

# Diploma of Design

## Course Outline, T3 2021

<b>Campus</b>	Melbourne Burwood Campus
<b>Intake</b>	March, June, October
<b>CRICOS</b>	097895J
<b>Course Duration</b>	Standard track (recommended) three trimesters (12 months). Fast track option available to complete two trimesters (8 months).
<b>Teaching Methods</b>	Instruction for all units is classroom-based with four hours of class contact per week are allocated to each unit. Some units have additional practical classes.
<b>Assessment</b>	Assessment for all units is ongoing and continuous - consisting of quizzes, written reflections, case study analysis and practical projects.
<b>Course Structure</b>	Eight units must be completed and passed to be awarded the Diploma.
<b>Core Units**</b>	AAI018 Academic Integrity * ADD101 Design Thinking ADD102 Design Skills and Technologies 1 ADD103 Design Skills and Technologies 2 ACF107 Principles of Animation ACI102 Digital Photography ACF103 Writing with the Camera ADA101 Designing 3D Motion † ADA 102 Designing 3D Environments ADV101 Drawing and Illustration SIT124 Exploring I.T
<b>Elective unit options from the following :</b>	‡ <b>Electives options from the following:</b> 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 ALR104 Strategic Communication and Writing

	<p>ALJ111 News Reporting 1  ALJ112 News Reporting 2  ALM101 Making Social Media  ALM102 Making Video **</p> <p>* <i>Compulsory online zero credit point unit</i>  ** <i>Core unit option depending upon Bachelor pathway, please see individual bachelor major course map below.</i>  ‡ <i>Elective unit option availability depending upon Bachelor pathway</i>  ✕ <i>This unit may not be offered every trimester.</i></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>	<ul style="list-style-type: none"> <li>• If you are a domestic student, you can enrol in 1 to 4 units, also known as modules (25%-100% study load) each trimester. If you are seeking Centrelink assistance, you must enrol in 3 or 4 units.</li> <li>• If you are an international student, 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 your Academic Coordinator 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.</li> </ul>
<b>Assessments</b>	<ul style="list-style-type: none"> <li>• Assessment items are subject to change, please check Unit Outlines for specific assessment detail for individual units each trimester.</li> </ul>

## Units offered in each Trimester.

Unit	Trimester 3	Trimester 1	Trimester 2
	2021	2022	2022
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	✓	✓	✓
ADD103 Design Skills and Technologies 2	✓	✓	✓
ADA101 Designing 3D Motion	NA	✓	NA
ADA 102 Designing 3D Environments.	✓	✓	✓
ADV101 Drawing and Illustration	✓	✓	✓
SIT124 Exploring I.T	✓	✓	✓

# 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 <sup>st</sup> Trimester of study	<b>CORE ADD101</b> Design Thinking	<b>CORE ADD102</b> Design Skills and Technologies 1	<b>CORE COURSE ELECTIVE</b>	Core Course Elective/ or Elective Option	<b>REQUIRED AAI018</b> Academic Integrity
2 <sup>nd</sup> Trimester of study	<b>CORE ADV101</b> Drawing and Illustration	<b>CORE ADD103</b> Design Skills and Technologies 2	<b>CORE COURSE ELECTIVE</b>	Core Course Elective/ or Elective Option	

1 <sup>st</sup> Trimester of study	<b>CORE ADD101</b> Design Thinking	<b>CORE ADD102</b> Design Skills and Technologies 1	<b>CORE COURSE ELECTIVE</b>	<b>REQUIRED AAI018</b> Academic Integrity
2 <sup>nd</sup> Trimester of study	<b>CORE ADV101</b> Drawing and Illustration	<b>CORE ADD103</b> Design Skills and Technologies 2	<b>CORE COURSE ELECTIVE</b>	
3 <sup>rd</sup> Trimester of study	Core Course Elective/ or Elective Option	Core Course Elective/ or Elective Option		

Students need to complete 4 CORE units and 2 -4 Course Electives as listed above PLUS 0-2 Elective Option from the list below:

### CORE: must complete 4 units below

ADD101 Design Thinking

ADD102 Design Skills and Technologies 1

ADD103 Design Skills and Technologies 2

ADV101 Drawing and Illustration

### Core Course Elective: must select 2 to 4 units of the Course Elective below

ACI102 Digital Photography

ACF107 Principles of Animation

ALM102 Making Video

ALA102 creative Brand and Communication

ADA102 Designing 3D Environments

### Elective Options (maximum of 2 units below):

ACF103 Writing with the Camera

ACI101 Analogue Photography

ACF104 Screening History

ACF106 Screen Practices  
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

**\* Additional 1<sup>st</sup> year unit to be taken at Deakin University**

ADV102 Typography and Publication Design

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

International Students WAM: B 50 WF 50 Australian Students WAM: B 50 WF 50 Credits for Transfer: 8
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Fast Track (Completing In 8 months/2 trimesters)					
1 <sup>st</sup> Trimester of study	<b>CORE ADD101</b> Design Thinking	<b>CORE ADD102</b> Design Skills and Technologies 1	<b>CORE ADA102</b> Designing 3D Environments	<b>CORE ADV101</b> Drawing and Illustration	<b>REQUIRED AAI018</b> Academic Integrity
2 <sup>nd</sup> Trimester of study	<b>CORE ACF107</b> Principles of Animation	<b>CORE ADA101</b> Designing 3D motion	<b>CORE ADD103</b> Design Skills and Technologies 2	<b>CORE ACF103</b> Writing with the Camera	

Normal Track (Completing course in 12 months/ 3 Trimesters)				
1 <sup>st</sup> Trimester of study	<b>CORE ADD101</b> Design Thinking	<b>CORE ADD102</b> Design Skills and Technologies 1	<b>CORE ADA102</b> Designing 3D Environments	<b>REQUIRED AAI018</b> Academic Integrity
2 <sup>nd</sup> Trimester of study	<b>CORE ACF107</b> Principles of Animation	<b>CORE ADD103</b> Design Skills and Technologies 2	<b>CORE ADV101</b> Drawing and Illustration	
3 <sup>rd</sup> Trimester of study	<b>CORE ACF103</b> Writing with the Camera	<b>CORE ADA101</b> Designing 3D motion		

**CORE: must complete 8 CORE units below**

- ADD101 Design Thinking
- ADD102 Design Skills and Technologies 1
- ADD103 Design Skills and Technologies 2
- ACF107 Principles of Animation
- ADA102 Designing 3D Environments
- ADA101 Designing 3D Motion ✕
- ADV101 Drawing and Illustration
- ACF103 Writing with the Camera

✕ This unit may not be offered every trimester.

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

International Students WAM: B 50 WF 50 Australian Students WAM: B 50 WF 50 Credits for Transfer: 8
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Fast Track (Completing In 8 months/2 trimesters)					
1 <sup>st</sup> Trimester of study	CORE ADD101 Design Thinking	CORE ADD102 Design Skills and Technologies 1	CORE ADA102 Designing 3D Environments	Elective	REQUIRED AAI018 Academic Integrity
2 <sup>nd</sup> Trimester of study	CORE SIT124 Exploring I.T	CORE ADD103 Design Skills and Technologies 2	CORE ADA101 Designing 3D Motion	Elective	

Normal Track (Completing course in 12 months/ 3 Trimesters)				
1 <sup>st</sup> Trimester of study	CORE ADD101 Design Thinking	CORE ADD102 Design Skills and Technologies 1	CORE ADA102 Designing 3D Environments	REQUIRED AAI018 Academic Integrity
2 <sup>nd</sup> Trimester of study	CORE SIT124 Exploring I.T	CORE ADD103 Design Skills and Technologies 2	Elective	
3 <sup>rd</sup> Trimester of study	CORE ADA101 Designing 3D Motion	Elective		

Students need to complete 6 CORE units and 2 Electives:

**CORE: must complete 6 CORE units below**

- ADD101 Design Thinking
- ADD102 Design Skills and Technologies 1
- ADD103 Design Skills and Technologies 2
- ADA102 Designing 3D Environments
- ADA101 Designing 3D Motion ✕
- SIT124 Exploring I.T

✕ This unit may not be offered every trimester.

**PLUS elective Options (maximum of 2 units below):**

- ADV101 Drawing and Illustration^
- ACF107 Principles of Animation^
- ACI102 Digital Photography^
- ACI101 Analogue Photography
- ACF103 Writing with the Camera



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  
ALR104 Strategic Communication and Writing  
ALJ111 News Reporting 1  
ALJ112 News Reporting 2  
ALM101 Making Social Media  
ALM102 Making Video

^ recommended elective units

**\*Additional 1<sup>st</sup> year unit to be taken at Deakin University**

SIT120 Introduction to Responsive Web Apps

## 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.

**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 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 1 - Research file 20%**

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

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

## **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 1 - Social media for reporting 20%**

**Assessment 2 - Photojournalism assignment 40%**

**Assessment 3 - 40% 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%**

### **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 1 - Close Analysis 1 50%**

**Assessment 2 - Analysis 2 and Script 50%**

### **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.

**Assignment 1 – Animation Exercises 25%**

**Assessment 2 - Storyboard Project 30%**

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

### **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 1 - Practical 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%**

### **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).

**Assessment 1 - Practical Project 30%**

**Assessment 2 - Research Presentation 30%**

**Assessment 3 - Practical Project 40%**

### **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, 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%**

### **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 1 - Camera Handling 20%**

**Assessment 2 - The Formal Vision 30%**

**Assessment 3 - Thematic Series 50%**

### **ADV101 Drawing and Illustration**

Drawing skills and the speed in which you get ideas on the page, are still essential skills regardless of the broad digital environment. Conceptualising and communicating ideas in sketch form, through to having the ability to demonstrate a complex idea quickly and easily, drawing is still a process that is

valuable to a design thinker. In this unit, students will think fast and draw fast with work completed in class time. There will be time to choose your best ideas and develop them further as folio pieces but the challenge in this unit will be to conceptualise ideas and put them on paper maximising this most essential communication tool.

**Assessment 1 - Foundational Drawing Skills 30%**

**Assessment 2 - Think fast, draw fast 40%**

**Assessment 3 - Editorial Illustration & Refine 30%**

### **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%**

### **ADA101 Designing 3D Motion**

Students will learn the essentials of animation in a 3d context. They will discover how to craft simple animations, and then learn how these animations can be easily layered and tweaked to create ever more sophisticated motions. The techniques learnt in this unit, will be of value for students throughout their creative careers. The unit caters for students from a wide range of disciplinary backgrounds, with and without technological or computing backgrounds. Students are introduced to the process of capturing information from the real world, and then coalescing and refining it into a digital animated performance.

**Assessment 1 - Investigation 40%**

**Assignment 2 – Case Study 20%**

**Assignment 3 – Performance Project 40%**

