

MODULE OUTLINES

COMM2732 Making Media

In this course you will learn to create media, individually and collaboratively, and to situate and evaluate your work in relation to contemporary industry and academic contexts. You will also be introduced to the practices and values that inform a studio-based learning model.

GRAP2262 COMMUNICATION DESIGN PROFESSIONAL PRACTICE

Communication design is a profession that spans creative and commercial pursuits. Designers need to be entrepreneurial regardless of being employed or self-employed.

In this course you will explore the commercial and professional side of design: how a range of design businesses are setup and run; the value of design artefacts and concepts; professional, ethics and legal, and intellectual property obligations; and entrepreneurial strategies.

You will explore Asia/ Pacific regional design organisations and practices. You will build your knowledge of the region and its design industries and specialisations.

GRAP2644 STUDIO 3 COMMUNICATION DESIGN

Design Studios aim to develop, apply and test your communication design skills, and form the foundation of our inquiry based learning and teaching.

Design Studio learning is iterative and generative. It allows you to construct your own creative design practice as you move through the programme.

At this level you will be expected to take risks and challenge conventions in order to test the limits of your design prowess.

You will be able to choose from a range of Studio projects, framed by themes of Communication Design Craft, Strategy and Futures . Details of each project are set out in the individual studio guides. During your programme of study you will have the opportunity to select Studio options from each of these programme themes.

You will work with students from different levels and entry points in the programme, supported through a range of seminars, lectures and workshop activities.

This course includes a work integrated learning experience in which your knowledge and skills will be applied and assessed in a real or simulated workplace context and where feedback from industry and/ or community is integral to your experience.

GRAP2250 STUDIO 4 COMMUNICATION DESIGN

This design studio provides an advanced level of engagement in communication design. It represents the transition towards becoming an emerging creative practitioner.

At this level you will be expected to develop your position in relation to contemporary practice and the creative industries, framed by a sound knowledge of the place of communication design in society. An emphasis on global practice and design innovation is part of the focus of this studio.

You will be able to choose from a range of Studio projects; framed by themes of Communication Design Craft, Strategy and Futures. Details of each project are set out in the individual studio guides. During your programme of study you will have the opportunity to select studio options from each of these programme themes.

You will work with students from different levels and entry points in the programme, supported through a range of seminars, lectures and workshop activities.

COMM2490 CLIENT MANAGEMENT

In this course you will develop the knowledge and skills to manage professional relationships in advertising between agencies and their clients and within advertising agencies. You will investigate the advertising industry, advertising roles and alternative organisation structures within the context of commercial business practice. You will learn the basic principles of account management and how to develop an environment of trust, respect and partnership with clients.

In the advertising industry, leadership, teamwork and effective negotiation skills are essential to be able to manage the needs and expectations of multiple stakeholders. These areas will be explored within this course.

MKTG1266 MARKETING COMMUNICATION

This course will equip you with a general understanding of the process of building brand equity through integrated marketing communications. With a prime focus on key components of marketing communications, such as advertising, various supplemental aspects are also considered. These activities are related to theories of communication and buyer behaviour with the aim of developing a practical understanding and contemporary application.

GRAP2252 STUDIO 5 COMMUNICATION DESIGN

This final design studio is your opportunity to define yourself as a designer with a breadth of knowledge and ability and a depth of attainment in your chosen field.

In this course, you will be expected to consolidate your position in contemporary practice and the creative industries. You will demonstrate your abilities to analyse, synthesise, evaluate, and apply your design skills within complex problems.

In this studio you will produce persuasive design outcomes that will inform your capstone course.

You will be able to choose from a range of Studio projects; framed by themes of Communication Design Craft, Strategy and Futures. Details of each project are set out in the individual studio guides. During your programme of study you will have the opportunity to select studio options from each of these programme themes. You will work with students from different levels and entry points in the programme, supported through range of seminars, lectures and workshop activities.

Updated as at 08 Mar 23

GRAP2263 EXTENDING COMMUNICATION DESIGN EXPERTISE

This course is designed to give you the opportunity to extend your expertise in a field of communication design, such as illustration, book as object, packaging, typography, web and mobile development, event design and experimental practices.

Through projects, presentations and coursework you will develop concepts and skills to compliment Communication Design Studios. You are encouraged to push the boundaries of design, take risks and experiment with different techniques and materials.

There is an emphasis on technique and making in this course. The works you produce will demonstrate a high level of crafting and attention to detail.

GRAP2633 COMMUNICATION DESIGN CAPSTONE PROJECT

This capstone course requires you to define and demonstrate your own design practice to a professional standard.

As a capstone experience it is designed to enable you to synthesise and integrate knowledge, connect theory and practice as well as demonstrate holistic achievement of programme learning outcomes.

You will identify the area within the design community/industry that is most relevant to your practice. This forms a context for your proposition: 'What I bring to design practice/ what design gives me'.

From this experience you will design and produce a design profile made up of your ideas about your future and a suite of design/communication artefacts.

