

Course Title: **Communication Design Practice I**

Course Code: **GRAD511**

Descriptor Start Date: **01/01/2023**

POINTS: **30.00**

LEVEL: **5**

PREREQUISITE/S: **DESN511**

COREQUISITE/S: **None**

RESTRICTION/S: **None**

LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

Total learning hours: 300

PRESCRIPTOR

Introduces and explores core principles, processes and techniques for communication design, alongside theories and contexts. Establishes communication design practice within a creative studio environment.

LEARNING OUTCOMES

1. Apply creative, and iterative design processes and techniques in communication design practice.
2. Explore and discuss fundamental design theories and contexts in relation to communication design practice.
3. Synthesise ideas and concepts using appropriate media, materials and technologies that communicate outcomes through a range of media and approaches.
4. Contribute to a cooperative studio environment underpinned by the guiding principles of mātauranga Māori (Māori-knowledge of the Māori world).

Disclaimer: Course descriptors may be amended between teaching periods/semesters

CONTENT

- Foundational Communication Design principles, conventions, media tools and technologies.
- Introduction to design systems and narrative structures to create content and communicate to an audience.
- Theoretical and historical concepts to contextualise knowledge and perspectives in design practice, informed through written and oral presentations.
- Techniques and processes for creativity, problem solving and media production.
- Organisational and time management skills for design practice.
- Design projects are oriented to personal and whānau or familial contexts in Communication Design, integrating both theoretical and practical learning.

LEARNING & TEACHING STRATEGIES

The pedagogical approach will emphasise student-centred learning through a blended work environment. There will be a variable mix of individual and group meetings, workshops, seminars, tutorials, presentations, guest critics and the use of Canvas (Learning Management System).

ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Formative Assessment	0.00	1 - 4
Communication Design Project	100.00	1 - 4

Grade Map

MAP1

A+ A A- Pass with Distinction
B+ B B- Pass with Merit
C+ C C- Pass
D Fail

Overall requirement/s to pass the course:

To gain a pass in this course, a student needs to submit work for all summative assessments and obtain at least a 50% passing grade overall.

LEARNING RESOURCES

No prescribed text. Recommended reading lists will be supplied.

For further information, contact: Te Ara Auaha - Faculty of Design & Creative Technologies

Principal Programme: AK3619, Te Tohu Paetahi mō te Hoahoa - Bachelor of Design

Related Programme/s: AK3352

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