

DES533 Communication Design Workshop

Level: 5

Credit Units: 2.5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY REGULAR SEMESTER

Synopsis:

Communication messages that are intentionally designed play significant roles in our daily lives. Very often, designers need to deal with a large amount of data from various sources; determine the nature of the information, such as procedures, processes, classifications, principles, etc.; establish their relationships, and represent the processed information in an organised, clear, and visually engaging manner. Students will explore methods and tools to enable them to make sense of any given problem space, project idea, experience, and process to surface insights, facilitate idea generation, and solve problems. Furthermore, students will have the opportunity to experiment with appropriate design elements and selected design principles to produce visually engaging design documentation.

Topics:

- Design documentation: What, why, and how?
- Mapping and organising information
- Breaking down the principles of design
- Understanding typography and colour theory
- Communicating with imagery
- Untangling the mess with layout and composition

Learning Outcome:

- Discuss the purpose and the components of effective design communication and documentation.
- Examine the common design methods and tools and their role in design projects.
- Organise information from multiple sources using appropriate methods, principles, and tools for communication purposes.
- Create appropriate design documentation that captures the design ideas, process, rationale, and outcome.
- Critique design works and provide constructive feedback using relevant design vocabulary principles.

Assessment Strategies - Regular Semester (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	GROUP BASED ASSIGNMENT 1	50
Overall Examinable Components	ECA	50
Total		100

*The information listed is subject to review and change.