

# Diploma of Design

## Course Outline, T3 2023

<b>Campus</b>	Jakarta Campus, Indonesia
<b>Intake</b>	March, July, October
<b>CRICOS</b>	097893M
<b>Course Duration</b>	Standard track (recommended) three trimesters (12 months). Fast track option available to complete two trimesters (8 months).
<b>Modes of Delivery</b>	<b>On Campus:</b> Four hours of class contact per week are allocated to each unit. <b>Online:</b> Weekly self-directed study + one hour of scheduled contact per week administered online
<b>Assessment</b>	Assessment for all units is ongoing and continuous - consisting of quizzes, written reflections, case study analysis and practical projects.  Both on-campus and online students are expected to complete assessments as per the scheduled dates provided in Unit Outlines.
<b>Course Structure</b>	Eight units must be completed and passed to be awarded the Diploma.
<b>Units</b>	
<b>Academic Integrity</b>	AAI108 Academic Integrity
<b>Employability</b>	AWL100 Your Future Direction
<b>Thematic</b>	ADD101 Design Thinking
<b>Major/Minor</b>	
- <b>Communication</b>	ADD105 Design Fundamentals ADD106 Type Foundations
- <b>Interactive and UX Design</b>	ADT102 Design Interaction ADT103 UX Fundamentals
<b>Electives options</b>	ACF103 Writing with the Camera ACF104 Screening Film History ALJ111 Introduction to Journalism ALJ112 News Reporting ALR103 Introduction to Public Relations ALR104 Strategic Communications and Writing ALA101 Advertising Principles and Practices ALA102 Creative Brand Communication ALM101 Making Social Media ALM102 Making Video

	<p>ACC100 Gutenberg to Zuckerberg: Communication in Everyday Life            ACI102 Digital Photography            ADA107 Principals of Animation            ADA102 Designing 3D Animated Environments            ALW103 Scriptwriting Fundamentals</p>
<b>Transfer to Deakin University</b>	<p>The following transfer criteria apply:</p> <ul style="list-style-type: none"> <li>• You must complete and pass eight Deakin College diploma units.</li> <li>• 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).</li> <li>• Transfer to some degrees requires specific Deakin College units to be completed in order to receive the appropriate credits (see course maps below for recommended core units).</li> </ul>
<b>Study Mode</b>	<p>We recommend you enrol in 3 or 4 units, also known as modules (75%-100% study load) per trimester in order to meet progression requirements to Deakin University, as outlined in your offer letter. If you cannot take full-time study load, you must contact the Deakin College Academic Services prior to your scheduled enrolment date for a discussion. You will not be able to enrol through the Student Portal if you try to enrol in one or two units and will need to seek assistance from your Academic Coordinator.</p>
<b>Assessments</b>	<p>Assessment items are subject to change, please check Unit Outlines for specific assessment detail for individual units each trimester.</p>

## Deakin University Campuses

**B** Melbourne Burwood Campus

**WP** Geelong Waurin Ponds Campus

**C** Cloud (online)

## Deakin University Trimester codes

**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:

A319 Bachelor of Design 109273C Burwood (Melbourne), Waurin Ponds (Geelong), Online

## Unit availability

UNIT*
<b>CORE UNIT (4 units)</b>
EMPLOYABILITY SEQUENCE and THEMATIC UNIT
<ul style="list-style-type: none"> <li>• <b>AWL100</b> Your Future Direction</li> <li>• <b>ADD101</b> Design thinking</li> </ul>
<b>plus</b>
COMMUNICATION DESIGN
<ul style="list-style-type: none"> <li>• <b>ADD105</b> Design Fundamentals</li> <li>• <b>ADD106</b> Type Foundations</li> </ul>
<b>or</b>
INTERACTIVE AND UX DESIGN
<ul style="list-style-type: none"> <li>• <b>ADT102</b> Design Interaction</li> <li>• <b>ADT103</b> UX Fundamentals</li> </ul>
<b>ELECTIVE (4 units)</b>
<ul style="list-style-type: none"> <li>• <b>ADA102</b> Designing 3D Animated Environments.</li> <li>• <b>ADA107</b> Principles of Animation</li> <li>• <b>ACF103</b> Writing with the Camera</li> <li>• <b>ACF104</b> Screening History</li> <li>• <b>ACI102</b> Digital Photography</li> <li>• <b>ALW103</b> Scriptwriting Fundamentals</li> <li>• <b>ACC100</b> Gutenberg to Zuckerberg: Communication in Everyday Life</li> <li>• <b>ALA101</b> Advertising Principles and Practices</li> <li>• <b>ALA102</b> Creative Brand Communication</li> <li>• <b>ALR103</b> Introduction to Public Relations</li> <li>• <b>ALR104</b> Strategic Communication and Writing</li> <li>• <b>ALJ111</b> Introduction to Journalism</li> <li>• <b>ALJ112</b> News Reporting</li> <li>• <b>ALM101</b> Making Social Media</li> <li>• <b>ALM102</b> Making Video (Live online only)</li> </ul>
<b>Required 0 credit point module</b>
<ul style="list-style-type: none"> <li>• <b>AAI018</b> Academic Integrity</li> </ul>

*\* Not all units are available every trimester*

## 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.

When I transfer to Deakin University, I want to study

## A319 Bachelor of Design

International Students WAM: **B 50 WP 50 C 50**

Australian Students WAM: **B 50 WP 50 C 50**

Credits for Transfer: 8

**Optional Majors offered at Deakin University include**

- Communication Design (B, WP, C)
- Interactive and UX\* Design (B, WP, C)

Fast Track (Completing In 8 months/2 trimesters) Major: Communication Design					
1 <sup>st</sup> Trimester	<b>Thematic (CORE)</b>  <b>ADD101</b> Design Thinking	<b>Major Sequence (CORE)</b>  <b>ADD105</b> Design Fundamentals	<b>Major Sequence (CORE)</b>  <b>ADD106</b> Type Foundations	<b>Elective</b>	<b>REQUIRED AAI018</b> Academic Integrity
2 <sup>nd</sup> Trimester	<b>Employability (CORE)</b>  <b>AWL100</b> Your Future Direction	<b>Elective</b>	<b>Elective</b>	<b>Elective</b>	

## Diploma of Design into Bachelor of Design Course Rules:

- Students need to complete Employability Sequence unit, Thematic unit, Major sequence and elective units plus compulsory online zero credit point unit.

**Academic Integrity Unit** : AAI018 Academic Integrity (zero credit point unit)

**Employability Sequence** : AWL100 Your Future Direction

**Thematic Unit** : ADD101 Design Thinking

## PLUS Major sequencing

### Communication Design

ADD105 Design Fundamentals

ADD106 Type Foundations

### Interactive and UX design

ADT102 Design Interaction

ADT103 UX Fundamentals

## Elective or Minor Options:

ALM102 Making Video

ALA102 Creative Brand and Communication

ADA102 Designing 3D Environments

ACF103 Writing with the Camera

ACF104 Screening History

ACI102 Digital Photography

ALW103 Scriptwriting Fundamentals

ACC100 Communication in Everyday Life

ALA101 Advertising Principles and Practices

ALR103 Introduction to Public Relations

ALR104 Strategic Communication and Writing

ALJ111 News Reporting 1

ALJ112 News Reporting 2

ALM101 Making Social Media

## Minors sequences from elective list

Communication Minor (Creative Advertising) ACC100, ALA102

Communication Minor (Digital Media) ACC100, ALM101

Communication Minor (Integrated Communication ) ACC100, ALR104

Communication Minor (Journalism) ACC100, ALJ111

Communication Minor (Photo Journalism) ACC100, ACI102

Communication Minor (Public Relations) ACC100, ALR103

Communication Minor (Social Media) ACC100, ALM101

Communication Minor (Strategic Advertising) ACC100, ALA101

## Unit Outlines

**Please ensure you check the most up to date trimester unit outlines for any content and assessment updates**

### **ACC100 Gutenberg to Zuckerberg: 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.

**Assessment 1 - Interpretation & digital objects 30%**

**Assignment 2 - Interactive presentation 30%**

**Assignment 3 - Digital Workbook 40%**

### **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 1 - Online quiz 20%**

**Assessment 2 - Group Presentation 30%**

**Assessment 3 - Research and Planning Report 40%**

### **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 1 - Advertising Challenge Tasks 20%**

**Assessment 2 - Essay 40%**

**Assessment 3 - Written Project 40%**

### **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 1 - Quizzes 20%**

**Assessment 2 - Essay 30%**

**Assessment 3 - Planning Project 50%**

### **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 1 - Online quiz 20%**

**Assessment 2 - Group planning project 40%**

**Assessment 3 - Portfolio 40%**

### **ALJ111 Introduction to Journalism**

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 1 - Research file 20%**

**Assessment 2 - News story for print media 40%**

**Assessment 3 - Multimedia news story 40%**

### **ALJ112 News Reporting**

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 1 - Social media for reporting 20%**

**Assessment 2 - Photojournalism assignment 40%**

**Assessment 3 - Video based assignment 40%**

### **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 1 - Portfolio Exercise 20%**

**Assessment 2 - Portfolio Output 40%**

**Assessment 3 - Portfolio Output 40%**



### **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 1 - Video Exercise 1 20%**

**Assessment 2 - Video Exercise 2 30%**

**Assessment 3 - Video Project & Reflection 50%**

### **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 1 - Topic tests 20%**

**Assessment 2 - Folio 1 30%**

**Assessment 3 - Folio 2 50%**

### **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 1 - A presentation task 40%**

**Assignment 2 - Online quiz 2 parts/sessions 20%**

**Assignment 3 - Final essay 40%**

### **ADF107 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.

**Assignment 1 - Animation Exercises 25%**

**Assessment 2 - Storyboard Project 30%**

**Assessment 3 - Short Film Project 45%**

### **ADD106 Design Fundamentals**

This unit introduces students to the digital tools necessary for visual communication design. Students will be introduced to the Adobe imaging suite. Consideration will be given to the theoretical concepts and implications of digital technology as they relate to other art and design processes. Techniques including digital mark making, graphic illustration, design elements and principles, creative thinking and layout explored through practical projects. This unit is a combination of practical skills and theory exploring the design elements and principals.

**Assessment 1 - Design project 30%**

**Assessment 2 - Research project 30%**

**Assessment 3 - Design project 40%**

### **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 1 - Research Essay 30%**

**Assessment 2 - Collaborative Workshop 30%**

**Assessment 3 - Final Report of Process 40%**

### **ADT103 UX Fundamentals**

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).

**Assessment 1 - Practical Project TBC**

**Assessment 2 - Research Presentation TBC**

**Assessment 3 - Practical TBC**

### **ACI102 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, color 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 1 - Capture and interpret 60%**

**Assessment 2 - Montage 40%**

### **ADA102 Designing 3D Environments**

Students will explore aspects of animation design through the creation of virtual objects and animated environments in this introductory 3D computer animation unit. Consideration will be given to how these elements can express a meaningful visual experience as students consider form, visual identity, aesthetics, and layout. Students gain a solid understanding of 3D techniques in modelling, texturing, animation, lighting, composition and rendering.

**Assessment 1 - Object design & 3D model 50%**

**Assessment 2 - Environment design 50%**