



1. General Course Information

1.1 Course Details

Course Code:	1513QCA
Course Name:	Computer Visualisation & Image Creation
Trimester:	Trimester 1. 2021
Program:	Diploma of Design
Credit Points:	10
Course Coordinator:	Sue Stone
Document modified:	14 Jan 2021

Course Description

This course introduces students to software for image creation, manipulation and layout composition, in both a practical and strategic sense. Students will develop and manipulate physical and digital images in both vector and pixel-based formats and explore the responsibilities and challenges of design practice through practical and reflective exercises. On completion, students will have developed elementary skills and knowledge relating to type, composition, layout, file management, and preparing files for printing and online publishing. Software used in this course is Adobe Illustrator, Photoshop and InDesign. All design and multimedia students will gain fundamental image creation, manipulation, decoding and usage skills to support on-going studies

Assumed Knowledge

Prerequisites There are no prerequisites for this course.

1.2 Teaching Team

Your lecturer/tutor can be contacted via the email system on the portal.

Name	Email
Sue Stone	sue.stone@staff.griffithcollege.edu.au

1.3 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 “Support and Services/Teacher Consultation Times” link.

1.4 Timetable

Your timetable is available on the Griffith College Portal at Class Timetable in Student and Services.

1.5 Technical Specifications

All students must have access to a computer or suitable mobile device.

2. Aims, Outcomes & Generic Skills

2.1 Course Aims

The aim of this course is to introduce students to standard design software and develop self-initiated learning skills to be able to advance knowledge and continue practice through future on-going software evolutions.

Disciplinary Skills

- Introduce: skills for learning visual media/design software; methods for vector and raster creation and manipulation; and basic principles of composition (layout, typography, colour, visual rhetoric).
- Encourage: the practice of sketching and research to improve ideation; capacity for self-directed learning using online resources.
- Introduce time management skills.

Communication and Teamwork

- Develop listening and interpersonal skills to communicate with integrity; and collaborate with others effectively and with appreciation for another's diverse perspective or differing cultural background.

Creativity and Critical Judgement

- Recognise limitations and possibilities of digital and physical media with informed knowledge to select appropriate media or software for a design problem.
- Explore a range of ideas for problem-solving through design thinking methods (creative and critical thinking).

Social Responsibility

- Gain an awareness of the impact of visual communication and understand how images are coded and can be re-coded.
- Understand the responsibilities of the designer



2.2 Learning Outcomes

After successfully completing this course you should be able to:

1. Demonstrate understanding of how social responsibility and ethics are integral to good design practice.

2. Create content for a range of visual communication media through use of software, integrated physical artworks, and by application of relevant design theories.
3. Generate ideas and solutions in response to design briefs by engaging with design thinking methods (creative and critical).



2.3 Generic Skills and Capabilities

For further details on the Generic Skills please refer to the Graduate Generic Skills and Capabilities policy.

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 and Capabilities		Taught	Practised	Assessed
Acquisition of discipline knowledge and skills with critical judgement		✓	✓	✓
Communication and collaboration		✓	✓	✓
Self-directed and active learning		✓	✓	✓
Creative and future thinking		✓	✓	✓
Social responsibility and ethical awareness		✓	✓	✓
Cultural competence and awareness in a culturally diverse environment		✓	✓	



3. Learning Resources

3.1 Required Learning Resources

****Related to project work***

Select from a range of articles regarding contemporary media, social and cultural matters.

**Reading material will be available from the course notes on the student portal.*

3.2 Recommended Learning Resources

****Related to reading the visual***

Hall, Sean (2012). "This Means This; This Means That: A User's Guide to Semiotics", London: Laurence King.

Berger, John (1972). "Ways of Seeing", London: Penguin.

****Related to typography and design***

Lupton, Ellen (2004). "Thinking with Type: A Critical Guide for Designers, Writers and Editors", Princeton

Architectural Press, New York.

•**Additional Online Software support**

The Help menu in each program www.adobe.com

3.3 College Support Services and Learning Resources

The College provides many facilities and support services to assist students in their studies. Links to information about College support resources that are available to students are included below for easy reference.

[Digital Library](#) – Databases to which Griffith College students have access to through the Griffith Library Databases.

MyStudy – there is a dedicated website for this course via MyStudy on the Griffith College Portal.

[Academic Integrity Tutorial](#) - this tutorial helps students to understand what academic integrity is and why it matters. You will be able to identify types of breaches of academic integrity, understand what skills you will need in order to maintain academic integrity, and learn about the processes of referencing styles.

Services and Support provides a range of services to support students throughout their studies including academic advice and assignment help from Student Learning Advisors, and personal and welfare support from Student Counsellors.

Jobs and Employment in the [Student Hub](#) can assist students with career direction, resume and interview preparation, job search tips, and more.

[IT Support](#) provides details of accessing support, information on s numbers and internet access and computer lab rules.

3.4 Other Information about your Learning

Attendance

You are expected to actively engage in all learning experiences and learning activities which underpin the learning content in this course. You are expected to engage with the learning content and learning activities outside of timetabled class times. This requires you to be an active agent of your learning. You are expected to bring all necessary learning resources to class such as the required textbook and /or Workbook. In addition, you are encouraged to BYOD (bring your own device) to class such as a laptop or tablet. This is not a requirement as computer lab facilities are available on campus, however, the use of such devices in the classroom is encouraged with appropriate and considerate use principles being a priority.

Preparation and Participation in Learning

In order to enhance your learning, you need to prepare before participating in the learning experiences. Absorb the learning content and complete the learning activities that are provided online before you attend the scheduled learning experiences. Make sure you complete the learning activities set each week, they are designed to support your learning. Active participation in your learning will enhance your success. Ask questions when something is unclear or when you want to bring some issue to your lecturer or tutor's attention; respond to questions to test your knowledge and engage in discussion to help yourself and others learn.

Consultation Sessions

Teachers offer extra time each week to assist students outside the classroom. This is known as 'consultation time.' You may seek assistance from your teacher on email or in person according to how the teacher has explained this to the class. Attendance during consultation time is optional but you are encouraged to use this extra help to improve your learning outcomes.

Course Learning Materials

Learning materials are made available to you in MyStudy on the Griffith College Portal. The learning materials are arranged in Modules. In each Module you will find the learning content, learning activities and learning

experiences. Actively working your way through these course learning materials together with your lecturer or tutor will prepare you to succeed when completing the evidence of learning (assessment).

Self-Directed Learning

You will be expected to learn independently. This means you must organise and engage with the course learning content even when you are not specifically asked to do so by your lecturer or tutor. The weekly guide will be helpful to organise your learning. This involves revising the weekly course learning material and completing the learning activities. It also means you will need to find additional information to evidence your learning (assessment) beyond that given to you, and to construct your own response to a question or topic. All of this requires careful planning of your time. Expect to spend, on average, at least 10 hours per week including class time for each of your courses.

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].

Teacher and Course Evaluation

Your feedback is respected and valued by your lecturers and tutors. You are encouraged to provide your thoughts on the course and teaching, both positive and critical, directly to your lecturer and tutor or by completing course and lecturer evaluations via Griffith College's evaluation tool whenever these are available.



4. Learning Content, Learning Activities and Learning Experiences

4.1 Modules for Learning and Weekly Learning Content, Learning Activities and Learning Experience

	Learning Content 	Learning experiences 	Learning activities 	Evidence of learning 	Learning outcome
Module1: Responsibility & Ethics					
1	<p>Introduction to course, software requirements, image creation and course texts.</p> <p>Design: impact, ethics & responsibility</p> <p>Thinking behind image making and digital tools for image creation.</p>	<p>Acquaintance with class peers and teacher (discover similar design interests) - <i>Padlet</i></p> <p>Mind mapping & cultural sensitivities (group discussion / dot point notes / mind map) <i>Padlet "Thinking" map/s</i> with groups in breakout rooms</p> <p>Find out about partner to create partner-word sketch (Work in pairs) - <i>Zoom break-out rooms</i></p>	<p>Get software tools</p> <p>Create sketch of 'partner-word' based on discovery experience</p> <p>Complete reading in preparation for next week Berger's "Ways of Seeing" (<i>YouTube video</i>)</p>	<p>Work towards Béhance Folio</p> <p><i>Project 1: 'Discovery'</i></p>	1
Module 2: Image Creation					
2	<p>Introduction to reading the visual</p> <p>Working with rasters</p> <p>Berger's "Ways of Seeing" (<i>YouTube video</i>).</p>	<p>Discuss reading – <i>Zoom break-out groups</i> / "Post" sample images to reflect ideas discovered - <i>Padlet</i>. This becomes a joint reference resource for future work.</p> <p>Review 'partner-word' sketch - <i>Moodle Forum</i></p> <p>Explanation/demo: Project 1 physical image construction (<i>Online +</i></p>	<p>Working with rasters: <i>Video + Notes H5P</i></p> <p>Prepare word-sketch</p> <p>Create physical image assemblage</p> <p>Complete flipped learning content in prep for following week (type material)</p>	<p>Work towards Béhance Folio</p> <p><i>Project 1: 'Discovery'</i> - word-sketch / physical assemblage construction</p>	2





		<i>You Tube backup for revision).</i>			
3	Working with type (<i>Video + Notes</i>)	<p>Problem-solve flawed raster images (working in groups explore and discuss) <i>Zoom break-out groups</i></p> <p>Photograph and exhibit constructed image <i>Padlet Wall</i></p> <p>Demo (<i>Zoom session</i>) - setup and upload to Béhance / overview of Béhance layout template</p> <p>Play kerning game (online) while Béhance folio access checks and troubleshooting takes place.</p>	<p>Setup Béhance Account</p> <p>Advanced layout and text formatting techniques (<i>YouTube Demo</i>)</p> <p>Preparing files for remote use (packaging/exporting to pdf) (<i>YouTube Demo</i>)</p> <p>Advanced image prep (<i>YouTube Demo</i>)</p>	Work towards Béhance Folio <i>Project 2: 'Ferns'</i> – complete image + layout and upload	2
4	Introduction to vectors (<i>You Tube video + Notes</i>)	<p>Colour management - develop colour palette, screen-grab and post <i>Padlet Wall</i></p> <p>Drawing primitives - create first of 8 compositions after contributing sketch ideas to group <i>Padlet</i> and playing 'Luck of the Draw' to determine theme</p>	<p>Managing multi page documents (<i>You Tube</i>)</p> <p>Revise colour palette best practice (<i>Quick YouTube "How to"</i>)</p> <p>Drawing primitives (<i>You Tube instructions/Demo</i>)-- 8 compositions to be completed</p>	Work towards Béhance Folio <i>Project 3: 'Design Story'</i> – complete 8 vector shape compositions	2
5	Advanced vector drawing (<i>YouTube + Notes</i>) Order Out of Chaos: Grids, hierarchy & design elements and principles (<i>YouTube + Notes</i>)	<p>Showcase compositions from previous week-animated gif posted to <i>Padlet</i></p> <p>Play (Online) Bezier game / Play Adobe game</p>	Vectors across software (free-form shapes and manipulation) (<i>YouTube instructions/Demo</i>)-- 4 compositions to be completed	Work towards Béhance Folio <i>Project 3 cont: 'Design Story'</i> – complete 4 vector pen pattern compositions	2
6	Digital image technical considerations and advanced image editing (<i>YouTube + Notes</i>)	<p>Preparation of portrait image for auto trace– <i>Zoom demo</i>, discussion, <i>YouTube backup</i></p> <p>Sample image preview posted to <i>Padlet</i> or <i>Forum</i></p>	<p>Advanced drawing manipulation (compound paths, masks envelopes, auto-trace) - (<i>You Tube Video demo for support</i>).</p> <p>Create limited spot-colour portraits with auto-trace and original patterns using <i>illustrator</i> – “vector outcome” - <i>YouTube Demo</i>.</p> <p>Advanced image manipulation (quality greyscale / effects) - <i>YouTube Demo</i>.</p> <p>Create limited spot-colour portrait composition in <i>InDesign</i> – “raster outcome” - <i>YouTube Demo</i>.</p>	<p>Work towards Béhance Folio <i>Project 4 'Mug'</i> – Indd layout with greyscale raster images + AI vector auto-trace</p> <p>All images submitted as evidence of learning (<i>this forms part 1 of the Béhance folio assessment</i>)</p>	2
Assessment Due: Béhance part 1 - (Image creations)					
Module 3: Ideas and solutions in response to design briefs					
7	Design process (creative thinking) Cognitive mapping	<p>Project 3: 'Design Story'— Idea development: discuss client brief requirements and theme (<i>Break-out groups</i>).</p> <p>Project 3: 'Design Story'— Cognitive mapping + rapid sketch demo</p> <p>Create own mapping and rapid sketches for peer review. (Add to Béhance template and upload)</p> <p>Provide feedback to peers on ideas for Project 3: 'Design Story'</p>	<p>Project 3: 'Design Story' artworks completion—create additional vector elements, complete layout options and finalise '<i>design process reporting</i>' in Béhance template,</p> <p>Project 1: 'Discovery complete layout - <i>YouTube Demo</i>.</p>	Work towards Béhance Folio <i>Project 3 cont: 'Design Story'</i> – complete all artworks	2, 3
8	Project work	Visual communication: tips and questions to consider in analytical	Project 1: 'Discovery complete	Work towards Béhance Folio	2, 3

		appraisals of project outcomes. (Further discussion in break-out groups)	layout - <i>YouTube Demo</i> . Create Photoshop product mock-ups - <i>YouTube Demo</i> . Project 1–4: complete written critical reflections and finalise 'design process reporting' in Béhance template.	<i>Project 1: 'Discovery' – complete all artworks</i> <i>All projects: finalise process reporting material and upload</i>	
Assessment Due: Béhance (Final)					
Module 4: Design Project (Illustrator & Studio Practice)					
9	Assessment brief. Overview of printing production methods and artwork requirements	Design theory, and technical requirements for digital artworks (Understanding separations) – Discussion/demonstration	Overview of reporting document Read article for project 3, and make selection Develop mapping and rapid sketches in response to chosen article		1–3
10	Project work	Post ideas to forum for peer review Evaluate ideas proposed Project development and consultations	Setting up a tracing template in Illustrator - (<i>YourTube Demo</i>) Ink and separation management - (<i>YourTube Demo</i>) Develop project illustration using Adobe Illustrator		1–3
11	Project work	Checking technical criteria / trouble-shooting – discussion and demonstration.	Explore and experiment with options (iterative adjustments) – YouTube demo for support Develop most effective idea through use of vector illustration		1–3
12	Project work & submission				1–3
Assessment Due: Illustrator & Studio Practice					



5. Evidence of Learning (Assessment Plan)

5.1 Evidence of Learning Summary

	 Evidence of learning	 Weighting	 Learning outcome	 Due Date
1	Béhance Folio – (Part 1 Image creation)	30%	2	Week 6
2	Béhance Folio – (Final)	30%	2, 3	Week 8
3	Illustrator & Studio Practice	40%	2 – 3	Week 12

5.2 Evidence of Learning Task Detail

Folio Journal

Type: Portfolio/Log of learning Activities

Learning Objectives Assessed: 2 – 3

Due Date: Week 6 (image creations) and Week 8 (final solutions to client briefs)

Weight: 30% (Part 1) & 30% (Final)

Task Description:

- **The folio**, within an online platform, serves as a repository for your creative works, including relative development and process material; as well as design rationales and critical reflections in support of the project exhibited. The journal should be developed in an ongoing process developed in student's own time and during class tutorial sessions. This requires bringing relevant files to class sessions (whether in class or online), each week for discussion and ongoing work progression.
- Developing a professional online presence in the creative community is an important self-promotional tool for those wanting to have careers in the creative industries,
- A list of expected journal content is detailed in the assessment brief available on the portal.

Criteria & Marking:

Image components of the folio will be submitted digitally and complete projects for the folio are to be uploaded to Béhance.

Assessment criteria are as follows:

- technical resolution
- design resolution

Self-assessment: Does not contain self-assessment activities.

2 Illustrator & Studio Practice

Type: Assignment - Practice-based Assignment

Learning Objectives Assessed: 1 – 3

Due Date: Week 12

Weight: 40%

Task Description:

- Students will develop an illustrative outcome and create the necessary digital files to accommodate specific output requirements, as specified in the detailed design brief. The illustration developed will be in response to a chosen journal article based on a theme of "Social issues expose".
- The following image creation methods will be explored and assessed.
 - * vector illustration using Illustrator to output digital files that satisfy technical criteria as detailed in the design brief;
- The final submission components include the following:
 - * project development process and design rationale document (created in InDesign). final art files as needed to produce the output,
 - * presentation via pdf and uploading to online folio.

Criteria & Marking:

The project will be submitted digitally and presented in the Béhance Folio.

Assessment criteria are as follows:

- technical resolution 40%
- design resolution 60%

Self-assessment: Does not contain self-assessment activities.

5.3 Late Submission

An evidence of learning (assessment) item submitted after the due date, without an approved extension from the Course Coordinator, will be penalised. The standard penalty is the reduction of the mark allocated to the

assessment item by 5% of the maximum mark applicable for the assessment item, for each working day or part working day that the item is late. Evidence of learning items submitted more than five working days after the due date are awarded zero marks.

Please refer to the Griffith College website - Policy Library > Assessment Policy for guidelines and penalties for late submission.

5.4 Other Information about Evidence of Learning

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.

Requests for extension

To apply for an extension of time for an evidence of learning item, 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 Student Medical Certificate](#)]. Please refer to the Griffith College website - Policy Library - for guidelines regarding extensions and deferred assessment.

Return of Evidence of Learning Items

1. Marks awarded for in-trimester evidence of learning items, except those being moderated externally with Griffith University, will be available on the Student Portal within fourteen [14] days of the due date. This does not apply to the final evidence of learning item in this course (marks for this item will be provided with the final course result).
2. Students will be advised of their final grade through the Student Portal. Students can review their final exam papers after student grades have been published. Review of final exam papers will not be permitted after the final date to enrol.
3. Marks for **all** evidence of learning items including the final exam (if applicable) will be recorded in the Moodle Course Site and made available to students through the Moodle Course Site.

The sum of your marks of evidence of learning items in this course does not necessarily imply your final grade for the course. Standard grade cut off scores can be varied for particular courses, so you need to wait for the official release of grades to be sure of your grade for this course.

6. Policies & Guidelines

Griffith College assessment-related policies can be found in the [Griffith College Policy Library](#) which include the following policies:

Assessment Policy, Special Consideration, Deferred Assessment, Alternate Exam Sitting, Medical Certificates, Academic Integrity, Finalisation of Results, Review of Marks, Moderation of Assessment, Turn-it-in Software Use. These policies can be accessed using the 'Document Search' feature within the [Policy Library](#)

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.

In the case of an allegation of a breach of academic integrity being made against a student he or she may request the guidance and support of a Griffith College Student Learning Advisor or Student Counsellor.

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 Griffith College website - Policy Library > Academic Integrity Policy

Reasonable Adjustments for Assessment – The Disability Services policy

The Disability Services policy (accessed using the Document Search' feature with the [Policy Library](#)) outlines the principles and processes that guide the College in making reasonable adjustments to assessment for students with disabilities while maintaining academic robustness of its programs.

Risk Assessment Statement

There are no out of the ordinary risks associated with this course.

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