GRAPHIC & DIGITAL DESIGN

TRIMESTER 1 - Bachelor & Diploma units

DESIGN THINKING
→ Theory

The unit introduces design thinking techniques and encourages students to consider the various stages of the design process. Students are given the opportunity to develop problem-solving skills through the identification of design challenges, as well as coming up with creative ideas as form of design solutions. Throughout the unit students will be exposed to real-world examples of applied design solutions, as well as being create and present their own solutions through visualisation.

DESIGN PRINCIPLES, ELEMENTS & COLOUR THEORY
→ Principles

This unit focuses on the key visual elements colour theory, type, image and layout, and their application in a graphic context and design. The fundamental components of any design project are explored how the different aspects of design are essential for functionality and aesthetic appeal. Throughout the trimester students will be using industry standard design software to perform practical design tasks and create a design that demonstrates understanding of colour theory and design principles.

TYPOGRAPHY
→ Design Practice

In this unit students develop an understanding of typographic forms and conventions, as well as how typography conveys meaning. Students will be asked to consider the relationship between form and meaning, spatial relationships, visual hierarchies, layout, and reading experience. Students will apply their typography knowledge in a number of design projects including creating a magazine layout, designing a poster using a typographer style, and create a unified font alphabet.

CRITICAL THINKING
→ Industry Awareness

In this unit students are introduced to critical thinking and communication skills and learn to activate their critical thinking skills by exploring modes of analysis, problem-solving, reflection, evaluation and creation. Artistic works and industry issues will be presented for evaluation, embracing both analytic and synthetic thinking processes critically.

TRIMESTER 2 - Bachelor & Diploma units

PERSUASION & REPRESENTATION
→ Theory

The unit focuses on key concepts and theories of communication, with a focus on how signs, brands and icons function as persuasive techniques in media and advertising. Students get to examine how communication channels shape the reception of information; they will also identify barriers to communication, as technology, psychology and ideology. Through practical projects, students get to implement signs forms in branding as a vehicle for the representation and communication of ideas and information.

COPYWRITING
→ Principles

This unit provides students with both theoretical and practical experience in written communications and in writing compelling and convincing copy for advertising and media communications in response to client briefs. The unit enables students to integrate strategic, creative, and ideation processes into targeted advertisements, communications, and campaigns across traditional and non-traditional media.

MOTION DESIGN
→ Design Practice

This unit provides students with the knowledge and creative skills required to produce motion-based design. The foundation of this unit is narrative sequence and how to use motion design to become digital storytellers. The unit addresses the principles of kinetic design, as well as animation, and examines concepts such as colour, light, depth, time, layout and audio in the context of motion. Students will have the chance to acquire practical skills to using relevant design software by creating an animated logo.

CRITICAL SURVEY
→ Industry Awareness

The unit focuses on industry trends, such the impact of digitalisation, the forces transforming the industry and the functions of the main organsiations within the industry. Students will critically examine industry roles, practices, and structures. Presentations by industry professionals will provide a broad overview of the industry environment.

TRIMESTER 3 - Bachelor & Diploma units

BRAND EXPERIENCE
→ Theory

This unit provides students with both a theoretical and practical experience of a cornerstone of contemporary advertising and media: brand experience. The learning and assessments will deepen students' understanding and appreciation of the real and intangible essences that constitute 'brands', and the way consumers and marketers employ a brand's strategic worth to create experiences to generate value, meaning, sustainability, and sales.

PUBLICATION DESIGN
→ Principles

The unit focuses on developing design strategies to produce publications for both print and screen-based media. Students apply their skills through practical tasks that require the arrangement of images, type and other design elements into a long-form publication. The unit also focuses on aspects of developing a publication for print and the associated skills such as printing and binding that may be required, with a focus on sustainability principles. At the end of the subject, students would have designed and edited a booklet for publication.

USER EXPERIENCE & INTERFACE DESIGN
→   Design Practice

In this unit, students develop the skills to develop User Experiences (UX) and User Interfaces (UI). The unit covers UX and UI design for both web and mobile, through a combination of theoretical and practical learning experiences. Also, it explores target audience research, interface design principles, scenarios, personas, prototyping, and interface evaluation. At the completion of the unit, students will be able to implement design strategies to optimise user interactions with a product or service.

HUMAN-CENTRED DESIGN
→   Industry Awareness

This unit focuses on developing critical skills and tools for complex problem solving using human-centred design strategy. Human-centred design (HCD) positions human experience at the centre of all problem- solving planning and strategy to ensure that products and services are developed and implemented with the user's experience in mind. This unit aims to provide students with a human perspective to consumers, and students acquire skills that will allow them to observe, problem solve and apply creative solutions to the practice of HCD.

TRIMESTER 4 - Bachelor only units

CONTEMPORARY ART, DESIGN & CULTURAL HISTORY
→   Theory

In this unit, students gain an understanding and appreciation of the relationship between art, design, and culture and how these create a context for digital media projects. Students learn about art history and major artistic trends. They research and review various aspects of design history, theory, and aesthetics. The unit examines the significance of art and design as platforms for shaping and interpreting the context in which digital media projects are created.

DATA ANALYSIS, VISUALISATION & INFORMATION DESIGN
→   Principles

This unit prepares students to be able to distinguish and analyse relevant information from large datasets, as well as to present patterns in visually appealing and informative ways. The unit considers data visualisation principles, typography, layout, and the use of graphics. Upon completion of this unit, students will be able to put forward visual narratives regarding data and information in a way that assists graphic and digital design. Students will be designing data visualisation graphics to communicate different messages.

SYSTEM DESIGN
→   Design Practice

The unit focus on graphic and digital design within the context of informational and technological systems. Through case studies students engage with multiple examples of graphic and digital design within systems and examine the effectiveness of different approaches. Students develop practical skills to design cohesively for systems in a way that supports organisational objectives. Also, students apply their skills by being involved in practical projects, including the development of a style guide and graphic design for a system.

SOCIAL IMPACT PROJECT
→   Industry Awareness

This unit considers how marketing strategies and techniques can be used to influence social issues by affecting consumer behaviour. Students examine the principles of social marketing, as well as their practical implementation and how this aligns with of corporate social responsibility and brand ethics. The unit explores the relationship between social marketing and commercial marketing, considering to what extent these two aspects of marketing overlap. Students are given the opportunity to form a 'micro-agency' and launch a campaign to raise awareness about a real-life social issue. Collaboration is central to this unit and students will be expected to work together to develop a social marketing campaign to create a vision for the brief that is informed by ethics and social responsibility.

TRIMESTER 5 - Bachelor only units

DESIGN LAW, ETHICS & REGULATION
→   Theory

This unit provides students with a theoretical and practical overview of law, ethics and policy regulation that are relevant to design. It explores aspects of design law as it relates to design rights, copyright, trademarks, asset protection, patents, and product development, and considers the interactions between design law and intellectual property law. In this unit, students explore how they can use design rights and copyright to protect ideas. This unit provides students with practical understanding of how to register a design, report an infringement, and negotiate personal contracts and licenses as a practitioner. Students in this unit are given the opportunity to reflect on the question of moral rights in design and consider the ethics of responsibility in design practice.

ADVANCED TYPOGRAPHY
→   Principles

The unit builds on the knowledge introduced in Typography Fundamentals. Students evaluate type in detail, to further develop knowledge of typographic principles and practices, and their application to typeface design, and to produce a draft original typeface. Students learn how typography functions across cultures and in various contexts, including beyond the Anglosphere.

GRAPHIC & DIGITAL DESIGN CAPSTONE DEVELOPMENT
→   Design Practice

In this unit students begin the groundwork for a graphic and digital design project that will be developed in the Graphic & Digital Design Capstone Project unit in the following stage. The capstone sequence gives students the opportunity to pursue in depth an area of interest developed during their studies. Students will get the chance to develop a numbers of ideas, and then select one to develop a pitch proposal along with the project schedule and a prototype.

GROUP PROJECT
→   Industry Awareness

In this subject, students work across degree programs and areas of specialization to plan and execute a collaborative project. Students will work with a mentor who will provide guidance and advice as students propose, plan, and execute their project.

CREATIVE ENTREPRENEURSHIP
→   Theory

This unit encompasses students learning the fundamentals of using light in photography and the principles used to create compelling images. Students will learn basic theory and technical skills for applying lighting to their work using natural and artificial light within a studio and on location. This unit enables students to develop conceptual and stylistic skills as well as pre-production planning.

GRAPHIC & DIGITAL DESIGN CAPSTONE PROJECT
→   Principles / Design Practice

This unit develops the communication design project students proposed, investigated and planned in the Graphic & Digital Design Capstone Development unit. In the unit students consolidate and apply the knowledge and skills gained throughout their studies. Students will produce a substantial project that can contribute to the student's creative portfolio and showcase their communication design skills and knowledge to a professional standard.

INDUSTRY PLACEMENT OR PORTFOLIO
→   Industry Awareness

This subject is to be completed in the last trimester of every student's academic career at Collarts and aims to build on all skills and knowledge previously acquired throughout the course. While it is a stand-alone subject, it aims to provide students with either practical experience, or a portfolio that follows on from their previous studies.

COLLARTS SCHOOL OF DESIGN