

Diploma of Design

Course Outline, T2 2020

Campus	Melbourne Burwood Campus
Intake	March, June, October
CRICOS	097895J
Course Duration	The duration of the Diploma course is three trimesters (12 months). There is an option, however, to fast track the course and complete it in two trimesters (8 months).
Teaching Methods	Instruction for all units is classroom based. Generally, four hours of class contact per week are allocated to each unit. Some units have additional laboratory hours/practical classes.
Assessment	Assessment for all units is ongoing and continuous consisting of tests, assignments and case study analysis. Some units may have a final two-hour examination.
Course Structure	Eight units must be completed and passed to be awarded the Diploma.
Units	<p>3D Animation and Visual Communication Core units: *ADD101 Design Thinking ADD102 Design Skills and Technologies 1 ADD103 Design Skills and Technologies 2 *ADD104 Design Laboratory ACF107 Principles of Animation ACI102 Digital Photography *AAI018 Academic Integrity</p> <p>(* ADD101 must be completed before undertaking ADD104) (** compulsory online zero credit point unit)</p> <p>Electives from the following: ACF103 Writing with the Camera ACI101 Analogue Photography ACF104 Screening History ACF106 Screen Practices ACC100 Communication in Everyday Life ALA101 Advertising Principles and Practices ALA102 Creative Brand Communication ALR103 Introduction to Public Relations</p>

	<p>ALR104 Strategic Communication and Writing *ALJ111 News Reporting 1 ALJ112 News Reporting 2 ALM101 Making Social Media ALM102 Making Video</p> <p>(*ALJ111 must be completed before undertaking ALJ112)</p>
<p>Transfer to Deakin University</p>	<p>The following transfer criteria apply:</p> <ul style="list-style-type: none"> • You must complete and pass eight Deakin College diploma units. • You must achieve the required Weighted Average Mark (WAM) for your Deakin College diploma taking into account all units attempted at Deakin College (required WAM's are included under each Deakin University degree on the following pages). <p>Transfer to some degrees requires specific Deakin College units to be completed in order to receive the appropriate credits (see Deakin University degrees below for core units).</p>

Units offered in each Trimester.

Unit	Trimester 2 2020	Trimester 3 2020	Trimester 1 2021
ACC100 Communication in Everyday Life	✓	✓	✓
ALA101 Advertising Principles and Practices	✓	✓	✓
ALA102 Creative brand Communication	✓	✓	✓
ACI101 Analogue Photography	✓	✓	✓
ACI102 Digital Photography	✓	✓	✓
ALR103 Introduction to Public Relations	✓	✓	✓
ALR104 Strategic Communication and Writing	✓	✓	✓
ALJ111 News Reporting 1	✓	✓	✓
ALJ112 News Reporting 2	✓	✓	✓
ALM101 Making Social Media	✓	✓	✓
ALM102 Making Video	✓	✓	✓
ACF103 Writing with the Camera	✓	✓	✓
ACF104 Screening History	✓	✓	✓
ACF106 Screen Practices	✓	✓	✓
ACF107 Principles of Animation	✓	✓	✓
ADD101 Design Thinking	✓	✓	✓
ADD102 Design Skills and Technologies 1	✓	✓	✓
ADD104 Design Laboratory	✓	✓	✓
ADD103 Design Skills and Technologies 2	✓	✓	✓

Diploma of Design.

Example Course Plans for Students

Example Course Plans for Students

The following are example course plans for students studying in the Diploma of Design. Please note that core and elective units can be taken in any order. The following course plan should be used as a guide only.

How to use the Plan

Students need to select or choose which Deakin University Degree Course they wish to transfer into once they have completed their studies at Deakin College. Deakin University offers direct transfer into the following courses from the Diploma of Film, Television and Animation

- Bachelor of Design (Visual Communication) (A345)
- Bachelor of Design (3D Animation) (A343)
- Bachelor of Design (Digital Technologies) (A344)

Deakin University Campuses and Trimester codes

B Melbourne Burwood Campus **WP** Geelong Waurin Ponds Campus **WF** Geelong Waterfront Campus **C** Cloud (online)

T1 Trimester 1 entry **T2** Trimester 2 entry **T3** Trimester 3 Entry

NOTE: for Australian students entry is for T1 only. T2 entry is subject to availability of places.

CRICOS Codes:

Bachelor of Design (Visual Communication) (A345) 095257M

Bachelor of Design (3D Animation) (A343) 095255B

Bachelor of Design (Digital Technologies) (A344) 095256A

**When I transfer to Deakin University I want to study
Bachelor of Design (Visual Communication)**

International Students WAM: **B 50 WF 50**

Australian Students WAM: **B 50 WF 50**

Credits for Transfer: 8

Fast Track (Completing In 8 months/2 trimesters)					
1 st Trimester	CORE ADD101 Design Thinking	CORE ADD102 Design Skills and Technologies 1	CORE ACI102 Digital Photography	Zero credit point unit AAI018 Academic Integrity	Elective
C2 nd Trimester	CORE ADD104 Design Laboratory	CORE ADD103 Design Skills and Technologies 2	CORE ACF107 Principles of Animation	Elective	

Normal Track (Completing course in 12 months/ 3 Trimesters)				
1 st Trimester	CORE ADD101 Design Thinking	CORE ADD102 Design Skills and Technologies 1	CORE ACI102 Digital Photography	Zero credit point unit AAI018 Academic Integrity
2 nd Trimester	CORE ADD104 Design Laboratory	CORE ADD103 Design Skills and Technologies 2	CORE ACF107 Principles of Animation	
3 rd Trimester	Elective	Elective		

Electives:

Students need to complete four electives from the list below:

- ACF103 Writing with the Camera
 - ACI101 Analogue Photography
 - ACF104 Screening History
 - ACF106 Screen Narratives
 - ACC100 Communication in Everyday Life
 - ALA101 Advertising Principles and Practices
 - ALA102 Creative Brand Communication
 - ALR103 Introduction to Public Relations
 - ALR104 Strategic Communication and Writing
 - ALJ111 News Reporting 1
 - ALJ112 News Reporting 2
 - ALM101 Making Social Media
 - ALM102 Making Video
- (*ALJ111 must be completed before undertaking ALJ112)

**When I transfer to Deakin University I want to study
Bachelor of Design (3D Animation)**

International Students WAM: **B 50**
Australian Students WAM: **B 50**
Credits for Transfer: 8

Fast Track (Completing In 8 months/2 trimesters)					
1 st Trimester	CORE ADD101 Design Thinking	CORE ADD102 Design Skills and Technologies 1	CORE ACI102 Digital Photography	Zero credit point unit AAI018 Academic Integrity	Elective
2 nd Trimester	CORE ADD104 Design Laboratory	CORE ADD103 Design Skills and Technologies 2	CORE ACF107 Principles of Animation	Elective	

Normal Track (Completing course in 12 months/ 3 Trimesters)				
1 st Trimester	CORE ADD101 Design Thinking	CORE ADD102 Design Skills and Technologies 1	CORE ACI102 Digital Photography	Zero credit point unit AAI018 Academic Integrity
2 nd Trimester	CORE ADD104 Design Laboratory	CORE ADD103 Design Skills and Technologies 2	CORE ACF107 Principles of Animation	
3 rd Trimester	Elective	Elective		

- **Electives:**
- **Students need to complete four electives from the list below:**
- ACI101 Analogue Photography
- ACF104 Screening History
- ACF106 Screen Narratives
- ACC100 Communication in Everyday Life
- ALA101 Advertising Principles and Practices
- ALA102 Creative Brand Communication
- ALR103 Introduction to Public Relations
- ALR104 Strategic Communication and Writing
- ALJ111 News Reporting 1
- ALJ112 News Reporting 2
- ALM101 Making Social Media
- ALM102 Making Video

(*ALJ111 must be completed before undertaking ALJ112)

**When I transfer to Deakin University I want to study
Bachelor of Design (Digital Technologies)**

International Students WAM: **B 50**
Australian Students WAM: **B 50**
Credits for Transfer: 8

Fast Track (Completing In 8 months/2 trimesters)					
1 st Trimester	CORE ADD101 Design Thinking	CORE ADD102 Design Skills and Technologies 1	CORE ACI102 Digital Photography	Zero credit point unit AAI018 Academic Integrity	Elective
2 nd Trimester	CORE ADD104 Design Laboratory	CORE ADD103 Design Skills and Technologies 2	CORE ACF107 Principles of Animation	Elective	

Normal Track (Completing course in 12 months/ 3 Trimesters)				
1 st Trimester	CORE ADD101 Design Thinking	CORE ADD102 Design Skills and Technologies 1	CORE ACI102 Digital Photography	Zero credit point unit AAI018 Academic Integrity
2 nd Trimester	CORE ADD104 Design Laboratory	CORE ADD103 Design Skills and Technologies 2	CORE ACF107 Principles of Animation	
3 rd Trimester	Elective	Elective		

Electives:

Students need to complete four electives from the list below:

- ACF103 Writing with the Camera
- ACI101 Analogue Photography
- ACF104 Screening History
- ACF106 Screen Narratives
- ACC100 Communication in Everyday Life
- ALA101 Advertising Principles and Practices
- ALA102 Creative Brand Communication
- ALR103 Introduction to Public Relations
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- ALJ111 News Reporting 1
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(*ALJ111 must be completed before undertaking ALJ112)

Unit Outlines.

ACC100 Communication in Everyday Life

This unit explores communication theory through practice, using dynamic and creative participatory learning activities to discover how communication theory 'plays' out in everyday life. Students examine the motivation for and consequences of communication in their daily life, exploring how we communicate changing social norms and use agency to reproduce and redefine things like 'friends', 'work' and what are 'acceptable' modern communication practices. The unit brings communication theory to life by drawing on a range of learning materials – reading text, newspapers, television, web-based resources and film in order to examine how individuals participate in social construction, the process of meaning making and the building of social capital. A key element of this unit is the use of the students' own imagination to drive participatory learning; teaching materials are responsive and interactive, students will be encouraged to interact with the weekly topic and 'learn by doing'.

Assessment: 30% interpretation of online digital objects; 30% interactive presentation; 40% digital workbook

ALA101 Advertising Principles and Practices

This unit will introduce students to the theory and practice of contemporary advertising by exploring the industry's history and rapidly changing nature in the digital era. The social, ethical and regulatory contexts of advertising are established to encourage students to become reflective future producers or consumers of advertising messages. The strategic imperatives of advertising and notions of effectiveness are examined to build students' abilities to solve communication problems that are

commonly faced by private, public and non-for-profit sector clients.

Assessment: 30% Quizzes; 30% Group Presentation; 40% Research and Planning Report

ALA102 Creative Brand Communication

Students will explore the nexus of creativity and strategy that is fundamental to successful brand communication. They will examine the nature of creativity in the communication industry and practitioner approaches to the creative process. The advertising messages produced by international brands will be analysed to help students prepare for global mobility as future practitioners. Students will be introduced to the key creative roles within communication companies and build the research, planning and ideation skills required of contemporary practitioners.

Assessment: 20% Advertising Challenge Tasks; 40% Essay ; 40% Written Project

ALR103 Introduction to Public Relations

The unit provides an introduction to the field of public relations. Students learn about what public relations people do, and how they do it. Topics include planning, media relations, employee relations, community relations, international public relations, ethics and public relations law.

Assessment: 10% reader critique/participation; 40% assignments, 50% final assessment

ALR104 Strategic Communication and Writing

This unit sits at the nexus of theory and practice to help you understand the role of strategic communication in organisational contexts. Put simply, strategic communication refers to the ability

to develop and disseminate messages that achieve specific and measurable objectives. Whether that objective is to inform, change opinion or adapt behaviour, successful strategic communication revolves around people.

Assessment: 20% online quizzes; 40% group planning and writing project; 40% portfolio

ALJ111 News Reporting 1

This unit is an introduction to the practice and theory of multimedia journalism. It sets the social, professional and legal context for journalism practice, and introduces students to the convention of news writing and reporting stories. Students will also focus on combining text with photos and audio clips to produce news stories; critically examining their own production processes, and learn to report multimedia news stories to a deadline.

Assessment: 20% research file; 40% news story for print media; 40% multimedia news story

ALJ112 News Reporting 2

This unit in the practice and theory of multimedia journalism focuses on news reporting processes. It outlines professional, social and legal factors that impact on reporting of local, regional and national news. The unit introduces students to key news beats, including reporting stories about politics, business, sport and local newsworthy events and issues. Students will build contacts in their preferred news beat/s and engage with social media tools to report and produce their news stories. They will also gain skills in reporting a news story (to a deadline) for broadcast and online media platforms.

Assessment: 20% social media for reporting; 40% photojournalism assignment; 40% video based assignment

ALM101 Making Social Media

This unit enables students to explore and experience present day digital media culture in critical and creative ways. The unit is built on multi-platformed content, delivery and assessment, providing a user-friendly engagement with social media that facilitates practical, hands-on work in micro-blogging, blogging and podcasting. Creating and sharing different forms of media content, students learn how to communicate across different online platforms as part of a highly interactive community. Highlighting the benefits of media-making for personal and professional use, the unit allows students to develop their portfolios and discover how to use social media to strategically build a dynamic online identity.

Assessment: 20% Portfolio Exercise; 40% Portfolio Output 1; 40% % Portfolio Output 2

ALM102 Making Video

This unit enables students to critically and creatively engage with present day digital media culture, with a particular emphasis on making videos. Highlighting the crucial importance of creating audio-visual content for different purposes and audiences, the unit guides students through various video-making practices and strategies. Emphasising the benefits of making videos in a wide range of industry settings, the unit allows students to develop their portfolios and learn how to use video to strategically build a dynamic online identity.

Assessment: 20% Video Exercise 1; 30% Video Exercise 2; 50% % Video Project with Critical Reflection

ACF103 Writing with the Camera

This unit explores digital video camera operation and handling manual and automatic control of exposure and focus. The unit also focusses on shot framing and composition, camera movement, preparing to shoot. It includes topics on shooting techniques, visual language, cinematography and style the role of the cinematographer. It introduces students to concepts of recording and working with audio in digital video basic editing techniques.

Assessment: 20% Topic tests; 30% Folio 1; 50% Folio 2

ACF104 Screening History

The unit will introduce key aspects of the history and development of film, its language, style and genres, through a survey of seminal works and influential movements and genres. This includes: Early Cinema, German Expressionism, Surrealism, Film Noir, Experimental film, French New Wave, Hong Kong Cinema, American and Italian Westerns, and Horror cinema.

Assessment: TBC

ACF106 Screen Practices

This unit examines the issues and practices associated with film and video production. It explores the ways in which film and video production practices have developed from their historical traditions to their contemporary practices. Topics to be addressed in this unit include: film and video histories; forms, genres, narrative, documentary and experimental practices in relation to mise-en-scene, cinematography, editing and sound.

Assessment: Close Analysis 1 50%, 2000 words, Close Analysis 2 and Script 50%, 2000 words

ACF107 Principles of Animation

In this unit students explore the making of animation through a range of techniques, methods and approaches for a variety of animation practices. Students will study established principles of 2D animation (Timing, Squash and Stretch, Staging, etc.) and story-telling, learn under-camera techniques (time-lapse and stop-motion), and develop basic project management skills to take an idea from storyboard to animated short film. The unit allows students to focus on specific interests, such as experimental non-narrative, or character and story-based animation.

Assessment: 25% Assignment 1 - Exercises; 30% Assignment 2 – Storyboard Project; 45% Assignment 3 – Short Film Project

ADD101 Design Thinking

This unit will investigate 'design thinking' as a strategic methodology and problem solving process. Taking a multi-discipline, interdisciplinary approach, students will be required to use 'design thinking' as a problem solving process. 'Design thinking' methods will require students to adopt a human-centered approach to innovation that draws on their skills to integrate the needs of people, the possibilities of technology, and the requirements of business and society as a whole. Students will work individually and in workshop teams, the final assessments will be a combination of research and practice outcomes. Students will use 'Design thinking' methods to address a 'wicked problem'.

Assessment: 30% Research Essay; 30% Collaborative Workshop; 40% Final Report of Process

ADD102 Design Skills and Technologies 1

This unit introduces students to the tools necessary to represent ideas through static and moving imagery. This is achieved through a combination of research and experimentation with processes on and off the computer. Students will be introduced to techniques for composition, mark making, digital imaging, storyboarding and animation.

Practical and research projects will require students to: understand and apply design principles, create a digital composition, build an animated sequence. A research report will take the form of a concept plan and time based storyboard.

Assessment: 30% Practical Project; 30% Research Presentation/Storyboard; 40% Practical Project

ADD103 Design Skills and Technologies 2

This unit introduces students to the tools necessary to create digital and physical interfaces for human interaction. This is achieved through a combination

of practical skills and research exploring interaction design, prototyping and creative thinking. Students will be introduced to vector graphic and 3D design software, following an idea from sketch to functional prototype.

Practical and research projects will require students to: understand user interface, create a graphic user interface (GUI), build basic shapes in 3D, and prepare an object for rapid prototyping (3D printing). A research report will address the role of these processes in solving real world design problems.

Assessment: 30% Practical Project; 30% Research Presentation; 40% Practical Project

ADD104 Design Laboratory

This unit introduces students to a range of case studies of new technology in the design process. Students are required to work in team to integrate this knowledge into a design project, apply cutting edge technology and prepare a case study on technology in the design process. The unit will feature a combination of industry research, team building, experimentation and application as students employ the concepts of agile team structures to find and apply new technology to solve a design problem.

Assessment: 30% Research/Case Study; 30% Team Pitch Presentation; 40% Practical Project

ACI 102 Digital Photography

This unit introduces ideas and processes associated with digital photography.

The construction and manipulation of photographic images is creatively and critically explored through a variety of conceptual frameworks. Workflow techniques include the fundamentals of using Digital Single Lens Reflex (DSLR) cameras, colour management, RAW image processing, scanning, photo compositing in Photoshop, and the production of exhibition quality prints. Assignments and lectures provide students with an overview the medium's history and contemporary issues

Assessment: 60% capture and interpret; 40% montage

ACI101 Analogue Photography

This unit provides students with an introduction to photographic practice and camera handling techniques using 35mm format. Students will study the work of Australian and international photographers with consideration to both historical and contemporary practice. The prescribed assignments will allow students to reflect the skills, concepts and ideas discussed in classes, seminars, gallery visits and readings, as well as providing the opportunity for students to develop and express their own views and concepts.

Assessment: Camera Handling 20%. The Formal Vision 30%. Thematic Series 50%

***Assessment items are subject to change, please check Unit Outlines and Moodle page for specific assessment detail for individual units.**