



The University of Southern Queensland

Course specification

The current and official versions of the course specifications are available on the web at <http://www.usq.edu.au/coursespecification/current>.
Please consult the web for updates that may occur during the year.

Description: Elements of Visual Design

| Subject | Cat-nbr | Class | Term | Mode | Units | Campus |
|---------|---------|-------|---------|------|-------|-----------|
| VIS | 1100 | 86895 | 1, 2009 | EXT | 1.00 | Toowoomba |

| | |
|-----------------------------------|--------|
| Academic group: | FOART |
| Academic org: | FOA005 |
| Student contribution band: | 1 |
| ASCED code: | 100300 |

STAFFING

Moderator: Stephen Spurrier

RATIONALE

This course offers students who may or may not have a background in visual arts an introduction to the basic design concepts that are fundamental to visual composition. While visual design is inherent in the full range of art disciplines as well as in areas of architecture, fashion, and industrial applications, an understanding of the elements and principles of design enhances an aesthetic appreciation of the unity and harmony that are the basis of successful design.

SYNOPSIS

This course introduces students to the basic concepts of design that are fundamental to visual composition and inherent in the full range of art disciplines as well as in areas of architecture, fashion, and industrial design applications. While examples will be drawn predominantly from the two dimensional areas of drawing, painting, photography, and printmaking, aspects of form and mass will be shown to facilitate an understanding of three dimensional format through examples taken from architecture, ceramics, fashion, industrial design, sculpture, and textiles. An understanding of the application of the elements and principles of design will be seen to contribute to an aesthetic appreciation of the design and composition of an object, as well as enhance an understanding of both its form and its function.

OBJECTIVES

On successful completion of this course students will have:

1. developed an initial understanding of the key terms in design analysis;
2. developed an understanding of the elements and principles of design composition;
3. developed confidence in the practical application of the elements and principles of design;
4. developed an awareness of the potential of computer technology and its application in art, craft, and design practice;
5. developed an awareness of the aesthetics of design;
6. been introduced to a basic appreciation and understanding of the visual arts.

TOPICS

| Description | Weighting (%) |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| 1. Through a series of traditional design and computer-based design activities developed from an interaction between the set text book and its companion web site (http://art.wadsworth.com/lauer06/) this course will introduce students to the elements and principles of composition and their application in creating balanced and meaningful design outcomes. | 50.00 |
| 2. Through reading and applied research students will establish an awareness of an aesthetic appreciation of design. | 50.00 |

TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

Adobe Illustrator or Adobe Photoshop

Lauer, DA & Pentak, S 2008, *Design basics*, 7th edn, Thomson Wadsworth, Australia.
(with Art experience online access card)

REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

1996, *Multimedia: the complete guide*, DK Publishing, London.

Bevlin, M 1994, *Design through discovery*, 6th edn, Holt, Rinehart & Winston, New York.

Hashimoto, M 2007, *Visual design fundamentals - a digital approach*, 2nd edn, Charles River Media, Boston.

Hearn, D and Baker, M 1994, *Computer graphics*, Prentice Hall, Englewoods Cliffs, NJ.

Itten, J 1984, *The art of color*, Van Nostrand, Reinhold, New York.

(Revised edition)

Kissick, J 1996, *Art, context, and criticism*, Brown and Benchmark, Madison, Wis.

Kristof, R and Satran, A 1995, *Interactivity by design: creating and communicating with new media*, Adobe Press, Cal.

Ocvirk, O et al 1998, *Art fundamentals: theory and practice*, McGraw Hill, Boston.

Preble, D 1999, *Artforms: an introduction to the visual arts*, 6th edn, Longman, New York.

Shedroff, N 2001, *Experience design*, New Riders Publishing, Indianapolis, Ind.

Shelley, Cashman, Starks 2007, *Adobe photoshop CS2 - introductory concepts & techniques*, Thompson Course Technology, Boston.

Velthoven, W and Seijdel, J (eds) 1996, *Multimedia graphics*, Thames and Hudson, London.

STUDENT WORKLOAD REQUIREMENTS

| ACTIVITY | HOURS |
|---------------|--------|
| Private Study | 165.00 |

ASSESSMENT DETAILS

| Description | Marks out of | Wtg (%) | Due date |
|--------------------------------|--------------|---------|-----------------------------|
| ASSIGNMENT 1: ESSAY | 50.00 | 50.00 | 27 Apr 2009 (see note 1) |
| ASSIGNMENT 2: DESIGN PORTFOLIO | 50.00 | 50.00 | 15 Jun 2009 (see note 2) |

NOTES

1. This assignment is aligned with Objectives 1, 2, 5 and 6.
2. This assignment is aligned with Objectives 1 to 6.

IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:
There are no attendance requirements for this external course. However, it is the student's responsibility to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.
- 2 Requirements for students to complete each assessment item satisfactorily:
To successfully complete an individual assessment item, a student must achieve at least 50% of the marks or a grade of at least C-. This statement must be read in conjunction with Statement 4 below.
- 3 Penalties for late submission of required work:
If students submit assignments after the due date without extenuating circumstances and without prior approval, then a penalty of a maximum of 5% of the assigned mark may apply for each working day late, up to a maximum of 10 working days, at which time a mark of zero can be recorded for that assignment.
- 4 Requirements for student to be awarded a passing grade in the course:
To be assured of receiving a passing grade, a student must achieve at least 50% of the total weighted marks available for the course.
- 5 Method used to combine assessment results to attain final grade:
The final grades for students will be assigned on the basis of the aggregate of the weighted marks obtained for each of the summative assessment items in the course.
- 6 Examination information:
There is no exam for this course.
- 7 Examination period when Deferred/Supplementary examinations will be held:
Given the details under (6) above, there are no deferred exams for this course. However, if any deferred/makeup work is granted, it would have to be submitted by a date set by the examiner.

8 University Regulations:

Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL <http://www.usq.edu.au/corporateservices/calendar/part5.htm>

ASSESSMENT NOTES

- 9 (a) The due date for an assignment is the date by which a student must despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the Examiner. (b) Students must retain a copy of each item submitted for assessment. This must be despatched to USQ within 24 hours if requested by the Examiner. (c) In accordance with University's Assignment Extension Policy (Regulation 5.6.1), the examiner of a course may grant an extension of the due date of an assignment in extenuating circumstances such as documented ill-health. (d) In the event that a due date for an assignment falls on a local public holiday in their area, such as a Show holiday, the due date for the assignment will be the next day. Students are to note on the assignment cover the date of the public holiday for the examiner's convenience. (e) Students who do not have regular access to postal services or who are otherwise disadvantaged by these regulations may be given special consideration. They should contact the examiner of the course to negotiate such special arrangements. (f) Students who have undertaken all of the required assessments in the course but who have failed to meet some of the specified objectives of the course within the normally prescribed time may be awarded the temporary grade: IM (Incomplete-Makeup). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non-directed personal study. (g) Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or sit for an examination at the scheduled time, may apply to defer an assessment in the course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination; IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).
- 10 Research in the preparation of written assignments will endorse, support, and extend the objectives of this course, while practical work will illustrate the concepts posed. Students are expected to pass all categories of assessment.

OTHER REQUIREMENTS

- 1 All assignments MUST be fully and correctly referenced.
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