Unit Outline
GRDE2012 Universal Design Principles
Semester 2, 2016

Unit study package code: GRDE2012
Mode of study: Internal
Tuition pattern summary: Note: For any specific variations to this tuition pattern and for precise information refer to the Learning Activities section.
Computer Laboratory: 1 x 3 Hours Weekly
This unit does not have a fieldwork component.
Credit Value: 25.0
Pre-requisite units: 312228 (v.1) Digital Design Studio 271
OR
312228 (v.2) Motion Graphics Design Introduction 271
OR
GRDE2010 (v.0) Motion Graphics Design Introduction or any previous version
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 for details.
Unit coordinator:
Title: Mr
Name: Jarrad Gittos
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Location: Building: - Room: .
Teaching Staff:
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Phone: 
Email: Jirad.Jhuboo@telfair.ac.mu
Location: Building: - Room: .
Administrative contact:
Name: Sarah Norman-Brown
Phone: 
Email: soda.tso@curtin.edu.au
Location: Building: - Room: .
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

This unit develops an awareness of the need for designers to consider the end-users experience in the earliest phases of a designed experience. This awareness is enabled through the consideration of the Design Principles that are considered ‘universal’ to all end user. As well as an analytical application of these principles to case studies, students will apply them to the design of an instructional/educational digital media work, which may be, but is not limited to, being expressed as an animation/motion graphics work.

Introduction

This unit is squarely focused on developing an awareness of fundamental design concepts and theory. To get the most out of it, you’ll be required to undertake research, self-reflection and creative/imaginative thinking. The resources for this unit will provide you with some starting points for your allocated principle, but to take your understanding to the next level, you will be required to undertake rigorous design research. The unit culminates with the synthesis and distillation of what you’ve learnt through the production of an instructional motion graphics work that showcases and teaches your allocated principle.

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>
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<tbody>
<tr>
<td>1 Understand the universal design principles</td>
<td></td>
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<td>2 Apply design principles to case studies</td>
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<td>3 Assess relative importance of principles in the end users experience;</td>
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<tr>
<td>4 Create an instructional digital media work</td>
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<td>5 Develop skills in relevant software</td>
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Curtin’s Graduate Attributes

- Apply discipline knowledge
- Thinking skills (use analytical skills to solve problems)
- Information skills (confidence to investigate new ideas)
- Communication skills
- Technology skills
- Learning how to learn (apply principles learnt to new situations) (confidence to tackle unfamiliar problems)
- International perspective (value the perspectives of others)
- Cultural understanding (value the perspectives of others)
- Professional Skills (work independently and as a team) (plan own work)

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

Learning Activities

Project 1 - Audio Visual / Powerpoint Presentation Part 1A

Project 1A: Analysis of existing works through an allocated Universal Principle
Audio-Visual Presentation / PowerPoint slide show - Exhibiting understanding, analysis and ideas.

**Project 1 - Audio Visual / Powerpoint Presentation Part 1B**
Project 1B: Expansion of analysis by considering one work in depth
Audio-Visual Presentation / PowerPoint slide show - Exhibiting understanding, analysis and ideas.

**Project 2 - Proof of Concept 2C**
Project 2C: Interim Proof of Concept Document
Design Brief - including Rationale, Summary and Treatment
Storyboard - including Sketches, Mood-look and feel boards
Visual Diary - including Web-based and Artist Research

**Final Production 2D**
Project 2D: Final Production
Submission of Final Production (Uploaded online to vimeo.com or youtube.com, url sent to lecturer)

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**Learning Resources**

**Recommended texts**

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


**Online resources**

- **Lynda.com Online Training**
  Curtin University provides free access to Lynda.com for this unit (in accordance with Lynda.com terms and conditions).
  To access your account on Lynda.com, activate your account through the email activation. If you didn’t receive an activation email, follow this link (http://www.lynda.com/login/loginhelp.aspx) and use your student number email (e.g. 12345678@student.curtin.edu.au) to change your account password.
  This service offers tutorial videos for a vast range of applications, tools, techniques, and even interviews with professionals.
  If you do not have access to Lynda.com, consult your tutor or unit coordinator to request access, and refer to the required weekly video guide available in Blackboard.
  (http://www.lynda.com)
### 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>
| Exercise 1            | 20 percent | **Week:** 3  
**Day:** Your scheduled tutorial day  
**Time:** Before the start of your scheduled tutorial time | 1,2,5 |
| Exercise 2            | 20 percent | **Week:** 6  
**Day:** Your scheduled tutorial day  
**Time:** Before the start of your scheduled tutorial time | 2,3,5 |
| Exercise 3            | 15 percent | **Week:** 8  
**Day:** Your scheduled tutorial day  
**Time:** Before the start of your scheduled tutorial time | 2,3,4 |
| Exercise 4            | 45 percent | **Week:** 14  
**Day:** Your scheduled tutorial day  
**Time:** Before the start of your scheduled tutorial time | 2,3,5 |

### Detailed information on assessment tasks

1. **Project 1 - Audio Visual / Powerpoint Presentation Part 1A**  
   *Analysis of existing works through an allocated Universal Principle*

   For your first assignment, you must create a presentation that educates viewers of your allocated design principle. This will be PDF Document that will then be delivered as an IN CLASS oral presentation. It should educate and engage your viewers. All analyses must consist of original ideas.

   Inquire and examine your allocated Design Principle and its adaptive ability to inhabit in any field of design (not just the discipline of Digital Design). Observe connections between Design Principles and artefacts/objects/experiences. Identify their innate ability to aid, communicate and inspire notions within design.

   Define and analyse your Design Principle. Discover four artefacts/objects by four different designers that possess and successfully leverage your Design Principle. Artefacts/objects/experiences can include traditional and classic (i.e. the inception and design of the wheel) or modern works (i.e. current designs or media).

   You will also be given the ‘Hierarchy of Needs’ along with your Design Principle (however, inquiry into the ‘Hierarchy of Needs’ does not need to be taken into consideration until Presentation 1B).

2. **Project 1 - Audio Visual / Powerpoint Presentation Part 1B**  
   *Expansion of analysis by considering one work in depth*
For your second assignment, you must create a presentation that educates viewers of ONE design artefact applied with ‘The Hierarchy of Needs’. This will be PDF Document that will then be delivered through an IN CLASS oral presentation. It should aim to educate and engage your viewers. All analyses must consist of original ideas.

The second presentation will require you to take one of the four Artefacts/objects/designs/experiences (any of the four) you have discussed in Project 1: Presentation 1A and apply the design through the Hierarchy of Needs (as found in the Hierarchy_of_Needs.pdf handout). As with the first presentation, develop a PowerPoint/SlideShow or PDF that presents your findings.

Consider how the designer has applied aspects of the Artefact/object/design/experience you have chosen at different levels of a user’s “Hierarchy of Needs” to develop a creative and innovative work. Your analysis should look at the breadth (ie. holistic approach, vision of piece) and depth (ie. narrow but thorough detail) of the work. Present this analysis as a Powerpoint/Slideshow or PDF.

Remember that you are applying your chosen Artefact through the Design Hierarchy of Needs and not Maslow’s Hierarchy of Needs.

3. Project 2 - Part 2C
   Proof of Concept Document
   Project Two expands on the concepts introduced in Project One. The final project for this unit consists of two assignment submissions. Firstly you are required to develop pre-production (aka planning) documentation. The second submission will be a video of the actual motion graphic production, as well as its related working project files.

4. Project 2 - Part 2D
   Final Production
   Project Two focuses on production and creating a motion graphic which portrays your allocated Universal Principle of Design in a creative manner. You will not need to consider the ‘Hierarchy of Needs’ in this production, nor relate back to Presentations 1A and 1B. Treat the final production as a stand-alone piece which educates the viewer of your allocated Universal Principle of Design. Any content that you wish to use can come from your research Presentations 1A and 1B but you are free to include new information.

Understand your design principle and find an appropriate and creative way to communicate to your viewer. There are no limitations to the final production. The final production can have any creative visual design/aesthetic that best conveys your Design Principle.

You will create a 1MINUTE 30 SECOND motion graphics sequence that will communicate a chosen theme/topic/message to the viewer in an engaging manner. Conveying your intended message through an engaging motion graphic is just as important as showcasing your software skills. The focal point of your motion graphic should be to communicate the message / theme / topic in a clear, yet interesting and creative manner.

Pass requirements
Students must achieve a final overall mark of 50% 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.

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

Supplementary assessments
Supplementary assessments are not available in this unit.

Reasonable adjustments for students with disabilities/health circumstances likely to impact on studies
A Curtin Access Plan (CAP) is a document that outlines the type and level of support required by a student with a disability or health condition to have equitable access to their studies at Curtin. This support can include alternative exam or test arrangements, study materials in accessible formats, access to Curtin’s facilities and services or other support as discussed with an advisor from Disability Services (disability.curtin.edu.au). Documentation is required from your treating Health Professional to confirm your health circumstances.

If you think you may be eligible for a CAP, please contact Disability Services. If you already have a CAP please provide it to the Unit Coordinator at the beginning of each semester.

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

Research
In this unit you will need to consider the design of objects through a new ‘lens’ - that of the analytical designer. Previously, you may have only observed the design of objects in a passive manner. Now as you delve deeper into the universal principles of design, you will need to analyse objects and consider how their aesthetics and functionality are received by users. As you conduct your research, ensure that you cast a wide net by examining any areas that are relevant to the field.

Practice and Theory
Throughout this unit you will need to maintain a balance between the design and concepts that you are pursuing and the techniques used to express your ideas. Between assignments you will be expected to sustain continuous practice into both these aspects.

Your responsibilities in the unit

- It is compulsory for students to attend all lectures and tutorials and participate in the proceedings. An attendance role will be taken at the beginning of all sessions. Latecomers will be noted as absent.
- If you miss a class, it will be your responsibility to find out what you have missed from your classmates.
- If you contact your lecturer by email, you should allow 2 working days for a response.
- It is your responsibility read this outline thoroughly.

Policies

Late Assignments, Extensions, Supplementary Examinations, Deferred Assessment

- In the case of a request for an extension due to medical circumstances, students must produce an original medical certificate. Extensions may only be given for a total amount of time considered valid by the lecturer and will not exceed the equivalent number of days specified on the medical certificate. The decision as to whether an extension be granted due to medical circumstances is strictly up your unit coordinator’s discretion.
- To apply for an assessment extension, use the follow form (http://students.curtin.edu.au/administration/documents/Application_forAssessmentExtension.pdf) and email the filled out form, with your supporting documentation to soda.tso@curtin.edu.au and cc your unit coordinator/tutor into the email.
- Students are responsible for backing up and archiving their work throughout the semester. Work being lost due to computer crashes, loss of media, or accidental or deliberate deletion by any party will NOT be taken as a legitimate reason for late or missing assignments.
- The work you submit for this unit must be your own work. Any components used in support, which are not your original work, must be fully referenced. Furthermore, the work you submit may not have been submitted in whole or in part for any other unit without prior permission.
- Marks are not final until the Board of Examiners approves them. It is possible your results could be scaled or otherwise adjusted before they are official.

Plagiarism in this unit:

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 and/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 eesi@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:

In response to student eVALUate survey results, and feedback from relevant teaching staff, the assignment briefs and marking rubrics for this unit have been revised for Semester 2, 2014.
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<thead>
<tr>
<th>Week</th>
<th>Begin Date</th>
<th>Tutorial</th>
<th>Assessment Due</th>
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<tbody>
<tr>
<td>Orientation</td>
<td>25 July</td>
<td>Orientation Week</td>
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</tr>
<tr>
<td>1.</td>
<td>1 August</td>
<td>Allocation one of Lidwell’s “Universal Principles of Design”: Module One - The Universal Principles of Design: Analysis and Research, development. Project 1A: Analysis of existing works through an allocated Universal Principle Exercise 1: Brainstorm</td>
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<td>2.</td>
<td>8 August</td>
<td>Module One - The Universal Principles of Design: Analysis and Research, development. Project 1A: Analysis of existing works through an allocated Universal Principle Exercise 1: PowerPoint Slideshow Presentation / Audio-Visual Style Board</td>
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<td>3.</td>
<td>15 August</td>
<td>Module One - The Universal Principles of Design: Analysis and Research, development. Project 1B: Analysis of existing works through an allocated Universal Principle Exercise 1: PowerPoint Slideshow Presentation / Audio-Visual Style Board (con’t) Exercise 2: Mind Map</td>
<td>Project 1A - Audio Visual Presentation / Powerpoint file. Worth: 20%. Due before your scheduled class time for this week.</td>
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<td>4.</td>
<td>22 August</td>
<td>Module One - The Universal Principles of Design: Analysis and Research, development. Project 1B: Analysis of existing works through an allocated Universal Principle Exercise 1: PowerPoint Slideshow Presentation / Audio-Visual Style Board 2</td>
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<td>5.</td>
<td>29 August</td>
<td>Tuition Free Week</td>
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<td>7.</td>
<td>12 September</td>
<td>Module Two - The Universal Principles of Design: Creative Multimedia Project on Learning Module Project 2C: Interim Proof of Concept Document Exercise 1: Design Brief</td>
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| 8. 19 September | **Module Two - The Universal Principles of Design:** Production of Learning Module  
|                 | **Project 2C** – Interim Proof of Concept Document.  
|                 | Worth: 15%. Due before your scheduled class time for this week.      |
| 9. 26 September | Tuition Free Week                                                    |
| 10. 3 October   | **Module Two - The Universal Principles of Design:** Production of Learning Module  
|                 | Project 2D: Final Production                                          |
| 11. 10 October  | **Module Two - The Universal Principles of Design:** Production of Learning Module  
|                 | Project 2D: Final Production                                          |
| 12. 17 October  | **Module Two - The Universal Principles of Design:** Production of Learning Module  
|                 | Project 2D: Final Production                                          |
| 13. 24 October  | **Module Two - The Universal Principles of Design:** Production of Learning Module  
|                 | Project 2D: Final Production & Presentation                            |
| 14. 31 October  | **Module Two - The Universal Principles of Design:** Production of Learning Module  
|                 | Project 2D: Final Production & Presentation                            |
|                 | **Project 2D** – Final Production                                    
|                 | Worth: 45%. Due before your scheduled class time for this week.      |
| 15. 7 November  | Study Week                                                           |
| 16. 14 November | Examinations                                                         |
| 17. 21 November | Examinations                                                         |