

INSTITUTE OF DESIGN. ULLADULLA

founded by Karl von Busse

Training and Assessment Strategy: Overall Competency mapping

Course Outline: 21874VIC Diploma of Graphic Design

NTIS Course Code and Name:	21874VIC Diploma of Graphic Design
Course Duration:	1 year, 2 semesters, 720 hours face to face (20 hours per week) plus a minimum of 360 hours supervised studio time (10 hours per week) or total minimum of 1080 hours per year (equals a minimum of 30 hours per week over minimum of 4) Note: additional supervised studio laboratory hours are available up to a maximum of 1600 hours including an additional 10 hours per week and 2 blocks of 1 week each in mid semester and post semester to finalise work –refer to attached timetable.
Entry Requirements Target Groups:	<p>Completion of School Certificate (Year 10) or equivalent.</p> <p>To enter the 21874VIC Diploma of Graphic Design candidates will be required to show skill in:</p> <ul style="list-style-type: none">• drawing and design skills• detail and originality of graphic designs and other art work• visual acumen and originality <p>This may be done through a range of means such as a portfolio of work, an interview, education record, etc.</p> <p>Also, an individual enrolling in the 21874VIC Diploma of Graphic Design or the 21873VIC Advanced Diploma of Graphic Design needs to demonstrate the literacy and numeracy skills required to undertake a diploma or advanced diploma level qualification.</p> <p>The literacy and numeracy competencies should be equivalent to National Reporting System (NRS) Level http://www.nrs.dest.gov.au</p>

	Overseas students need IELTS of 5.5 (Academic Module) with no band lower than 5.0. Further, the test result should not be more than 2 years prior to commencing study at IDU. If the student is in Australia the above requirements would apply. If the student is overseas they could send (via email, letter, web site or DvD) school results, evidence of portfolio showing drawing and design skill. Where the student doesn't have a portfolio they may be asked to undergo an aptitude test. Skype may be used for an interview.
Course Outcomes:	The Diploma of Graphic Design 21874VIC will provide training in drawing, design skill areas, OHS, sustainable practices, management, marketing and working with others.
Licensing/regulatory requirements (if applicable):	Not applicable.
Workplace assessment (if applicable):	Not applicable.
Contact per hours per week	20 hours face to face and additional minimum 10 hours supervised studio laboratory work up to a maximum of 20 hours supervised studio laboratory work (minimum total = 30 hours per week, maximum total = 4-0 hours per week –refer to attached timetable).
Delivery Time	Face to face hours over 4 days per week; either Monday-Thursday or Tuesday to Friday. Studio time available over 5 days per week, Monday to Friday. Refer to timetable 8.30am-12noon and 1.00pm-5.30pm By negotiation additional studio laboratory hours available on weekends
Timetables	Refer appendix A
Maximum number of OS students undertaking the course	8

Delivery Mode	Fulltime, Face-to-face
Trainers allocated	Refer to Staff matrix for this course
Resources	<p>Design Library + type library</p> <p>2 labs of computers</p> <p>1 multi functional room. Can re configured for use as drawing room, design room or presentation room</p> <p>36 iMac computers</p> <p>36 x Adobe CS5 Design Premium Suite (Illustrator, Photoshop, inDesign, Acrobat pro, Dreamweaver)</p> <p>12 x MS office (Word, Powerpoint, Excel)</p> <p>Screen broadcast – projector facilities for presentation room</p> <p>Internet access</p> <p>Print Room: A4 and A3 Colour printer</p> <p>A3 Colour Scanner (and send to email)</p> <p>3 x Lightboxes</p> <p>Workbenches</p> <p>3 x Cutting tables</p> <p>Laminator</p> <p>Glue machine</p>

Course Structure:

Subject Code and Name	Face to Face Hours	Units of Competency/Modules	Assessment Tasks
Semester 1	(Nominal hours)		
GD001 The Graphic Design Industry Including: Design Business studies Concept & Marketing	90 (135 - 180)	VPAU010 Analyse and implement sustainable work practices CUFSAF01B Follow health safety and security procedures VPAU011 Apply research and critical analysis to inform artistic and design practice CUSADM09A Address legal and administrative requirements BSBSBM403A Promote the business	Exercise 1 - promote the business – Concept generation through ideation – 040311 Exercise 2 – promote the business – Product research – 110311 Exercise 3 – promote the business – Ads with an USP – 240311 Task 1 – promote the business – Product Launch – 310311 Task 2 – promote the business – Create a campaign for a small business – 140411 Exercise 4– Professional Development for the Designer – 210311 Task 3 - Apply research and critical analysis to inform artistic and design practice – Create your own identity – 020311 Exercise 5 - Apply research and critical analysis to inform artistic and design practice – Moodboard – 020311 Exercise 6 - Apply research and critical analysis to inform artistic and design practice – Design influences – 090311 Exercise 7 – Apply research and critical analysis to inform artistic and design practice – Writing a brief - 230311 Exercise 8 – Apply research and critical analysis to inform artistic and design practice – Design to a brief – 230311 Exercise 9 –Apply research and critical analysis to inform artistic and design practice – Brand styles - 300311 Exercise 10 – Apply research and critical analysis to inform artistic and design practice – Designing solutions – 300311 Exercise 11 – Follow health safety and security procedures - OH&S – 230511 Exercise 12 – Address legal and administrative requirements - Legal & copyright issues – 060611

			Exercise 13– Analyse and implement sustainable work practices – How do agencies make money - 200611
		VPAU014 Manage creative and professional self	<p>Task 3 - Manage creative and professional self - Create your own identity - 020311</p> <p>Exercise 5 - Manage creative and professional self - Create your own identity – Mood board – 020311</p> <p>Exercise 6 - Manage creative and professional self – Design influences – 090311</p> <p>Exercise 7 – Manage creative and professional self – Writing a brief - 230311</p> <p>Exercise 8 – Manage creative and professional self – Design to a brief – 230311</p> <p>Exercise 9 – Manage creative and professional self – Brand styles - 300311</p> <p>Exercise 10 – Manage creative and professional self – Designing solutions – 300311</p>
GD002 Computer Graphics 1	90 (135 - 180)	<p>CUVVSP12A Produce digital images</p> <p>ICPPP252B Output images</p> <p>VPAU249 Produce and create graphics in response to a brief</p>	<p>Task 1– Produce digital images - Image Manipulation 1</p> <p>Task 1– Output images - Image Manipulation 1</p> <p>Task 1– Produce and create graphics in response to a brief - Image Manipulation 1</p> <p>Task 2 – Produce digital images - Illustration Techniques</p> <p>Task 2 – Output images - Illustration Techniques</p> <p>Task 2 – Produce and create graphics in response to a brief - Illustration Techniques</p> <p>Task 3 – Produce digital images - Image Manipulation 2</p> <p>Task 3 – Output images - Image Manipulation 2</p> <p>Task 3 – Produce and create graphics in response to a brief - Image Manipulation 2</p> <p>task4 – Produce digital images - Type, Layout and Integration</p> <p>Task 4 – Output images - Type, Layout and Integration</p> <p>Task 4 – Produce and create graphics in response to a brief - Type, Layout and Integration</p> <p>Task 5 – Produce digital images - Illustrations and Logos</p> <p>Task 5 – Output images - Illustrations and Logos</p> <p>Task 5 – Produce and create graphics in response to a brief - Illustrations</p>

			and Logos
		VPAU053 Produce and scan complex digital images for reproduction	<p>Task 1 – Produce and scan complex digital images for reproduction - Image Manipulation 1</p> <p>Task 2 – Produce and scan complex digital images for reproduction - Illustration Techniques</p> <p>Task – Produce and scan complex digital images for reproduction - Image Manipulation 2</p> <p>Task 4 – Produce and scan complex digital images for reproduction - Type, Layout and Integration</p> <p>Task 5 – Produce and scan complex digital images for reproduction - Illustrations and Logos</p>
GD003 Typography 1 Including: Typography Layout	90 (135 - 180)	VPAU050 Produce typography in response to a brief	<p>Exercise 1 - Produce typography in response to a brief – Write like an Egyptian</p> <p>Exercise 2 - Produce typography in response to a brief – good and bad type</p> <p>Exercise 3 - Produce typography in response to a brief – Using type to create look and feel</p> <p>Task 1- Produce typography in response to a brief – Use type to create style and feel</p> <p>Task 2 - Produce typography in response to a brief – Create a wordmark</p> <p>Exercise 3 - Produce typography in response to a brief – Create a wordmark</p> <p>Exercise 4 - Produce typography in response to a brief – Type identification</p> <p>Task 3 - Produce typography in response to a brief – Masthead and magazine design.</p>
		VPAU051 Create page layouts in response to a brief	<p>Exercise 1 - Create page layouts in response to a brief – Reverse Brief</p> <p>Exercise 2 – Create page layouts in response to a brief – Grids and Guides</p> <p>Task 1 – Create page layouts in response to a brief – Fashion Look Book</p> <p>Task 2 – Create page layouts in response to a brief – Wrong Layout</p> <p>Task 3 – Create page layouts in response to a brief – Creating Layouts With Constraints</p>
GD004 Drawing 1 Including:	90	VPAU012 Use advanced drawing techniques to represent and	<p>Exercise 1 - Use advanced drawing techniques to represent and communicate concepts – Drawing to a grid 1, 2, 3 & 4</p> <p>Exercise 2 - Use advanced drawing techniques to represent and</p>

Illustration techniques Drawing in design	(135 - 180)	communicate concepts CUVDSP02A Develop self as designer	communicate concepts – Light and Shade 1, 2, 3, 4 & 5 Exercise 3 - Use advanced drawing techniques to represent and communicate concepts – Still Life Exercise 4 - Use advanced drawing techniques to represent and communicate concepts – Perspective 1, 2, 3 Task 1 - Use advanced drawing techniques to represent and communicate concepts –Trade Show Stand Task 2 - Develop self as designer - Graphic Designers Experimentation and Process Work Task 3 - Use advanced drawing techniques to represent and communicate concepts - Design Industry Communication Techniques Exercise 5 - Use advanced drawing techniques to represent and communicate concepts - Design Industry Communication Techniques Exercise 6 - Develop self as designer - Concept Book Cover Exercise 7 - Use advanced drawing techniques to represent and communicate concepts - Concept Book Cover
Semester 2			
GD005 Computer Graphics 2 Including: Design for print Packaging design	90 (135 - 180)	VPAU056 Create design concepts from a brief to produce 2 dimensional artwork to finished art stage	Exercise 1 – create design concepts to produce 2d – advertising analysis Task 1 – create design concepts to produce 2d – brand identity Task 2 – create design concepts to produce 2d – brand identity guidelines Task 3 – create design concepts to produce 2d – design application
		VPAU057 Create design concepts from a brief to produce 3 dimensional artwork to finished art stage	Exercise 1 – create design concepts to produce 3d – packaging samples Exercise 2 – create design concepts to produce 3d – packaging test Exercise 3 – create design concepts to produce 3d – apply graphics to 3d object Exercise 4 – create design concepts to produce 3d – card sculpture Task 1 – create design concepts to produce 3d – packaging design
GD006 Graphic Design Production 1 Including:	90	VPAU055 Produce art work from concept to finished art	Exercise 1 – Produce artwork from concept – Design for print Exercise 2 – Produce artwork from concept – Finished art for print Exercise 3 – Produce artwork from concept – finished art production

<p>Production</p> <p>Design for production</p> <p>Web design</p>	<p>(135 - 180)</p>	<p>stage</p> <p>CUEFIN01B Develop a budget</p> <p>CUVCRS16A Prepare text and graphic files for print Processing</p> <p>VPAU058 Produce files for multimedia production and display</p>	<p>Exercise4 – Develop a budget – print costs</p> <p>Exercise 5 – Develop a budget – design project costs</p> <p>Exercise 6 - Prepare text and graphic files for print Processing – finished art production</p> <p>Exercise 7 - Prepare text and graphic files for print Processing – Producing files for production</p> <p>Exercise 8 - Prepare text and graphic files for print Processing – Print Quiz</p> <p>Task 1 - Prepare text and graphic files for print Processing - Finished art for print</p> <p>Task 2 - Prepare text and graphic files for print Processing – Graphic Design Production</p> <p>Exercise 9 – Produce files for multimedia production – website mapping and planning</p> <p>Exercise 10 – Produce files for multimedia production – website design</p> <p>Task 3 – Produce files for multimedia production – website design</p>
<p>GD007 Illustration 1</p> <p>Including:</p> <p>Digital illustration</p> <p>Design concept and communication</p> <p>Colour theory</p>	<p>90 (135 - 180)</p>	<p>VPAU054 Produce a concept from a given brief</p> <p>CUVDSP11A Research and apply techniques for illustrative work</p> <p>CUVDES05A Interpret and respond to a brief</p>	<p>Exercise 1 – Produce a Concept – Colour theory</p> <p>Exercise 2 – Produce a Concept – Colour in motion</p> <p>Task 1 – Produce a Concept – Colour theory quiz</p> <p>Exercise 3 – Produce a Concept – Using colour in design</p> <p>Task 2 – Produce a Concept – Applying colour in design</p> <p>Exercise 4 – Research and apply techniques – image composition</p> <p>Exercise 5 – Research and apply techniques – Pens and blends</p> <p>Exercise 6 – Research and apply techniques – advanced illustration techniques</p> <p>Task 3 – Research and apply techniques – Pens and blends</p> <p>Task 4 – Research and apply techniques – Children’s book</p> <p>Exercise 5 – Interpret and respond – Creating your vision</p> <p>Task 6 – Interpret and respond – Portfolio presentation</p>
<p>GD008 Major Project 1</p>	<p>90 (135)</p>	<p>VPAU013 Apply the elements and principles of Design</p>	<p>Task 1 - Apply the elements and principles of Design – Harbour Feast</p> <p>Task 2 – Plan and implement a Assessment in the workplace – Harbour Feast</p>

		<p>VPAU015 Plan and implement a Assessment in the workplace</p>	<p>Exercise 1 - Apply the elements and principles of Design – Guidelines Task 3 - Plan and implement a Assessment in the workplace – Poster and Flyer Exercise 2 - Apply the elements and principles of Design – Poster and Flyer Exercise 3 - Plan and implement a Assessment in the workplace – Guidelines Exercise 4 - Apply the elements and principles of Design – Create Corporate Stationery Exercise 5 - Plan and implement a Assessment in the workplace – Create Corporate Stationery Exercise 6 - Apply the elements and principles of Design – Show bags Exercise 7 - Plan and implement a Assessment in the workplace – Show bags Exercise 8 - Apply the elements and principles of Design – Advertising Exercise 9 - Plan and implement a Assessment in the workplace – Advertising Exercise 10 - Apply the elements and principles of Design – Packaging Exercise 11 - Plan and implement a Assessment in the workplace – Packaging Exercise 12 - Apply the elements and principles of Design – Way finding signage Exercise 13 - Plan and implement a Assessment in the workplace – Way finding signage</p>
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APPENDIX A

Graphic Design Timetable

IDU Campus, on site, face to face and supervised studio time Semester 1, 2011

21874VIC Diploma of Graphic Design

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Sat/Sunday
8.30am-9.30am	Supervised Studio laboratory work Rooms: GD1 / GD2	Supervised Studio laboratory work Rooms: GD1 / GD2	Supervised Studio laboratory work Rooms: GD1 / GD2	Supervised Studio laboratory work Rooms: GD1 / GD2	Supervised Studio laboratory work Rooms: GD1 / GD2	
9.30am-12.00pm	GD001 Computer Graphics 1 John Rivers Room GD1	GD004 Drawing 1 – Drawing Techniques Mark Woszczalski Room FD2	GD001 The Graphic design Industry – Design Jac Wallace Room GD1	GD001 The Graphic design Industry – Concept & Marketing Ian Brown Room FD2	Supervised Studio laboratory work Rooms: GD1 / GD2	By appointment only Supervised Studio laboratory work Rooms: GD1 / GD2
12.00-1.00pm	Lunch	Lunch	Lunch	Lunch	Lunch	
1.00-3.30pm	GD004 Drawing 1 – Concept and Communication Jac Wallace Room FD2	GD003 Typography – Layout Jac Wallace Room GD1	GD003 Typography Ian Brown Room GD1	GD001 Computer Graphics 1 John Rivers Room GD1	Supervised Studio laboratory work Rooms: GD1 / GD2	
3.30-5.30pm	Supervised Studio laboratory work Rooms: GD1 / GD2	Supervised Studio laboratory work Rooms: GD1 / GD2	Supervised Studio laboratory work Rooms: GD1 / GD2	Supervised Studio laboratory work Rooms: GD1 / GD2	Supervised Studio laboratory work Rooms: GD1 / GD2	

Graphic Design Timetable

IDU Campus, on site, face to face and supervised studio time Semester 2, 2011

21874VIC Diploma of Graphic Design

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Sat/Sunday
8.30am-9.30am	Supervised Studio laboratory work Rooms: GD1 / GD2	Supervised Studio laboratory work Rooms: GD1 / GD2	Supervised Studio laboratory work Rooms: GD1 / GD2	Supervised Studio laboratory work Rooms: GD1 / GD2	Supervised Studio laboratory work Rooms: GD1 / GD2	
9.30am-12.00pm	GD007 Illustration 1 Digital Illustration John Rivers Room GD1	GD005 Computer Graphics 2 Design for print Ian Brown Room GD2	GD007 Illustration 1 Design Concept and Communication Jac Wallace Room GD1 GD006 Graphic Design Production 1 Web design Jac Wallace	GD005 Computer Graphics 2 Packaging Design Ian Brown Room GD1	Supervised Studio laboratory work Rooms: GD1 / GD2	By appointment only Supervised Studio laboratory work Rooms: GD1 / GD2
12.00-1.00pm	Lunch	Lunch	Lunch	Lunch	Lunch	
1.00-3.30pm	GD008 Major Project 1 Jac Wallace Room GD1	GD008 Major Project 1 Jac Wallace Room GD1	GD006 Graphic Design Production 1 Production Ian Brown Room GD1 GD007 Illustration 1 Colour theory Ian Brown Room GD1	GD006 Graphic Design Production 1 Design for production John Rivers Room GD1	Supervised Studio laboratory work Rooms: GD1 / GD2	
	Supervised Studio	Supervised Studio	Supervised Studio	Supervised Studio	Supervised Studio	

3.30-5.30pm	laboratory work Rooms: GD1 / GD2	laboratory work Rooms: GD1 / GD2	laboratory work Rooms: GD1 / GD2	laboratory work Rooms: GD1 / GD2	laboratory work Rooms: GD1 / GD2	
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Each semester runs 20 weeks (18 face to face weeks, 1 mid semester production week and 1 post semester completion week)

Total available hours per 2 semesters: 40 x 40 = 1600 hours including a minimum of 720 face to face hours and a minimum of 360 studio hours (10 hours per week) up to a maximum of 720 hours (20 hours a week) plus mid semester and post semester week of 40 hours each to an absolute maximum of 1600 hours. Additional hours available to students on weekends by arrangement.

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Training and Assessment Strategy: Overall Competency mapping

Course Outline: 21873VIC Advanced Diploma of Graphic Design

NTIS Course Code and Name:	21873VIC Advanced Diploma of Graphic Design
Course Duration:	1 year, 2 semesters, 720 hours face to face (20 hours per week) plus a minimum of 360 hours supervised studio time (10 hours per week) or total minimum of 1080 hours per year (equals a minimum of 30 hours per week over minimum of 4) Note: additional supervised studio laboratory hours are available up to a maximum of 1600 hours including an additional 10 hours per week and 2 blocks of 1 week each in mid semester and post semester to finalise work –refer to attached timetable.
Entry Requirements:	<p>To enter the 21873VIC Advanced Diploma of Graphic Design candidates should demonstrate skills and knowledge of the competencies listed in the 21874VIC Diploma of Graphic Design. This may be through the completion of the Diploma of Graphic Design or equivalent.</p> <p>Also, an individual enrolling in the 21874VIC Diploma of Graphic Design or the 21873VIC Advance Diploma of Graphic Design needs to demonstrate the literacy and numeracy skills required to undertake a diploma or advanced diploma level qualification.</p> <p>The literacy and numeracy competencies should be equivalent to National Reporting System (NRS) Level 4.</p>

	<p>http://www.nrs.dest.gov.au</p> <p>Overseas students need IELTS of 5.5 (Academic Module) with no band lower than 5.0. Further, the test result should not be more than 2 years prior to commencing study at IDU. Overseas students would also need to demonstrate skills and knowledge of the competencies listed in the 21874VIC Diploma of Graphic Design. This may be through the completion of the Diploma of Graphic Design or equivalent.</p>
Course Outcomes:	The Advanced Diploma of Graphic Design 21874VIC will provide training to extend and enhance drawing, design skill areas and enhance management and business skills.
Licensing/regulatory requirements (if applicable):	Not applicable.
Workplace assessment (if applicable):	Not applicable.
Contact per hours per week	20 hours face to face and additional minimum 10 hours supervised studio laboratory work up to a maximum of 20 hours supervised studio laboratory work (minimum total = 30 hours per week, maximum total = 4-0 hours per week –refer to attached timetable).
Delivery Time	<p>Face to face hours over 4 days per week; either Monday-Thursday or Tuesday to Friday. Studio time available over 5 days per week, Monday to Friday. Refer to timetable</p> <p>8.30am-12noon and 1.00pm-5.30pm</p> <p>By negotiation additional studio laboratory hours available on weekends</p>

Timetable	Refer appendix A
Maximum number of OS students undertaking the course	8
Delivery Mode	Fulltime, Face-to-face
Trainers allocated	Refer to Staff matrix for this course
Resources	<p>Design Library + type library</p> <p>2 labs of computers</p> <p>1 multi functional room. Can re configured for use as drawing room, design room or presentation room</p> <p>36 iMac computers</p> <p>36 x Adobe CS5 Design Premium Suite (Illustrator, Photoshop, inDesign, Acrobat pro, Dreamweaver)</p> <p>12 x MS office (Word, Powerpoint, Excel)</p> <p>Screen broadcast – projector facilities for presentation room</p> <p>Internet access</p> <p>Print Room: A4 and A3 Colour printer</p> <p>A3 Colour Scanner (and send to email)</p> <p>3 x Lightboxes</p> <p>Workbenches</p> <p>3 x Cutting tables</p> <p>Laminator</p> <p>Glue machine</p>

Course Structure:

Subject Code and Name	Face to Face Hours	Units of Competency/Modules	Assessment Tasks
Semester 1	(Nominal hours)		
GD009 Computer Graphics 3	90 (135 - 180)	VPAU095 Create design concepts to produce artwork to finished art stage	Task 1 - Create design concepts to produce artwork to finished art stage - Catalogue Design and Artwork Task 2 - Create design concepts to produce artwork to finished art stage – Brand ID and Application Brief Exercise 1 - Create design concepts to produce artwork to finished art stage – Continuous Graphics Exercise 2 - Create design concepts to produce artwork to finished art stage – Clipping Paths Exercise 3 - Create design concepts to produce artwork to finished art stage – catalogue research Exercise 4 - Create design concepts to produce artwork to finished art stage – shadows (drop, floor, cast) and reflections (cast) Exercise 5 - Create design concepts to produce artwork to finished art stage – alpha channels Exercise 6 - Create design concepts to produce artwork to finished art stage – magazine cover Exercise 7 - Create design concepts to produce artwork to finished art stage – offset, stroke, emboss, bevel Exercise 8 - Create design concepts to produce artwork to finished art stage – Advertising Examples Task 3 - Create design concepts to produce artwork to finished art stage – Brand ID Artwork Task 4 - Create design concepts to produce artwork to finished art stage – Grand Format Artwork Exercise 9 - Create design concepts to produce artwork to finished art stage – Prepare a Project Work Plan Exercise 10 - Create design concepts to produce artwork to finished art

			<p>stage – Manipulating Images and Image Resolution</p> <p>Exercise 11 - Create design concepts to produce artwork to finished art stage – Stock Images</p>
GD010 Major project 2	90 (135 - 180)	CUSADM05A Develop and implement a business/strategic plan	<p>Exercise 1- Develop and implement a business/strategic plan – Five Ways</p> <p>Exercise 2 - Develop and implement a business/strategic plan – Five things</p> <p>Exercise 3 - Develop and implement a business/strategic plan – Research Questions</p> <p>Exercise 4 – Develop and implement a business/strategic plan – Project Management</p> <p>Exercise 5 - Develop and implement a business/strategic plan – Project Timeline</p> <p>Exercise 6 - Develop and implement a business/strategic plan – Brainstorming Ideas</p> <p>Exercise 7 – Develop and implement a business/strategic plan – Ways to change the world</p> <p>Exercise 8 - Develop and implement a business/strategic plan – Information Design</p> <p>Exercise 9 – Develop and implement a business/strategic plan – Planning Research 1</p> <p>Exercise 10 - Develop and implement a business/strategic plan – Planning Research 2</p> <p>Task 1 - Develop and implement a business/strategic plan - Design for change</p> <p>Task 2 - Develop and implement a business/strategic plan – Design Proposition</p> <p>Task 3 - Develop and implement a business/strategic plan – Map my world</p> <p>Task 4 - Develop and implement a business/strategic plan – project proposal brief</p>
GD011 Illustration 2 Including	90 (135 -	VPAU059 Use complex drawing techniques to represent and	<p>Exercise 1 - Use complex drawing techniques to represent and communicate thematically connected concepts – DVD research</p> <p>Task 1 - Use complex drawing techniques to represent and</p>

Digital illustration Advanced Illustration	180)	communicate thematically connected concepts	communicate thematically connected concepts – Illustration and Communication Task 2- Use complex drawing techniques to represent and communicate thematically connected concepts – Refine Edge Task 3 - Use complex drawing techniques to represent and communicate thematically connected concepts – vanish point Task 4 - Use complex drawing techniques to represent and communicate thematically connected concepts – google Task 5 - Use complex drawing techniques to represent and communicate thematically connected concepts – coasters Task 6 - Use complex drawing techniques to represent and communicate thematically connected concepts – DVD interface
GD012 Advanced Typography	90 (135 - 180)	VPAU092 Apply research and critical analysis to extend artistic and design practice	Exercise 1 - Apply research and critical analysis to extend artistic and design practice – Sample Ads Exercise 2 - Apply research and critical analysis to extend artistic and design practice – Offer Flash Task 1 - Apply research and critical analysis to extend artistic and design practice – Car Brand Task 2 – Apply research and critical analysis to extend artistic and design practice – Golf Club Exercise 3 - Apply research and critical analysis to extend artistic and design practice – Exhibition research Task 3 - Apply research and critical analysis to extend artistic and design practice – Design exhibition
Semester 2			
GD013 Computer Graphics 4 Including Presentations Design	90 (135 - 180)	CUSGEN05A Make presentations CUSGEN03A: Collaborate with colleagues in planning and producing a project.	Exercise 1 – Make presentations – portfolio strategies Exercise 2 – Make presentations – presentation techniques Exercise 3 – Make presentations – portfolio planning Task 1 – Make presentations – create portfolio Exercise 4 – Collaborate with colleagues – planning group projects Exercise 5 – Collaborate with colleagues – Concept generation in groups Task 2 – Collaborate with colleagues – produce a group project
GD014 Web Design 1	90 (135 -	CUFMEM10A Design and create a multimedia	Exercise 1 – Design and create a Multimedia interface – planning a complex website

GD014 Web Design 1	90 (135 - 180)	CUFMEM10A Design and create a multimedia interface	<p>Exercise 1 – Design and create a Multimedia interface – planning a complex website</p> <p>Exercise 2 – Design and create a Multimedia interface – technical specifications</p> <p>Exercise 3 – Design and create a Multimedia interface – motion graphics</p> <p>Task 1– Design and create a Multimedia interface – motion graphics</p> <p>Task 2 – Design and create a Multimedia interface – Web design</p>
GD015 Illustration 3 Including Advertising Branded environment	90 (135)	VPAU093 Develop a design in response to a complex design brief	<p>Exercise 1 – Develop a design to complex design brief – project planning</p> <p>Exercise 2 – Develop a design to complex design brief – branding in a 3d environment</p> <p>Exercise 3 – Develop a design to complex design brief – retail branding</p> <p>Exercise 4 – Develop a design to complex design brief – advertising strategies</p> <p>Exercise 5 – Develop a design to complex design brief – planning a multi media campaign</p> <p>Task 1 – Develop a design to complex design brief – Create a branded environment</p> <p>Task 2 – Develop a design to complex design brief – Create a multi media advertising campaign</p>
GD016 Major Project 3	90 (135 - 180)	VPAU094 Interpret and respond to a complex product/graphic design commission or brief	<p>Exercise 1 – Interpret and respond – interpret and planning a complex design brief</p> <p>Exercise 2 – Interpret and respond – scope and sequence of a complex project</p>

Elective Subjects			
GD030 Graphic Design Research	45	LMTGN6003B Research and evaluate processes and products	<p>Exercise – Research and evaluate processes and products – Global Trends</p> <p>Exercise – Research and evaluate processes and products – The Strategic Plan</p> <p>Assessment – Research and evaluate processes and products – Research and Evaluate Process and products</p>

GD031 Graphic Trends	90	CUVDSP02A Develop self as designer	Exercise 1 – Develop self as designer – Project Map Task 1 – Develop self as designer – Find and Document International Trends
GD032 Graphic Project	90	CUSGEN05A Make presentations CUVDES05A Interpret and respond to a brief	Task 1 – Make presentations – Presentation of research material Exercise 1 – Interpret and respond to a brief – Research Map Task – Interpret and respond to a brief – Document and Assess Trend Information

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APPENDIX A

Graphic Design Timetable IDU Campus, on site, face to face and supervised studio time

Semester 1, 2011

21873VIC Advanced Diploma of Graphic Design

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Sat/Sunday
8.30am-9.30am	Supervised Studio laboratory work Rooms: GD1 / GD2	Supervised Studio laboratory work Rooms: GD1 / GD2	Supervised Studio laboratory work Rooms: GD1 / GD2	Supervised Studio laboratory work Rooms: GD1 / GD2	Supervised Studio laboratory work Rooms: GD1 / GD2	
9.30am-12.00pm	GD010 Major Project Emily Pacey Room GD2	GD009 Computer Graphics 3 John Rivers Room GD2	GD012 Advanced Typography Ian Brown Room GD2	GD0011 Illustration 2 Digital Illustration John Rivers Room GD2	Supervised Studio laboratory work Rooms: GD1 / GD2	By appointment only Supervised Studio laboratory work Rooms: GD1 / GD2
12.00-1.00pm	Lunch	Lunch	Lunch	Lunch	Lunch	
1.00-3.30pm	GD010 Major Project Emily Pacey Room GD2	GD011 Illustration 2 Mark Woszczalski Room GD2	GD009 Computer Graphics 3 Computer Concepts Jac Wallace Room GD2	GD012 Advanced Typography Ian Brown Room GD2	Supervised Studio laboratory work Rooms: GD1 / GD2	
3.30-5.30pm	Supervised Studio laboratory work Rooms: GD1 / GD2	Supervised Studio laboratory work Rooms: GD1 / GD2	Supervised Studio laboratory work Rooms: GD1 / GD2	Supervised Studio laboratory work Rooms: GD1 / GD2	Supervised Studio laboratory work Rooms: GD1 / GD2	

Graphic Design Timetable

IDU Campus, on site, face to face and supervised studio time

Semester 2, 2011

21873VIC Advanced Diploma of Graphic Design

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Sat/Sunday
8.30am-9.30am	Supervised Studio laboratory work Rooms: GD1 / GD2	Supervised Studio laboratory work Rooms: GD1 / GD2	Supervised Studio laboratory work Rooms: GD1 / GD2	Supervised Studio laboratory work Rooms: GD1 / GD2	Supervised Studio laboratory work Rooms: GD1 / GD2	
9.30am-12.00pm	GD016 Major Project 3 Emily Pacey Room GD2	GD011 Web Design 1 Jac Wallace Room GD2	GD016 Major Project 3 Emily Pacey Room GD2	GD2GD015 Illustration 3 Advertising Ian Brown Room GD2	Supervised Studio laboratory work Rooms: GD1 / GD2	By appointment only Supervised Studio laboratory work Rooms: GD1 / GD2
12.00-1.00pm	Lunch	Lunch	Lunch	Lunch	Lunch	
1.00-3.30pm	GD013 Computer Graphics 4 Presentations John Rivers Room GD2	GD011 Web Design 1 Jac Wallace Room GD2	GD015 Illustration 3 Branded Environment Jac Wallace Room GD2	GD013 Computer Graphics 4 Design Ian Brown Room	Supervised Studio laboratory work Rooms: GD1 / GD2	
3.30-5.30pm	Supervised Studio laboratory work Rooms: GD1 / GD2	Supervised Studio laboratory work Rooms: GD1 / GD2	Supervised Studio laboratory work Rooms: GD1 / GD2	Supervised Studio laboratory work Rooms: GD1 / GD2	Supervised Studio laboratory work Rooms: GD1 / GD2	

Each semester runs 20 weeks (18 face to face weeks, 1 mid semester production week and 1 post semester completion week)

Total available hours per 2 semesters: 40 x 40 = 1600 hours including a minimum of 720 face to face hours and a minimum of 360 studio hours (10 hours per week) up to a maximum of 720 hours (20 hours a week) plus mid semester and post semester week of 40 hours each to an absolute maximum of 1600 hours. Additional hours available to students on weekends by arrangement.