with packaging design to understand how design works in a social context. You will develop an understanding of how signifiers, symbols, colour and style can communicate to a specific target market and impact on the perception of a product. You will also learn that it is important to accurately follow the specifications of a brief. Class exercises are an important aspect of this brief and will contribute to your ability to successfully complete the project.
PRODUCT:	Artefact - Creative, and Written Piece
AUTHORSHIP STATEMENT:	
FORMAT:	The Semiotics and Design project will involve you developing two original designs based on the options provided in class. You will create and construct two contrasting prototype creative branding projects with a supporting reflective practice journal and support materials, including product research. Your designs will reflect on current social, cultural or political contexts and will explore the role of semiotics in creative branding. A full project brief is available on Canvas in the Assessment Folder.

CRITERIA:	**No.**		**Learning Outcome assessed**
	1	Ability to meet the requirements of the project brief in a professional manner and use problem-solving strategies to address a design challenge	①
	2	Application of research, ethical considerations and approaches to inclusive design practices to produce socially engaged and impacted design outcomes	②
	3	Technical quality and application of design thinking and innovation in the final work	③
	4	Professional communication	④ ⑤
GENERIC SKILLS:	Communication, Problem solving, Applying technologies, Information literacy		

All - Assessment Task 2: Creative Branding Project

GOAL:	You will explore the branded environment and reflect on your position as a designer. You will identify and develop brand strategies that effectively communicate to specific consumer markets. This task will develop your awareness of design ethics and the role and responsibility of creative branding in contemporary society with an emphasis on environmental concerns, inclusive design principles and human-centred design solutions. Class exercises are important aspects of this brief and will contribute to your ability to successfully complete the project.
PRODUCT:	Artefact - Creative, and Written Piece
AUTHORSHIP STATEMENT:	
FORMAT:	You will develop an original creative branding project in response to a client brief, campaign or simulated industry project introduced during the tutorials. You will develop an original concept, a branding identity system and brand strategy with a supporting style guide. Your portfolio of work will clearly reflect the target audience and will include research and development to provide the context for your original project. The format of your final creative branding project can be negotiated with your tutor but should include various touchpoints and approaches for launching your brand for public engagement. You will present your project during class as a design pitch and will submit your project as a portfolio of materials for online submission. A full project brief is available on Canvas in the Assessment Folder.

CRITERIA:	**No.**		**Learning Outcome assessed**
	1	Ability to use problem-solving strategies and creativity to communicate concepts to specific target audiences and address client briefs	①
	2	Demonstrated understanding of design ethics and creative branding strategies to produce socially engaged, relevant and agile design outcomes for diverse audiences	②
	3	Application of design thinking and technical quality in the production of final outcomes	③
	4	Application of responsible design, industry practice and principles and understanding of sustainable design practices	④ ⑥
	5	Professional community and ability to meet the requirements of the project brief in a professional manner	⑤
	6	Application of SGDs	⑦

GENERIC SKILLS:	Communication, Collaboration, Problem solving, Applying technologies

All - Assessment Task 3: Stylescapes Presentation and Weekly Journal

GOAL:	You will deliver a Stylescape Presentation and you will evidence your analytical and critical responses to material presented in class. Class exercises and participation are important aspects of this course and will contribute to your ability to successfully complete this task.
PRODUCT:	Journal
AUTHORSHIP STATEMENT:	
FORMAT:	You will Develop and deliver a Stylescape Presentation during the workshops based on your Creative Branding Project. The format and focus will be negotiated with your tutor during the workshops. In most workshops, you will participate in individual and collaborative activities and exercises designed to develop your knowledge and skills in creative branding and design. These will vary in format according to the weekly topic and may involve industry guests and simulated creative branding challenges and industry engagement. Instructions and templates are provided in Weekly Materials on Canvas. You will submit a copy of your Stylescape Presentation on Canvas, along with a single PDF document of your workshop activities along with the supporting materials – professionally designed in appropriate software (InDesign).

CRITERIA:	No.		Learning Outcome assessed
	1	Ability to meet the requirements of the project brief in a professional manner	① ③
	2	Evaluation – historical, technical and theoretical concepts	④ ⑥
	3	Understanding of responsible design practices	① ② ⑥
	4	Professional communication	④ ⑤

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 UniSC 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. 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

10.5. 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.

10.6. General Enquiries

For course-specific questions, contact your teaching staff or Course Coordinator.

For other enquiries or to access support, please contact Student Central:

- UniSC Student Central
- UniSC Adelaide Student Central