

## MODULE OUTLINES

### **COMM2278 NEW MEDIA, NEW ASIA**

In this course you will be introduced to digital media cultures and how these play out in Asian contexts. The theoretical approaches are drawn from a technosocial approach to digital culture, which may include convergence, participatory media, networks, co-presence, and communities. You will explore relationships between social media and mainstream mass media, and the emergent socialities and visualities associated with internet practices in Asia.

### **GRAP2262 COMMUNICATION DESIGN PROFESSIONAL PRACTICE**

Communication design is a profession that spans creative and commercial pursuits. Designers need to be entrepreneurial regardless of being employed or self-employed.

In this course you will explore the commercial and professional side of design: how a range of design businesses are setup and run; the value of design artefacts and concepts; professional, ethics and legal, and intellectual property obligations; and entrepreneurial strategies.

You will explore Asia/ Pacific regional design organisations and practices. You will build your knowledge of the region and its design industries and specialisations.

### **GRAP2644 STUDIO 3 COMMUNICATION DESIGN**

Design Studios aim to develop, apply and test your communication design skills, and form the foundation of our inquiry based learning and teaching.

Design Studio learning is iterative and generative. It allows you to construct your own creative design practice as you move through the programme.

At this level you will be expected to take risks and challenge conventions in order to test the limits of your design prowess.

You will be able to choose from a range of Studio projects, framed by themes of Communication Design Craft, Strategy and Futures. Details of each project are set out in the individual studio guides. During your programme of study you will have the opportunity to select Studio options from each of these programme themes.

You will work with students from different levels and entry points in the programme, supported through a range of seminars, lectures and workshop activities.

This course includes a work integrated learning experience in which your knowledge and skills will be applied and assessed in a real or simulated workplace context and where feedback from industry and/ or community is integral to your experience.

#### **GRAP2250 STUDIO 4 COMMUNICATION DESIGN**

This design studio provides an advanced level of engagement in communication design. It represents the transition towards becoming an emerging creative practitioner.

At this level you will be expected to develop your position in relation to contemporary practice and the creative industries, framed by a sound knowledge of the place of communication design in society. An emphasis on global practice and design innovation is part of the focus of this studio.

You will be able to choose from a range of Studio projects; framed by themes of Communication Design Craft, Strategy and Futures. Details of each project are set out in the individual studio guides. During your programme of study you will have the opportunity to select studio options from each of these programme themes.

You will work with students from different levels and entry points in the programme, supported through a range of seminars, lectures and workshop activities.

#### **COMM2279 MANAGING A COMMUNICATION BUSINESS**

This course provides a theoretical and practical framework for managing a communication business, whether you're in a small enterprise or a large organisation. This can apply to communication management in diverse fields of practice, including advertising, media, journalism or public relations. In this course you will look at management from the point of the initial research and planning for a business, to legal and financial issues, and to marketing and dealing with clients. You will consider communication business in market contexts, considering broader industry, economic and social trends.

#### **GRAP2263 EXTENDING COMMUNICATION DESIGN EXPERTISE**

This course is designed to give you the opportunity to extend your expertise in a field of communication design, such as illustration, book as object, packaging, typography, web and mobile development, event design and experimental practices.

Through projects, presentations and coursework you will develop concepts and skills to compliment Communication Design Studios. You are encouraged to push the boundaries of design, take risks and experiment with different techniques and materials.

There is an emphasis on technique and making in this course. The works you produce will demonstrate a high level of crafting and attention to detail.

#### **GRAP2252 STUDIO 5 COMMUNICATION DESIGN**

This final design studio is your opportunity to define yourself as a designer with a breadth of knowledge and ability and a depth of attainment in your chosen field.

In this course, you will be expected to consolidate your position in contemporary practice and the creative industries. You will demonstrate your abilities to analyse, synthesise, evaluate, and apply your design skills within complex problems.

In this studio you will produce persuasive design outcomes that will inform your capstone course.

You will be able to choose from a range of Studio projects; framed by themes of Communication Design Craft, Strategy and Futures. Details of each project are set out in the individual studio guides. During your programme of study you will have the opportunity to select studio options from each of these programme themes.

***RMIT University reserves the right to change the module outlines when deem necessary.***

**Updated as at 3 March 2016**

You will work with students from different levels and entry points in the programme, supported through a range of seminars, lectures and workshop activities.

### **COMM2731 INTERDISCIPLINARY COMMUNICATION PROJECT**

In this course you will explore the interdisciplinary environment of the contemporary communications professional through project work, often with community partners.

Upon successful completion of this course, you will be able to:

- Compare and contrast different professional perspectives and approaches across the communication disciplines.
- Identify and apply principles and strategies for working in interdisciplinary teams.
- Apply knowledge and skills in communication, collaboration and project management within an interdisciplinary team.
- Critically reflect on your role in projects, the collaborative process of working in interdisciplinary teams and areas for improvement for your future professional practice.

### **GRAP2633 COMMUNICATION DESIGN CAPSTONE PROJECT**

This capstone course requires you to define and demonstrate your own design practice to a professional standard.

As a capstone experience it is designed to enable you to synthesise and integrate knowledge, connect theory and practice as well as demonstrate holistic achievement of programme learning outcomes.

You will identify the area within the design community/industry that is most relevant to your practice. This forms a context for your proposition: 'What I bring to design practice/ what design gives me'.

From this experience you will design and produce a design profile made up of your ideas about your future and a suite of design/communication artefacts.