

DSDN 101

DESIGN VISUALISATION

Course Outline

Trimester 1, 2014



GENERAL

Trimester 1; 15 points

ASSESSMENT

100% internal by assignment

CLASS TIMES AND LOCATIONS

LECTURES:	Tues		08:30 – 09:20	Room: LT1
STUDIO:	Tues	Stream A	09:30 - 10:50	Room: VS 101
		Stream B	11.00 - 12:20	Room: VS 101
	Fri	Stream A	08:30 - 10:20	Room: VS 101
		Stream B	10:30 - 12:20	Room: VS 101

COORDINATOR

Coordinator

Name: Nan O'Sullivan
Room: WIG 303
Phone: 463 6223
Office Hours: Thurs: 10:00am – 12:00
Email: nan.osullivan@vuw.ac.nz

For Tutor details please visit the course blog via: blackboard.vuw.ac.nz

COMMUNICATION OF ADDITIONAL INFORMATION

Any changes or additions to this Course Outline will be discussed and agreed with the class, and conveyed via email or through the course blog on the School of Design Teaching and Learning website: blackboard.vuw.ac.nz

PRESCRIPTION

Introduction to theories and practices of visual communication, investigated explicitly through various modes of visualisation across a wide range of media including web based media. Taught from an explicitly design perspective, emphases are given to expressive conceptual, contextual and formal modes.

COURSE CONTENT

This is a core course in the first year of the Bachelor of Design Innovation. The course introduces students to, and develops their fluency in, visualisation methods specific to the representation of design elements and images, and how they potentially change over time. These are investigated through hand drawing and several digital techniques that can include photography, motion graphics, animation, and video.

COURSE LEARNING OBJECTIVES

Students who pass this course will be able to:

- 1: Demonstrate and integrate an understanding of design education; its approaches, strategies and expectations.
- 2: Interpret a project/design brief
- 3: Demonstrate an ability to abstract design ideas through an iterative and analytical approach
- 4: Experiment and explore historical, cultural and contemporary influences on design both individually and collectively
- 5: Construct, sketch and/or storyboard preliminary design ideas via analogue, digital and time based media
- 6: Critique using specific visual language strategies, verbally, and in a written format a self- directed and evolving design focus that engages with specific and relevant contexts.

TEACHING FORMAT

The design studio operates at three levels of instruction: the whole class, the tutorial group, and the individual. The studio thus involves both collective and individual participation from individuals in the group. Tutors will be in the studio at all scheduled times undertaking group and individual instruction and reviewing project work. On-going discussion will be critical to the development of your design work. The Course Coordinator will be available during tutorial times and scheduled office hours to answer any of the specific questions that you might have.

All course materials, project descriptions, important dates, reference materials and required readings will be available on the course blog, located on the School of Design Teaching and Learning website, see:

blackboard.vuw.ac.nz

MANDATORY COURSE REQUIREMENTS

There are no specific mandatory requirements other than those listed under Assessment.

WORKLOAD

Attendance and participation is an important aspect of the learning process, and you are required to attend all lectures and studio (tutorial) sessions.

If extraordinary circumstances arise that require you to be absent from some class sessions, you should discuss the situation with the Course Coordinator as soon as possible.

You should be expected to spend around 150 hours on this course, including both scheduled class time and independent study. Typically this involves around 10 hours per week during the 12 teaching weeks, with the balance during the mid-trimester break, study week, and examination period.

Please check out the link below with information on Studio Courses:

www.victoria.ac.nz/fad/faculty-administration/current-students#studioculturepolicy

ASSESSMENT

INITIAL ASSESSMENT 1 BOOTCAMP

Bootcamp is structured to enable the student to appreciate and engage with the expectations within the First Year Design environment of the Design School. This is intended to allow the student to demonstrate and integrate an understanding of design education; its approaches, strategies and expectations over the trimester. Each session over the initial two weeks of the trimester will introduce the student to fundamental ideas, vocabularies, routines and strategies of teaching and learning adopted in the first year and seen as vital to the students understanding and success.

PROJECT 1 IDENTIFY AND TRANSFORM

The challenge for this project is to identify and transform the familiar through analytical and iterative drawing techniques. Through replication, transformation and abstraction of images and objects, the drawings will translate into your own interpretations. You will be introduced to various techniques and medium for visually presenting your ideas.

PROJECT 2 REVEAL AND SHIFT

The purpose of this project is to explore culture through the use of visual language in order to create a short movie sequence in Adobe's Flash software. The final work will express cultural identity and meaning. The students will learn to work within design constraints to achieve specific outcomes. They will acquire a basic understanding of motion graphics and learn about the relationship and inter-play of design and graphic composition coupled with motion and sound.

PROJECT 3 SHIFT AND SHAKE

The challenge is to create a short 'clip' or video that deals explicitly with a critical design idea/issue. The clip will be between 40 – 60secs in total length and will be required to fit a number of predefined criteria. Students are encouraged to "shift and shake" a design standpoint to help others understand and recognise SPECIFIC design intent.

Student Blogs:

As a student in the first year programme you are required to set up a blog on Blackboard for each of your core courses: DSDN111, 101, and 171. The blog will be the forum in which you will demonstrate the various parts undertaken in your design process as well as the documentation of your final work. Your blog will be a central part of your assessment and, as such, should be maintained regularly and according to deadlines outlined in project briefs, lectures and tutorials.

Assessment items and workload per item		Due	%	CLOs
1	Boot camp and Feedback Report Assessment requirements include: Engagement with and the implementation of feedback given during and at the conclusion of the introductory boot camp.	14 th March	5%	1,2
2	Project 1 Identify and transform Assessment requirements include: All submission requirements as outlined in the project brief and submission of all relevant PBA's	31st March	25%	3,5,6
3	Project 2 Reveal and Shift Assessment requirements include: All submission requirements as outlined in the project brief and submission of all relevant PBA's	13 th May	25%	4,5,6
4	Project 3 Shift and Shake Assessment requirements include: All submission requirements as outlined in the project brief and submission of all relevant PBA's	June 6 th	25%	2,4,5,6
5	Progress Based Assessments Assessment requirements include: 10 x Weekly studio based tasks executed and submitted in studio. Each PBA is worth 1% with an additional 10% of the assessment calculated accumulatively upon skill and/or knowledge progression over the trimester.	On- going till 6 th June	20%	1,2,3

Failure to attempt less than 7 out of the 10 progress based assessments (PBA's) could result in a failing grade for this part of the course assessment.

The School has a long tradition of providing *critical review* of student work as it progresses especially in design projects. For further information please refer to the Website below:

www.victoria.ac.nz/fad/faculty-administration/current-students/faqs#criticalreview

All grades posted during this course are only provisional results until confirmed by the School Examiners Committee which meets after the examination period.

Note: Victoria's grading system is changed for Trimester 1, 2014 with the introduction of a new C- grade.

<http://www.victoria.ac.nz/students/study/progress/grades>

SUBMISSION AND RETURN OF WORK

Much of the first year work will be submitted digitally. Please refer to each project brief for full submission requirements. Each student is responsible for ensuring their work is submitted to their Course Tutor or Course Coordinator on time and in the required format as denoted in each project brief. Work submitted late must be submitted to the Course Coordinator. Late submissions will be penalised as set out below under Penalties, unless an extension is approved by the Course Coordinator.

EXTENSIONS

In the event of illness or other extraordinary circumstances that prevent you from submitting and/or presenting a piece of work on time, or that you feel adversely affect the quality of the work you submit, it is important that you discuss your circumstances with the Course Coordinator as soon as possible so that appropriate arrangements may be made. You should complete an Application for Extension form (available from the Faculty Office) for the Course Coordinator to approve. You will also need to provide suitable evidence of your illness or other circumstances. In an emergency, or if you are unable to contact the Course Coordinator, you should advise the Faculty Office of your situation.

PENALTIES

If no extension has been approved by the course coordinator the following penalties will be applied:

- Failure to personally present work at any scheduled graded review will result in an automatic failing grade of E (maximum mark of 39%) for the work being reviewed. Any inability to present at a review must be discussed with the course coordinator.
- Work submitted late will receive a failing grade of E (maximum mark of 39%);
- Any work not submitted within 5 working days of the due date will be recorded as a non-submission (0%).

REQUIRED MATERIALS AND EQUIPMENT

Students will need to provide all materials and equipment as necessary for the completion of required work.

Specific tools and materials are essential to beginning your study in the School of Design. As the year progresses you may find that you require other tools and materials that can often be sourced from the faculty Resource Centre, art supply, craft and hardware stores located nearby. A list of required, recommended and suggested items is available in the orientation hand book.

SET TEXTS and RECOMMENDED READING

Readings may be recommended in each project brief to extend and broaden the focus to understanding

SCHEDULE OF SESSIONS DSDN101

Week Month	Day	Date	Lecture/location	Tutorial	PB A	ACTIVITY	
Week 9 February	M	24				Orientation Week	
	TU	25					
	W	26					
	TH	27					
	F	28					
Week 10 March	M	3	BOOTCAMP			Trimester 1 Begins	
	TU	4					
	W	5					
	TH	6					
	F	7					
Week 11 March	M	10					
	TU	11			PBA 1		
	W	12					
	TH	13					
	F	14	BOOTCAMP ENDS				<i>This is the last date that you can withdraw with a full fees refund</i>
Week 12 March	M	17					
	TU	18	LECTURE 1	Tutorial	PBA 2		Pro 1 hand out
	W	19					
	TH	20					
	F	21		Tutorial 2			
Week 13 March	M	24					
	TU	25	LECTURE 2	Tutorial 3	PBA 3		
	W	26					
	TH	27					
	F	28		Tutorial 4			
Week 14 March/April	M	31				Pro 1 hand in Pro 2 hand out	
	TU	1	LECTURE 3	Tutorial 5	PBA 4		
	W	2					
	TH	3					
	F	4		Tutorial 6			
Week 15 April	M	7					
	TU	8	LECTURE 4	Tutorial 7	PBA 5		
	W	9					
	TH	10					
	F	11		Tutorial 8			
Week 16 April	M	14					
	TU	15	LECTURE 5	Tutorial 9	PBA 6		
	W	16					
	TH	17					
	F	18					Good Friday – holiday
Week 17 April	M	21				Easter Monday – holiday Mid-Trimester Break	
	TU	22				Easter Tuesday – VUW holiday	
	W	23					
	TH	24					
	F	25				Anzac Day – holiday	
Week 18	M	28					

April	TU	29				
	W	30				
	TH	1				
	F	2				
Week 19 May	M	5				
	TU	6	LECTURE 6	Tutorial 10	PBA 7	
	W	7				
	TH	8				
Week 20 May	F	9		Tutorial 11		
	M	12				
	TU	13	LECTURE 7	Tutorial 12	PBA 8	Pro 2 hand in Pro 3 hand out
	W	14				
	TH	15				
Week 21 May	F	16	AssocDean's	Tutorial 13 approval reqd	for withdrawal	from Tri 1 courses.
	M	19				
	TU	20	LECTURE 8	Tutorial 14	PBA 9	
	W	21				
	TH	22				
Week 22 May	F	23		Tutorial 15		
	M	26				
	TU	27	NO LECTURE	Tutorial 16	NO PBA	
	W	28				
	TH	29				
Week 23 June	F	30		Tutorial 17		
	M	2				Queen's Birthday – holiday
	TU	3	LECTURE 9	Tutorial 18	PBA 10	
	W	4				
	TH	5				
Week 24 June	F	6		Tutorial 19		PRO 3 handin
	M	9				Study/Examination Period
	TU	10				
	W	11				
	TH	12				
Week 25 June	F	13				Examination Period begins
	M	16				
	TU	17				
	W	18				
	TH	19				
Week 26 June	F	20				
	M	23				
	TU	24				
	W	25				
	TH	26				
Week 27 June/July	F	27				
	M	30				
	TU	1				
	W	2				Examination Period ends
	TH	3				Mid-year Break begins
	F	4				

CLASS REPRESENTATIVES

The Faculty of Architecture and Design operates a system of Class Representatives in 100-level courses, and Year Representatives in each of the professional disciplines. Student Representatives are elected during a class session in the first week of teaching. All Student Representatives will be listed on the STUDiO notice board in the Atrium, and the relevant Representatives are also listed on studio notice boards. Student Representatives have a role in liaising between staff and students to represent the interests of students to the academic staff, and also in providing students with a communication channel to STUDiO and the Student Representation organiser.

Class Rep name and contact details:

STUDENT FEEDBACK

The Course Coordinator will discuss feedback from previous students at an appropriate time during the course.

Student feedback on University courses may be found at www.cad.vuw.ac.nz/feedback/feedback_display.php.]

OTHER IMPORTANT INFORMATION

The information above is specific to this course. There is other important information that students must familiarise themselves with, including:

- Academic Integrity and Plagiarism: www.victoria.ac.nz/home/study/plagiarism
- Aegrotats: www.victoria.ac.nz/home/about/avcacademic/publications2#aegrotats
- Academic Progress: www.victoria.ac.nz/home/study/academic-progress (including restrictions and non-engagement)
- Dates and deadlines: www.victoria.ac.nz/home/study/dates
- Faculty Current Students site: www.victoria.ac.nz/fad/faculty-administration/current-students
- Grades: <http://www.victoria.ac.nz/students/study/progress/grades>
- Resolving academic issues: www.victoria.ac.nz/home/about/avcacademic/publications2#grievances
- Special passes: www.victoria.ac.nz/home/about/avcacademic/publications2#specialpass
- Statutes and policies including the Student Conduct Statute: www.victoria.ac.nz/home/about/policy
- Student support: www.victoria.ac.nz/home/viclife/student-service
- Students with disabilities: www.victoria.ac.nz/st_services/disability
- Student Charter: www.victoria.ac.nz/home/viclife/student-charter
- Student Contract: www.victoria.ac.nz/home/admisenrol/enrol/studentcontract
- Turnitin: www.cad.vuw.ac.nz/wiki/index.php/Turnitin
- University structure: www.victoria.ac.nz/home/about
- VUWSA: www.vuwsa.org.nz