## Unit Outline

GRDE2007 Graphic Design 2  
**Semester 1, 2016**

<table>
<thead>
<tr>
<th>Unit study package code:</th>
<th>GRDE2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mode of study:</td>
<td>Internal</td>
</tr>
</tbody>
</table>
| Tuition pattern summary: | Note: For any specific variations to this tuition pattern and for precise information refer to the Learning Activities section.  
Tutorial: 1 x 3 Hours Weekly  
This unit does not have a fieldwork component. |
| Credit Value:            | 25.0     |
| Pre-requisite units:     | Nil      |
| Co-requisite units:      | Nil      |
| Anti-requisite units:    | Nil      |
| Result type:             | Grade/Mark |
| Approved incidental fees:| Information about approved incidental fees can be obtained from our website. Visit [fees.curtin.edu.au/incidental_fees.cfm](http://fees.curtin.edu.au/incidental_fees.cfm) for details. |
| Unit coordinator:        | Mr Lee Ingram  
Name: Lee Ingram  
Phone: email only  
Email: lingram@curtin.edu.au  
Location: Building: 212 - Room: 102  
Consultation times: Mondays and Wednesdays. |
| Teaching Staff:          | Name: Ridhwaan Moolla  
Phone: email  
Email: ridhwaan.moolla@curtin.edu.au  
Location: Building: 202 - Room: 129 |
| Administrative contact:  | Name: Sarah Norman-Brown  
Phone: +618 9266 2281  
Email: S.Norman-Brown@curtin.edu.au  
Location: Building: 202 - Room: 114 |
| Learning Management System: | Blackboard (lms.curtin.edu.au) |
Acknowledgement of Country
We respectfully acknowledge the Indigenous Elders, custodians, their descendants and kin of this land past and present.

Syllabus
The work will be project based with four practical graphic design projects. The principal objectives of each project will be research, interpretation and development of original and innovative solutions to set briefs.

Introduction
This twelve-week unit is an core or elective unit that introduces students to the discipline of Graphic Design and enables them to become acquainted with the nature and impact of visual communication. This unit seeks to facilitate and encourage individual creative development in the pursuit of creating more effective and stimulating visual communication, principally in the printed medium. Students will explore and develop an understanding of the basic principles of graphic design and strategic thinking techniques by engaging in discipline specific projects.

Unit Learning Outcomes
All graduates of Curtin University achieve a set of nine graduate attributes during their course of study. These tell an employer that, through your studies, you have acquired discipline knowledge and a range of other skills and attributes which employers say would be useful in a professional setting. Each unit in your course addresses the graduate attributes through a clearly identified set of learning outcomes. They form a vital part in the process referred to as assurance of learning. The learning outcomes tell you what you are expected to know, understand or be able to do in order to be successful in this unit. Each assessment for this unit is carefully designed to test your achievement of one or more of the unit learning outcomes. On successfully completing all of the assessments you will have achieved all of these learning outcomes.

Your course has been designed so that on graduating we can say you will have achieved all of Curtin’s Graduate Attributes through the assurance of learning process in each unit.

<table>
<thead>
<tr>
<th>On successful completion of this unit students can:</th>
<th>Graduate Attributes addressed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Demonstrate an understanding of the basic principles of graphic design and the evolution of its applications</td>
<td></td>
</tr>
<tr>
<td>2 Construct appropriate graphic solutions in response to given design briefs</td>
<td></td>
</tr>
<tr>
<td>3 Propose and experiment using a variety of appropriate techniques to develop applicable solutions</td>
<td></td>
</tr>
</tbody>
</table>

Curtin’s Graduate Attributes

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Thinking skills</th>
<th>Information skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apply discipline knowledge</td>
<td>(use analytical skills to solve problems)</td>
<td>(confidence to investigate new ideas)</td>
</tr>
<tr>
<td>Communication skills</td>
<td>Technology skills</td>
<td>Learning how to learn</td>
</tr>
<tr>
<td>(value the perspectives of others)</td>
<td></td>
<td>(apply principles learnt to new situations)</td>
</tr>
<tr>
<td>International perspective</td>
<td>Cultural understanding</td>
<td>Professional Skills</td>
</tr>
<tr>
<td>(value the perspectives of others)</td>
<td></td>
<td>(work independently and as a team)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(plan own work)</td>
</tr>
</tbody>
</table>

Find out more about Curtin’s Graduate attributes at the Office of Teaching & Learning website: ctl.curtin.edu.au
Learning Activities

The work of the 12-week semester will deal with four set projects, each with a specific design brief that sets out the aims of the project together with any other mandatory requirements. The student is required to research, interpret, explore techniques, develop and present original and innovative solutions to the set problems. These project briefs will be available at the briefing sessions for this unit. You must complete all projects by their due dates (see Unit Calendar). The delivery mechanism for this unit will be in class tutorials.

The success of each project will be assessed, based on the level of effort applied to the development process, uniqueness of the design concept and application, the effectiveness of the solution in answering the brief and the professional standard of the work.

Studio sessions will run for three hours each week. Tutorial/studio sessions may include student presentations, led discussions, group and/or individual tutorials, and project assignments as appropriate to the subject matter addressed. Students will be encouraged to contribute to session discussions. Students should expect to find a minimum of 7 hours per week to dedicate to homework for this unit.

Learning Resources

Recommended texts

You do not have to purchase the following textbooks but you may like to refer to them.

**Assessment**

**Assessment schedule**

<table>
<thead>
<tr>
<th>Task</th>
<th>Value %</th>
<th>Date Due</th>
<th>Unit Learning Outcome(s) Assessed</th>
</tr>
</thead>
</table>
| Portfolio 1| 25 percent | Week: 4  
Day: Upload to Blackboard  
Time: 48 hours after the conclusion of your tutorial | 1,2,3                             |
| Portfolio 2| 25 percent | Week: 9  
Day: Upload to Blackboard  
Time: 48 hours after the conclusion of your tutorial | 1,2,3                             |
| Portfolio 3| 25 percent | Week: 12  
Day: Upload to Blackboard  
Time: 48 hours after the conclusion of your tutorial | 1,2,3                             |
| Portfolio 4| 25 percent | Week: 15  
Day: Upload to Blackboard  
Time: 48 hours after the conclusion of your tutorial | 1,2,3                             |

**Detailed information on assessment tasks**

1. Portfolio 1  
   Refer to brief on Blackboard for more information
2. Portfolio 2  
   Refer to brief on Blackboard for more information
3. Portfolio 3  
   Refer to brief on Blackboard for more information
4. Portfolio 4  
   Refer to brief on Blackboard for more information

**Pass requirements**

You must achieve a semester weighted average of 50% or above to pass this unit.

**Fair assessment through moderation**

Moderation describes a quality assurance process to ensure that assessments are appropriate to the learning outcomes, and that student work is evaluated consistently by assessors. Minimum standards for the moderation of assessment are described in the Assessment and Student Progression Manual, available from policies.curtin.edu.au/policies/teachingandlearning.cfm

**Late assessment policy**

This ensures that the requirements for submission of assignments and other work to be assessed are fair, transparent, equitable, and that penalties are consistently applied.

1. All assessments students are required to submit will have a due date and time specified on this Unit Outline.
2. Students will be penalised by a deduction of ten percent per calendar day for a late assessment submission (eg a mark
equivalent to 10% of the total allocated for the assessment will be deducted from the marked value for every day that the assessment is late). This means that an assessment worth 20 marks will have two marks deducted per calendar day late. Hence if it was handed in three calendar days late and given a mark of 16/20, the student would receive 10/20. An assessment more than seven calendar days overdue will not be marked and will receive a mark of 0.

Assessment extension
A student unable to complete an assessment task by/on the original published date/time (eg examinations, tests) or due date/time (eg assignments) must apply for an assessment extension using the Assessment Extension form (available from the Forms page at students.curtin.edu.au/administration/) as prescribed by the Academic Registrar. It is the responsibility of the student to demonstrate and provide evidence for exceptional circumstances beyond the student’s control that prevent them from completing/submitting the assessment task.

The student will be expected to lodge the form and supporting documentation with the unit coordinator before the assessment date/time or due date/time. An application may be accepted up to five working days after the date or due date of the assessment task where the student is able to provide an acceptable explanation as to why he or she was not able to submit the application prior to the assessment date. An application for an assessment extension will not be accepted after the date of the Board of Examiners’ meeting.

All students please note:

Tutors, Lecturers and Unit Coordinators are no longer handling the administration of Applications for Extensions. These are now handled by the Teaching Support team.

Students seeking an extension must download the Application for Extension Form and forward the completed form with medical/counseling documentation attached to the Teaching Support officer at soda.tso@curtin.edu.au before the assessment deadline.

In your email, you should clearly state the following:

- Your Name and Student Number
- Unit for which you need the extension, and the tutorial day, time and tutor
- Which assessment you are applying for the extension for

The TSO’s will review the application in line with Curtin policy and advise the student, Unit coordinator and tutor of the outcome.

Students who are having trouble meeting deadlines for reasons other than medical/counseling should discuss this with their Tutor or Unit Coordinator, who may have advice relevant to the unit / assessment or additional information on the many support services Curtin provides to help students manage their study.

Deferred assessments
If your results show that you have been granted a deferred assessment you should immediately check your OASIS email for details.

Supplementary assessments
Supplementary assessments are not available in this unit.

Referencing style
The referencing style for this unit is Chicago.
More information can be found on this style from the Library web site: http://libguides.library.curtin.edu.au/referencing.
Copyright
© Curtin University. The course material for this unit is provided to you for your own research and study only. It is subject to copyright. It is a copyright infringement to make this material available on third party websites.

Academic Integrity (including plagiarism and cheating)
Any conduct by a student that is dishonest or unfair in connection with any academic work is considered to be academic misconduct. Plagiarism and cheating are serious offences that will be investigated and may result in penalties such as reduced or zero grades, annulled units or even termination from the course.

Plagiarism occurs when work or property of another person is presented as one’s own, without appropriate acknowledgement or referencing. Submitting work which has been produced by someone else (e.g. allowing or contracting another person to do the work for which you claim authorship) is also plagiarism. Submitted work is subjected to a plagiarism detection process, which may include the use of text matching systems or interviews with students to determine authorship.

Cheating includes (but is not limited to) asking or paying someone to complete an assessment task for you or any use of unauthorised materials or assistance during an examination or test.

From Semester 1, 2016, all incoming coursework students are required to complete Curtin’s Academic Integrity Program (AIP). If a student does not pass the program by the end of their first study period of enrolment at Curtin, their marks will be withheld until they pass. More information about the AIP can be found at: https://academicintegrity.curtin.edu.au/students/AIP.cfm

Refer to the Academic Integrity tab in Blackboard or academicintegrity.curtin.edu.au for more information, including student guidelines for avoiding plagiarism.

Information and Communications Technology (ICT) Expectations
Curtin students are expected to have reliable internet access in order to connect to OASIS email and learning systems such as Blackboard and Library Services.

You may also require a computer or mobile device for preparing and submitting your work.

For general ICT assistance, in the first instance please contact OASIS Student Support:
oasisapps.curtin.edu.au/help/general/support.cfm

For specific assistance with any of the items listed below, please contact The Learning Centre:
life.curtin.edu.au/learning-support/learning_centre.htm

- Using Blackboard, the I Drive and Back-Up files
- Introduction to PowerPoint, Word and Excel
Additional information

Plagiarism disclaimer for creative unit outlines:

Plagiarism is taken very seriously at Curtin University. When submitting an assignment in this unit you are declaring that you have created all work, and that it has not been previously submitted for assessment for another unit or at another institution. When including images or text not created by you /or not entirely created by you (as research or to provide context) you must:

- Reference these images or texts using Chicago referencing.
- Include in-text references.
- Include a reference list at the end of the file/document.

Referencing is relevant to all forms of assessment including essays, process files/journals, art or design portfolios and/or reports.

It is a requirement of your enrolment that you refer to the Curtin University Academic Integrity website prior to submitting your work.

http://academicintegrity.curtin.edu.au/students/

Failure to follow these guidelines and being found to be in breach of Curtin University’s Management of Plagiarism Policy will result in a penalty being applied to your assignment or your academic status.

Enrolment

It is your responsibility to ensure that your enrolment is correct - you can check your enrolment through the eStudent option on OASIS, where you can also print an Enrolment Advice.

Student Rights and Responsibilities

It is the responsibility of every student to be aware of all relevant legislation, policies and procedures relating to their rights and responsibilities as a student. These include:

- the Student Charter
- the University’s Guiding Ethical Principles
- the University’s policy and statements on plagiarism and academic integrity
- copyright principles and responsibilities
- the University’s policies on appropriate use of software and computer facilities

Information on all these things is available through the University’s “Student Rights and Responsibilities” website at: students.curtin.edu.au/rights.

Student Equity

There are a number of factors that might disadvantage some students from participating in their studies or assessments to the best of their ability, under standard conditions. These factors may include a disability or medical condition (e.g. mental illness, chronic illness, physical or sensory disability, learning disability), significant family responsibilities, pregnancy, religious practices, living in a remote location or another reason. If you believe you may be unfairly disadvantaged on these or other grounds please contact Student Equity at eesj@curtin.edu.au or go to http://eesj.curtin.edu.au/student_equity/index.cfm for more information.

You can also contact Counselling and Disability services: http://www.disability.curtin.edu.au or the Multi-faith services: http://life.curtin.edu.au/health-and-wellbeing/about_multifaith_services.htm for further information.

It is important to note that the staff of the university may not be able to meet your needs if they are not informed of your individual circumstances so please get in touch with the appropriate service if you require assistance. For general wellbeing concerns or advice please contact Curtin’s Student Wellbeing Advisory Service at: http://life.curtin.edu.au/health-and-wellbeing/student_wellbeing_service.htm
Recent unit changes

Students are encouraged to provide unit feedback through eVALUate, Curtin’s online student feedback system. For more information about eVALUate, please refer to evaluate.curtin.edu.au/info/

To view previous student feedback about this unit, search for the Unit Summary Report at https://evaluate.curtin.edu.au/student/unit_search.cfm. See https://evaluate.curtin.edu.au/info/dates.cfm to find out when you can eVALUate this unit.

Recent changes to this unit include:

There have been some modifications made to briefs based on the feedback in evaluate.

There are new assessment sheets
## Program calendar

**GRAPHIC DESIGN 2  GRDE-2007**  
**SEMESTER 1 2016**

<table>
<thead>
<tr>
<th>WEEK #</th>
<th>Start Date</th>
<th>TOPIC</th>
<th>ASSESSMENT</th>
</tr>
</thead>
</table>
| Week 1 | TW1 29.02.2016 | Intro to unit  
Brief 1 - Briefing Session |                           |
| Week 2 | TW2 07.03.2016 | Brief 1 - Feedback Session 1      | Homework                  |
| Week 3 | TW3 14.03.2016 | Brief 1 - Feedback Session 2      | Homework                  |
| Week 4 | TW4 21.03.2016 | Brief 1 - Feedback Session 3  
Brief 2 - Briefing Session | Brief 1 - Submission 25%  |
| Week 5 |             | Non-Contact Week                  |                          |
| Week 6 | TW5 04.04.2016 | Brief 2 - Feedback Session 1      | Homework                  |
| Week 7 | TW6 11.04.2016 | Brief 2 - Feedback Session 2      | Homework                  |
| Week 8 |             | Non-Contact Week                  |                          |
| Week 9 | TW7 25.04.2016 | Brief 2 - Feedback Session 3  
Brief 3 - Briefing Session | Brief 2 - Submission 25%  |
| Week 10| TW8 02.05.2016 | Brief 3 - Feedback Session 1      | Homework                  |
| Week 11| TW9 09.05.2016 | Brief 3 - Feedback Session 2      | Homework                  |
| Week 12| TW10 16.05.2016 | Brief 3 - Feedback Session 3  
Brief 4 - Briefing Session | Brief 3 - Submission 25%  |
| Week 13| TW11 23.05.2016 | Brief 4 - Feedback Session 1      | Homework                  |
| Week 14| TW12 30.05.2016 | Brief 4 - Feedback Session2      | Homework                  |
| Week 15| TW1 06.06.2016 | Brief 4 - Submission             | Brief 4 - Submission 25%  |