



Queensland, Australia

Course Code:	COM100A
Course Name:	Information Design
Semester:	Semester 1, 2016
Program:	Certificate IV Tertiary Preparation Program
Credit Points:	10
Course Coordinator:	Shahrzad Saremi
Document modified:	11 Dec 2015 12:11:14

Teaching Team

Your lecturer/tutor can be contacted via the email system on the portal.	
Name	Email
Shahrzad Saremi	shahrzad.saremi@staff.griffithcollege.edu.au

Staff Consultation

Your lecturer/tutor is available each week for consultation outside of normal class times. Times that your lecturer/tutor will be available for consultation will be given in the first week of lectures. A list of times and rooms will be published on the Griffith College Portal under the "myTimetable" link.

Prerequisites

There are no prerequisites for this course

Brief Course Description

This course presents information design principles in order to use them effectively with desktop publishing software (MS Publisher), designing software (Adobe Photoshop or Adobe Illustrator) to design a website and video editing software (Premier Pro) for creating the video. The basics of design: Emphasis, Contrast, Balance, Flow, Repetition and Alignment, along with the most effective use of images and typography are presented in order that they are used to produce attractive and effective paper-based and electronic publications. The course is most suitable for students of design, or anyone wishing to become more skilled designing paper based publications, basic websites and designing and creating videos.

Rationale

This course is provided for potential Desktop Publishers and Website Designers and students wanting to continue studies in Information Technology, Graphic Design, Information Literacy, Business and Commerce, Hotel Management, and Fine Arts. It is relevant to a wide range of disciplines because design theory and skills practiced will benefit everyone working in an information literacy era.

Aims

The course aims to provide students with a basic understanding of the principles and elements of design, basic desktop publishing skills using MS Publisher, basic website design and development skills using Adobe Photoshop and the skills necessary to critically evaluate publications based on design theory. In addition, this course aims to apply theoretical knowledge of information design on electronic communications media by using software like Premier Pro.

In undertaking this course, students will develop the skills necessary to produce various publications including, well-designed stationery sets, postcards and brochures, using MS Publisher or Adobe Photoshop and well-designed basic websites using Adobe Photoshop or Illustrator and finally for creating a video using Premier Pro. The course aims to develop the skills and knowledge necessary for students to be competent designers of information within a computer software environment.

Learning Outcomes

Upon successful completion of this course students will be able to...

1. Students will be able to explain and demonstrate an understanding of fundamental concepts that permeate throughout the module.
2. Students will be able to apply theoretical knowledge of information design of paper-based media including posters; newspapers and magazines; stationary sets; brochures.
3. Students will be equipped to describe and demonstrate an understanding of how information design knowledge is applied for the production on paper-based media including posters; newspapers and magazines; stationery sets; brochures.
4. Students will be able to apply theoretical knowledge of information design of electronic communications media.
5. Students will demonstrate the skills in using a Web browser to access and research electronic information.
6. Students will demonstrate an understanding and explain how appropriate terminology associated with information browsing, access and information design is applied.
7. Students will be able to describe and apply various computer based information design tools, including a desktop layout and publishing package such as Microsoft Publisher and/or Dreamweaver or MSFrontPage.
8. Student will describe and demonstrate an understanding of presentation software such as Microsoft PowerPoint (optional).

Texts and Supporting Materials

Required Resources:

The required textbook for this course is:

Graham, L. (2005). Basics of Design: layout & typography for beginners (2nd Ed.). New York: Thomson Delmar Publishing.

The above text is available from the Mt. Gravatt Bookstore and will be required reading each week.

Organisation and Teaching Strategies

When you enter the COM100A classroom, from the first week you need take on the role of a Graphic Designer. Each week you are required to attend four (4) hours of class time during which you will be given job briefs, which must be completed by a certain deadline.

In the first eight (8) weeks of the course you will have three (3) activities that will be designed electronically and used as stationery sets, a poster and a brochure. The first activity will be to design for your own desktop publishing company; the second activity will be creating a poster for your first client; and the final activity creating a tourism brochure. These finished publications will design based component of your portfolio. In addition you will be required to write a critical evaluation in reflective essay form to accompany them. This assessment item will be due in week 8. There are a range of classroom and homework activities available on the portal that must be completed and submitted as part of the Paperbased Assignment

After week 8, you will commence in your role as Website Designer and you will apply the principles of information design to create one website using a critical thinking approach. You will be given a deadline for the completion of a comprehensive website, and you will evaluate your website with an appropriate heuristic tool for website usability and design. Your website will be due Week 11 and will be presented to the class in Week 11 as well. After week 11, you will commence your role as a video creator and you will apply the principles of information design to create a video. Your video will be due Week 14 and will be presented to the class in Week 14 (exam week).

During the course, you will be presented with the theoretical content of the principles and elements of design and the real-world design activities will provide you with the opportunity to put your newly learned design knowledge into practice. Please note that it will be necessary for you to complete your work on some of your activities outside of class time to meet your deadlines.

This course is delivered by blended learning mode that is face-to-face teaching plus online student resources including weekly course notes, textbook homework reading, and additional supplementary readings.

Class Contact Summary

Class Contact Summary

Attendance:

Your attendance in class will be marked twice during a four hour class. To receive full attendance, you must be present in the classroom on both occasions. Therefore, you are encouraged to attend and participate in all classes throughout the semester.

Participation in Class:

During classes each week you are expected to actively participate in exercises covering the current topic.

Consultation Times:

Attendance during consultation times is optional but you are encouraged to use this extra help to improve your learning outcomes.

Course Materials:

Weekly course notes and supplementary readings will be made available to you on the Learning@Griffith College site on the student portal which you are required to access and read before each class. You are expected to bring the necessary required course resources with you to each class so that extra notes can be added and specific activities completed. The textbook will be used each week in class.

Independent Learning:

You are expected to reinforce your learning from class time by undertaking sufficient independent study (approximately 6 hours per week outside of class time) so that you can achieve the learning outcomes of the course. This independent study will include: accessing online course material and homework activities from the textbook and supplementary readings on the Griffith College portal; completing any practical exercises for Publisher and Dreamweaver CS5, which were not completed during class time; and working on the course assignment.

Program Progression:

You are reminded that satisfactory Program Progression requires that attendance in classes is maintained at equal to or greater than 80%, and that GPA is maintained at equal to or greater than 3.5 [please see Griffith College Policy Library - Program Progression Policy - for more information].

Content Schedule

Weekly Teaching Schedule

Week	Topic	Activity	Readings
------	-------	----------	----------

1	Introduction to Computer Lab, Student Resources and Software Environment	Class	QIBT Portal, Course Notes Weeks 1
	Tools of the Trade - Design	Class	Textbook, pp. 290 - 291
	Course Outline and Overview of Software Tools	Class	QIBT Portal, Course Notes - Week 1
2	MS Publisher Introduction	Class	
	Before You Begin to Design	Class	Textbook - Chapter 1
3	Typography - Overview of Technical Terms	Class	Textbook - Chapter 10
	Design Principle 1 - Emphasis	Class	Textbook - Chapter 2
4	Design Principle 2 - Contrast	Class	Design Principle 2 - Contrast
	Typography - A Few Simple Type Rules	Class	Textbook - Chapter 10
5	MS Publisher Activity 2	Class	
	Design Principle 4 - Alignment	Class	
	Design Principle 3 - Balance	Class	Textbook - Chapter 4
6	Design Principle 6 - Flow	Class	Textbook - Chapter 7
	Design Principle 5 - Repetition	Class	Textbook - Chapter 6
7	Using Images	Class	Textbook - Chapter 8
	Using Colour	Class	Textbook - Chapter 9
8	PaperBased Assignment Due & Web Design Introduction & Web Page Design 1	Class	Web design activity & MS Publisher Activities 1 to 3 & Critique Essay- Week 8 QIBT Portal, Course Notes
9	Web Page Design 2	Class	QIBT Portal, Course Notes - Week 9
10	Web Page Design 3	Class	QIBT Portal, Course Notes - Week 10
11	Websites & Presentation of individual Website Due	Class	QIBT Portal, Course Notes - Week 11
12	Record & Edit Video	Class	QIBT Portal, Course Notes - Week 10-13
13	Record & Edit Video	Class	QIBT Portal, Course Notes - Week 10-13
14	Video Production & Presentation of Video Due	Assessment	QIBT Portal, Course Notes- Week 14 (Exam Week)

Assessment

This section sets out the assessment requirements for this course.

Summary of Assessment

Item	Assessment Task	Weighting	Relevant Learning Outcomes	Due Date
1	Topic Quiz 1	10%	1,7	7
2	Written Report & Microsoft Publisher Activities 1 to 3	30%	1,2,3,5&7	8
3	Website - Design of a working website	30%	1,2,4,6&7	11
4	Video Production- Creating a video (presented in class during Exam Week)	30%	4,7	14

Assessment Details

A series of homework and classroom exercises are designed to assist student learning the principles & elements of design as well as the needs of the client, the audience and critiquing.

Students are expected to complete the majority of their assignments in the classroom and satisfy Griffith College's requirements that assignment and activities are the students' own unique work. This especially applies to students websites. Any students who create websites or video productions for assessment who cannot demonstrate that they are the authors of the work will risk action for Academic Misconduct.

Assessment is also comprised of Quiz 1 in Week 7. The quiz will take 60 minutes and is designed to give students early feedback so that they can monitor their learning and understand the requirements necessary to succeed in this course. The Quiz consists of short answer questions and design activities using Microsoft Publisher on the principles and elements of design.

There is no mid-semester exam.

The ability to design for a client's needs, which means analysing and understanding their product and audience is, a fundamental part of Desktop Publishing. Students will be assessed in Week 8 in the Paperbased Assessment and in Week 11 in the Web design Assessment and the Video Production in Week 14 during exam week.

Paperbased designing is about using software to design products that will be printed on paper and then viewed by an audience. The Paperbased Assignment is a series of three activities all designed in Microsoft Publisher or Adobe Photoshop and then printed on paper and presented with a 1000 word critique of their work. The student must therefore design products for clients and show that they have identified an audience. Students should draw on their cultural and ethnic values as well as demonstrate they understand all the principles and elements of design when developing these products. There are a range of classroom and homework activities available on the portal that must be completed and submitted as part of the Paperbased Assignment.

Webdesign is designing using software for electronic media. Students must apply all their new knowledge regarding design and the audience to design a website suitable for an audience of their peers, on a controversial topic selected from a list provided.

By using software for electronic media to create a Video Production students will use their new knowledge to create a video on a debatable or informative topic selected from a list provided.

The video production is a **COMPULSORY** assessment item. It must be submitted in order to pass the course.

Submission and Return of Assessment Items

Normally you will be able to access your results within fourteen [14] days of the due date for submission of the assignment. ALL assessment submitted in this course must be retained by Griffith College as directed by the Australian Skills Quality Authority (ASQA) made under section 28 (1) of the National Vocational Education and Training Regulator Act 2011.

Retention of Originals

You must be able to produce a copy of all work submitted if so requested. Copies should be retained until after the release of final results for the course.

Extensions

To apply for an extension of time for an assignment, you must submit an Application for Extension of Assignment form to your teacher at least 24 hours before the date the assignment is due. Grounds for extensions are usually: serious illness, accident, disability, bereavement or other compassionate circumstances and must be able to be substantiated with relevant documentation [e.g. Griffith College Medical Certificate]. Please refer to the Griffith College website - Policy Library - for guidelines regarding extensions and deferred assessment.

Assessment Feedback

Marks awarded for assessment items will also be available on the on-line grades system on the Student Website within fourteen [14] days of the due date.

Generic Skills

Griffith College aims to develop graduates who have an open and critical approach to learning and a capacity for lifelong learning. Through engagement in their studies, students are provided with opportunities to begin the development of these and other generic skills.

Studies in this course will give you opportunities to begin to develop the following skills:

Generic Skills	Taught	Practised	Assessed
Written Communication		Yes	Yes
Oral Communication		Yes	Yes
Information Literacy	Yes	Yes	Yes
Secondary Research		Yes	Yes
Critical and Innovative Thinking	Yes	Yes	Yes
Academic Integrity		Yes	Yes
Self Directed Learning		Yes	Yes
Team Work			
Cultural Intelligence		Yes	Yes
English Language Proficiency		Yes	Yes

Additional Course Generic Skills

Additional Course Information

Academic Integrity

Griffith College is committed to maintaining high academic standards to protect the value of its qualifications. Academic integrity means acting with the values of honesty, trust, fairness, respect and responsibility in learning, teaching and research. It is important for students, teachers, researchers and all staff to act in an

honest way, be responsible for their actions, and show fairness in every part of their work. Academic integrity is important for an individual's and the College's reputation.

All staff and students of the College are responsible for academic integrity. As a student, you are expected to conduct your studies honestly, ethically and in accordance with accepted standards of academic conduct. Any form of academic conduct that is contrary to these standards is considered a breach of academic integrity and is unacceptable.

Some students deliberately breach academic integrity standards with intent to deceive. This conscious, pre-meditated form of cheating is considered to be one of the most serious forms of fraudulent academic behaviour, for which the College has zero tolerance and for which penalties, including exclusion from the College, will be applied.

However, Griffith College also recognises many students breach academic integrity standards without intent to deceive. In these cases, students may be required to undertake additional educational activities to remediate their behaviour and may also be provided appropriate advice by academic staff.

As you undertake your studies at Griffith College, your lecturers, tutors and academic advisors will provide you with guidance to understand and maintain academic integrity; however, it is also your responsibility to seek out guidance if and when you are unsure about appropriate academic conduct.

Please ensure that you are familiar with the [Griffith College Academic Integrity Policy](#); this policy provides an overview of some of the behaviours that are considered breaches of academic integrity, as well as the penalties and processes involved when a breach is identified.

For further information please refer to the Academic Integrity Policy on the Griffith College website – Policy Library.

Risk Assessment Statement

Copyright © - Griffith College

Note: For all Diploma level programs, Griffith College acknowledges content derived from Griffith University.