

Listed below are the elective subjects available from [Graphic Design](#)

AUTUMN		SPRING	
<b>GRP103</b> <b>Prerequisite:</b>	Intro to Digital Techn & Design Nil	<b>VPA105</b> <b>Prerequisite:</b>	Digital Publishing & Typography Nil
<b>GPR223</b> <b>Prerequisite:</b>	Digital Design Nil	<b>GRP225</b> <b>Prerequisite:</b>	Experimental Design Nil
<b>GRP224</b> <b>Prerequisite:</b>	Design for Industry Nil	<b>GRP226</b> <b>Prerequisite:</b>	Advertising & Design Nil

## Following are subject outlines giving more detailed information

**VPA105**      Digital Publishing & Typography  
**Prerequisite:**      Nil

### Introduction

This subject examines the principles and application of typography and its relationship with images and layout when designing for publishing such as magazines, web and other printed formats. It will explore similarities and differences in the avenues of expression and communication opportunities. This subject will base the exploration on a number of computer-based software and technologies.

### Objectives

By the end of this session, students should:

- understand the principles of designing with type and image;
- design and layout for a variety of publishing outcomes;
- demonstrate a critical approach to design information;
- understand the use of and employ computers in the field of design;
- work independently on digital design problems;
- competently deliver information in a seminar.

### Graduate attributes

The Graduates at the end of the course should be able to:

- apply the skills and knowledge developed in their University studies;
- exercise critical and reflective judgement;
- be independent learners with an appreciation of the requirements and characteristics of scholarship and research and the skills to obtain, evaluate, synthesise and organise information
- communicate information effectively in both written, visual and oral modes for a variety of purposes and audiences;
- work collaboratively to achieve a defined outcome;
- use modern technology for information retrieval and processing, data manipulation and analysis, and communication;
- continue to develop intellectually and utilise new learning for changing career needs.

## **Generic skills**

The graduates at the end of the course should possess the following generic skills:

- The values of academic honesty and ethical practice, including individual freedom, social justice, honesty, responsibility and intellectual virtues;
- Their personal and public responsibility for professional decisions and actions;
- Other cultures and customs and to strive for tolerance and integrity;
- The importance of a commitment to lifelong learning and the ongoing development of their intellectual pursuits and employment and career skills.

Upon completion of the course, graduates will be able to:

- Understand the technical, conceptual and professional requirements of an expanding graphic design industry, specifically in the fields of: illustration, publishing, web design, packaging, typography, campaign planning, corporate identity, advertising strategies, photography, graphics, research media production and working with clients;
- Have the capacity to communicate both verbally and visually with clients and other professional graphic designers;
- Be capable of working unsupervised or as a member of a team to resolve questions concerning the visual presentation of strategies in areas such as marketing, advertising and corporate visual identity.

## **Teaching, support and learning strategies**

For this subject there are three (3) hours of timetabled classes per week. One (1) hour will be in the VPA Theatre for lectures and two (2) hours will be in the Jack Cross Centre Room 240. You will need to allow at least another four (4) hours per week to satisfy the needs of the subject.

Please note that all mobile phones, pagers, walkmans, PDAs and other devices have to be switched off during lectures.

## **Subject requirements**

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This subject will explore integration of computer applications with a variety of alternative techniques and processes. An emphasis will be on developing a thorough analysis of the problem and exploring form, function and approach leading to innovative and imaginative solutions. The students will document all stages of the project from their initial concepts through to completion.

### **Objectives**

*Upon successful completion of this subject, students should:*

- validate various techniques and processes as a means to producing design solutions.
- use technical, creative and theoretical skills to take an idea for concept to print ready artwork have an understanding of the principles involved in designing for advertising/television, video graphics and the web
- have an understanding of the broad range of design options available in the Graphic Design profession demonstrate an ability to research, design, develop and specify editorial design solutions

### **Syllabus**

*The subject will cover the following topics:*

- editorial design - magazine /corporate publications
- pre-press
- advanced typography
- variations in design process

GRP226

Advertising & Design

Prerequisite:

Nil

Enrolment Restrictions Not for any students who have completed GRP222

### Subject forum

To assist you with your studies I will be posting messages and information on this subject's online forum. I encourage you to access this site and to also communicate with your peers and me during the session. Online forums provide an interactive teaching and learning environment that can actively raise a range of issues or insights for discussion. This discussion may extend thinking, questioning, problem solving, analysing and synthesising as you interact with other students, who have a variety of experiences, worldviews and backgrounds.

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### Objectives

By the end of this session, students should:

- understand the history and role of advertising for professional and community organisations;
- understand the function of advertising;
- produce effective advertising solutions;

### Prerequisite knowledge

Nil

### Graduate attributes

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