



MOUNT PLEASANT  
COLLEGE

CERTIFICATE II  
CREATIVE INDUSTRIES – INTERACTIVE  
**UNIT OUTLINE**  
2018

**BSBDES201 - Follow a design process**  
*Graphic Design*

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mountpleasant  
college

## **Graphic Design (BSBDES201 - Follow a design process)**

### **Unit session plans**

<b>SESSION</b>	<b>SUBJECT</b>	<b>RESOURCES</b>
1	Introduction: Introduction to the unit	
2	Lecture: The design process & writing a creative brief	Lecture slides
3	Lecture: Visual research & introduction to design principles and elements	Lecture slides
4	<b>Submission: Assessment 1</b> Introduction to Assessment 2	<b>Assessment 1</b> Unit outline
5	Feedback: individual Continue working on Assessment 2	Assessment 1
6	Feedback: group Continue working on Assessment 2	Assessment 1
7	Feedback: individual Continue working on Assessment 2	Assessment 1
8	<b>Submission: Assessment 2</b> Lecture: Ideation Introduction to Assessment 3	<b>Assessment 2</b> Lecture slides Unit outline
9	Workshop: Illustrator basics Continue working on Assessment 3	Software Media lab
10	Workshop: Photoshop basics Continue working on Assessment 3	Software Media lab
11	Workshop: InDesign basics Continue working on Assessment 3	Software Media lab
12	<b>Submission: Assessment 3</b> Lecture: Development & Refinement Introduction to Assessment 4	<b>Assessment 3</b> Lecture slides Unit outline
13	Feedback: individual Continue working on Assessment 4	Assessment 4
14	Feedback: group Continue working on Assessment 4	Assessment 4
15	Feedback: individual Continue working on Assessment 4	Assessment 4
16	Feedback: group Continue working on Assessment 4	Assessment 2
17	<b>Submission: Assessment 4</b> Introduction to Assessment 5	<b>Assessment 4</b> Unit outline
18	Assessment 4 feedback and reflection	Assessment 4
19	<b>Submission: Assessment 5</b>	Assessment 5
20	<b>Reflection and discussion regarding the design process and outcomes of project.</b>	Assessment 3

**UNIT PURPOSE:** On successful completion of this unit, students will have gained an understanding of basic design principles and fundamentals.

**NOMINAL HOURS FOR UNIT:** this unit requires **40 nominal hours**, which will be accumulated through a mixture of contact (classroom) and non-contact (independent learning) training.

To complete this unit successfully, students are required to meet the following commitments:

**20 hrs (1 hr/wk) of contact** – *classroom training* involving activities listed below in Delivery Strategy.

**20 hrs (1 hr/wk) non-contact** – *independent learning* which may include reading, reflection, research, preparation, completion and submission of designated assessment tasks. It may also include participation in practical work experience and compiling reports related to that placement.

### **DELIVERY STRATEGY**

A mixture of some or all of the following will be used to deliver this unit: lectures, tutorials, audio-visual presentations, small group and class discussions, set reading and discussion questions, interviews, visiting speakers, individual and group study presentations, etc. Students will be required to explore topics for assignments through independent study, skill and task demonstration, action, reflection and recording, and will also learn through feedback comments on their work. Assessment strategies may be adapted to the students in any given class.

### **ASSESSMENT STRATEGY**

Learning outcomes will be assessed holistically, attention being paid to the student's understanding and application of the principles and practical skills addressed in this course. Each assessment method used will assess more than one learning outcome and most learning outcomes will be assessed by more than one assessment method. In summary, taking into account the overlap noted above, specific methods of assessment for the course will include:

- practical demonstration of learnt skills;
- written assignments (papers based on individual reading/research);
- class presentations and discussions.

### **CONDITIONS OF ASSESSMENT**

Written assignments, presentations or demonstration of practical skills will be prepared by students individually in class time, on the job, and in non-contact time. Use of library facilities, selected internet resources and a range of resources will be expected.

Assignments must be submitted by due dates or penalties will be applied, unless, for genuine reasons, extensions have been sought and granted.

Lectures, in-class exercises and in-class tests/assessments will be conducted either under closed-book conditions or in collaboration with colleague students and will take place on campus at set times. Attendance for at least 80% of programmed sessions is required.

### **LEARNING RESOURCES**

#### **Compulsory Texts:**

N/A

**Recommended Texts:**

Ambrose/Harris. *The Fundamentals of Creative Design*. AVA Publishing, 2003.

<b>ELEMENTS AND PERFORMANCE CRITERIA</b>	<b>Ass 1</b>	<b>Ass 2</b>	<b>Ass 3</b>	<b>Ass 4</b>	<b>Ass 5</b>
<b>1 Clarify the challenge</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1. Confirm the nature and scope of the challenge with 1 stakeholders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1. 2 Agree on specific objectives with stakeholders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1. 3 Identify constraints that may impact the design process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1. Identify and source relevant supporting information and 4 assistance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>2 Explore different ideas and solutions</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. 1 Generate a range of ideas to respond to the challenge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. 2 Explore different options and ideas for meeting objectives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Involve others in the process of developing ideas and 3 solutions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>3 Select and present a solution</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Reflect on different ideas and feedback, and select a 1 preferred solution	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Summarise the key ideas in the solution and present to 2 stakeholders in appropriate format	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Obtain any required approvals to take the solution to the 3 next stage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>4 Implement solution</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1 Schedule key tasks and organise resources to support implementation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Carry out testing, prototyping or trialling of the proposed 2 solution	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.3 Maintain any required documentation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.4 Identify problems and seek advice and guidance from others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>5 Evaluate solution</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. 1 Check success of the solution based on original objectives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. 2 Seek feedback from appropriate stakeholders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.3 Review both the solution and the process undertaken to develop the solution as part of an ongoing learning process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



## BSBDES201 - Follow a design process

**REQUIRED WORK - use checkboxes below to keep track of your task completion**

### Assessment Item 1 - Write a creative brief

You will be provided with an email from a new clients of Pleasant Agency detailing the information for a graphic design job relating to an app design. You are to rewrite the information presented in a creative brief document that outlines the following information:

- Client Name
- Deadline
- Background Information
- Objective
- Target Audience
- Key messages
- Competition
- Tone of Voice
- Required Inclusions
- Mandatory Deliverables

Your brief document is due in **Session 2**

Complete

Due date:

SMART CONTROLLER APP DESIGN

- CLIENT/SERVICE DOCUMENT CONTRACT (SEE NEXT PAGE)





BLUE SKY SUPPORT

**BSS SERVICE/PRODUCT PAPER**

**AGREEMENT NUMBER : 956**

<b>CLIENT NAME</b>	Johnny Hill	<b>BSS PERSONNEL</b>	Mad Mateo
		<b>TITLE</b>	Graphic Designer
<b>ADDRESS</b>	7 Eleven St. Hilton Perth WA	<b>ADDRESS</b>	Emerald Street Walker Perth WA
<b>EMAIL</b>	iamjohnhil@yahoo.com	<b>EMAIL</b>	chdmtbusiness@gmail.com
<b>PHONE</b>	462558156	<b>PHONE</b>	404889456
<b>OTHER CONTACT</b>	Maya Hill 456889154	<b>ADVISOR</b>	Ellie David

**PRODUCT/SERVICE DESCRIPTION:** [SMART HOME CONTROLLER APP DESIGN](#)

**STARTING DATE:** 3<sup>RD</sup> AUGUST, 2018

**DEADLINE:** 3<sup>RD</sup> OCTOBER, 2018

**LENGTH OF TIME:** 2 MONTHS

**OBJECTIVE:** Provide a variety of app design for the product.

BLUE SKY SUPPORT SERVICE UNDERSTANDING HIGHLIGHTS			
<a href="#">DESIGN</a>	SECURITY	BASIC	FAMILY FRIENDLY
DEVELOPEMENT	UPGRADE	ADVANCE	RELIABLE

**EXPECTED PRODUCTS/OUTCOMES:** Client demand (personal) app design.

**SOFTWARE VISUAL CHECK:**

	ART VISUAL DESIGN ELEMENTS
✓	Shape based
	Letter based
✓	Object based
✓	Light Vibe
	Dark Vibe
✓	Vibrant
✓	Colour combination
	Personal preference colour
✓	BSS ideas
✓	Personal ideas

Blue Sky Support  
"AIM FOR THE SKY"

Blue Sky Support is located at:  
Emerald Street Walker, Perth WA - 6561, Australia

**Assessment Item 2 - Research**

Find visual examples of at least 10 app designs that appeal to you and annotate them to gain understanding of what design elements and principles are in use. You should consider how the design also affects usability and conduct any other visual research you consider helpful. Remember to reference any resources used that you have not created.

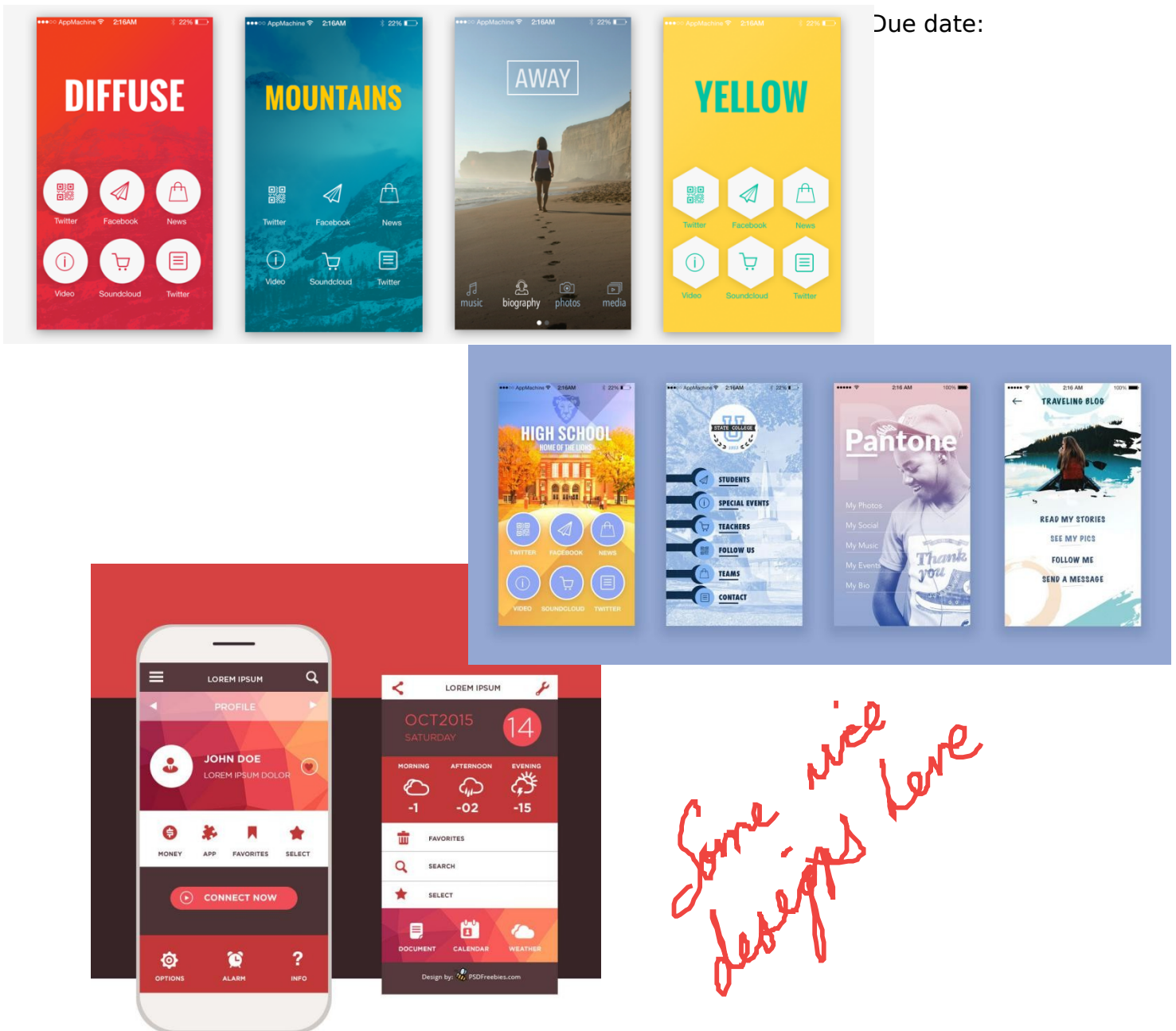
**Deliverables:**

- A4 landscape document detailing process of research (must include annotations and referencing)

Your research process document is due in **Session 5**

**Complete**

Due date:



# Assessment Item 3 - Ideation

Create at least 15 different wireframe sketches for two different pages of your app.

You will annotate your sketches with feedback from peers and your lecturer. Based on this feedback you are to choose a single design and present it in a 'sign off document' template provided by your lecturer. You will then present your idea to the class and have your lecturer (art director) sign off on the idea so you can develop it further.

## Deliverables:

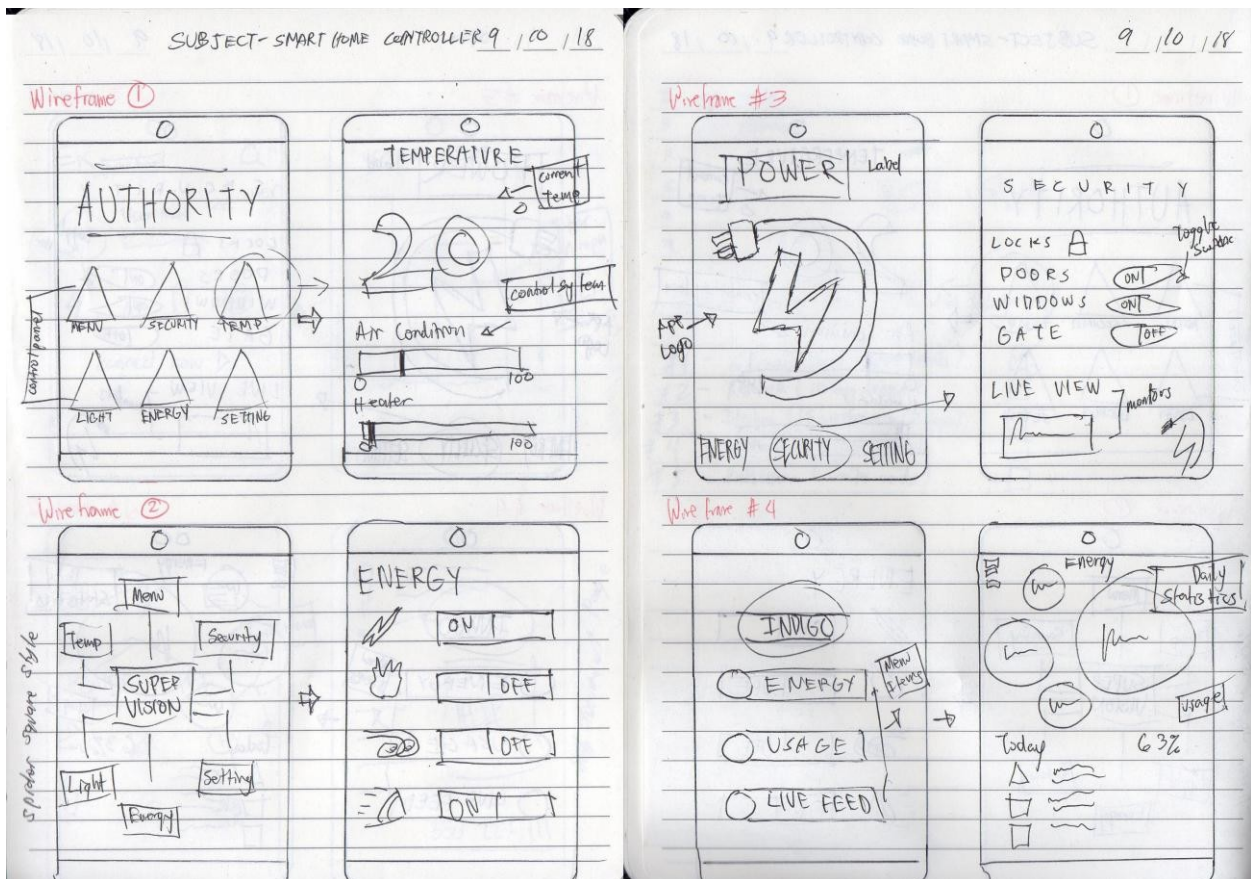
- A4 landscape document detailing process of ideation (must include annotations)
- Sign off document signed off by your lecturer

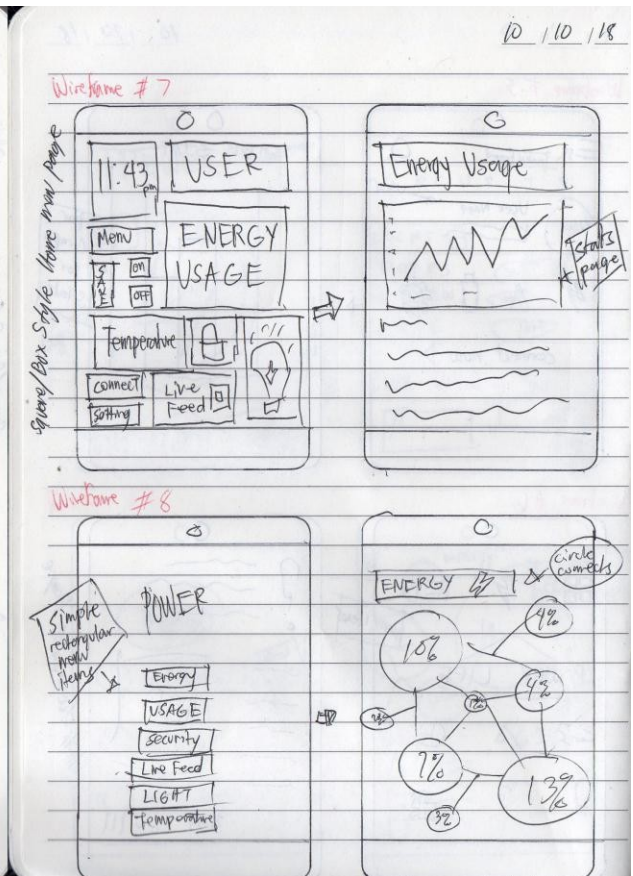
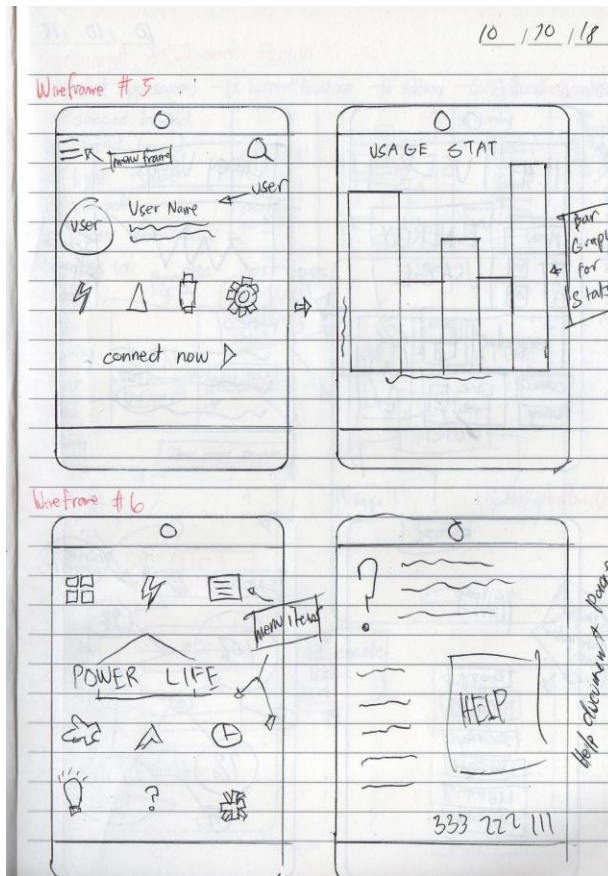
Your ideation process document and sign off document are due in **Session 9**

**Complete** ✓

Due date:

Nice ideas





**Assessment Item 4 - Development & Refinement**

Continue to develop your chosen idea in InDesign or Photoshop. Consider different ways of executing your idea using different types of media and creative processes (eg. photography, watercolour, computer graphics, illustration, etc.) Record this process and annotate your work with notes and information to help you make key design decisions.

Record feedback received in class from lecturers and classmates as annotations.

Decide on an execution for your idea and refine this idea till you have a finalised design mocked up.

**Deliverables:**

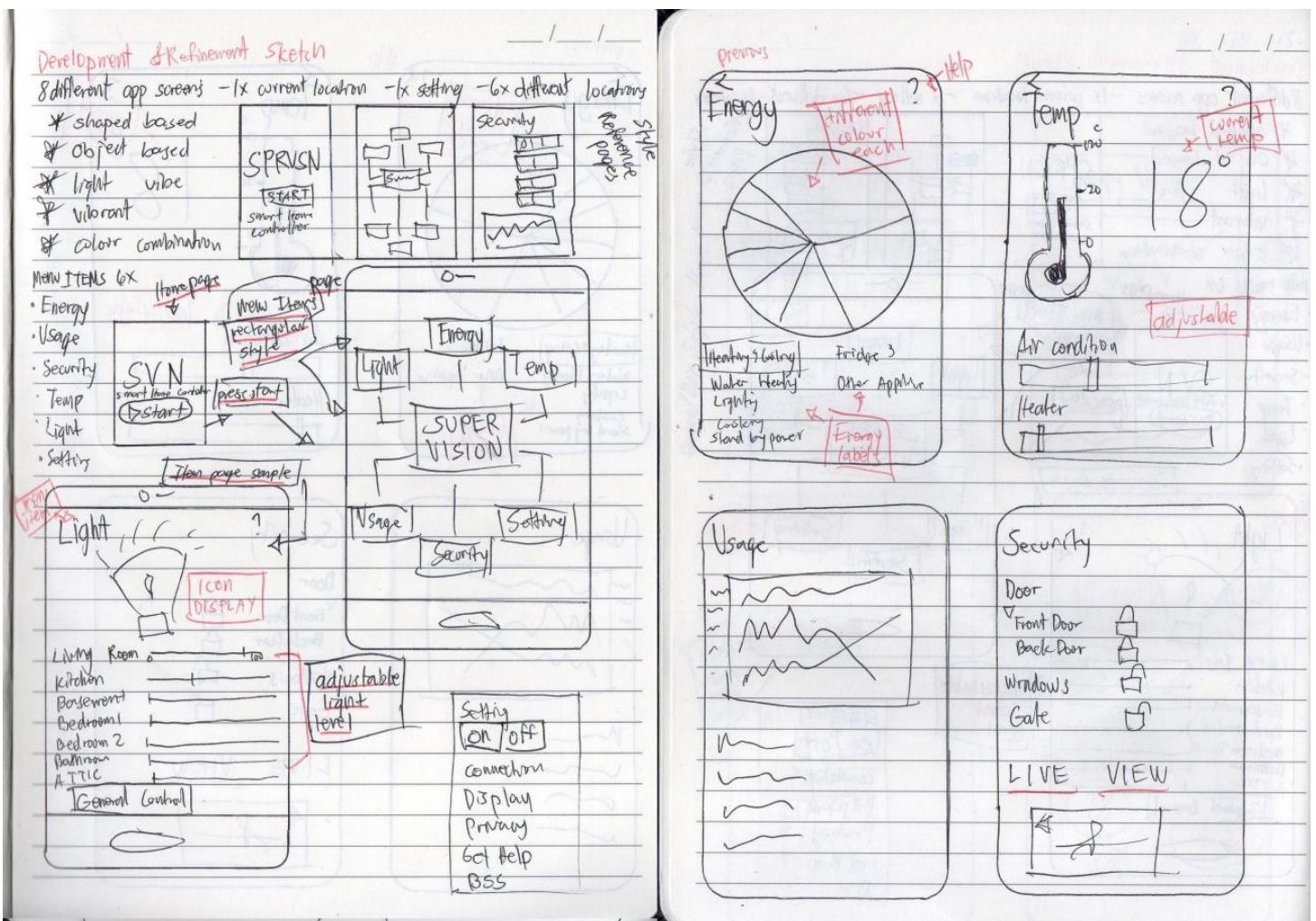
- 8 different app screens (1x current location / 1x settings / 6 x different locations) all presented on one A3 landscape page.
- A4 landscape document detailing process of development and refinement

Your deliverables are due in **Session 17**

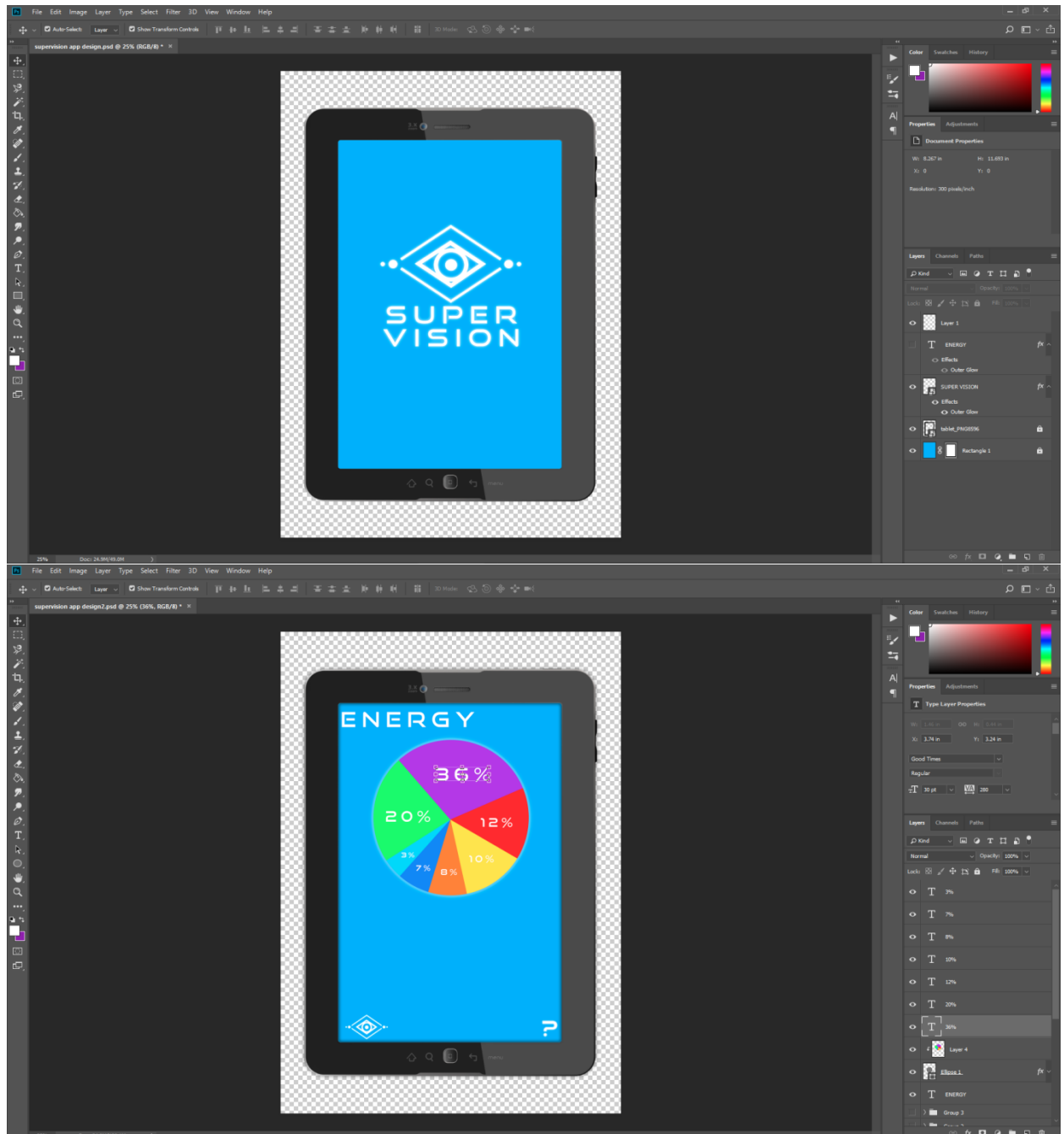
**Complete** ✓

Due date:

**WIREFRAME SKETCH**



# SCREENSHOT OF PHOTOSHOP PROCESS



✓/✓  
great work

**-1X CURRENT LOCATION**

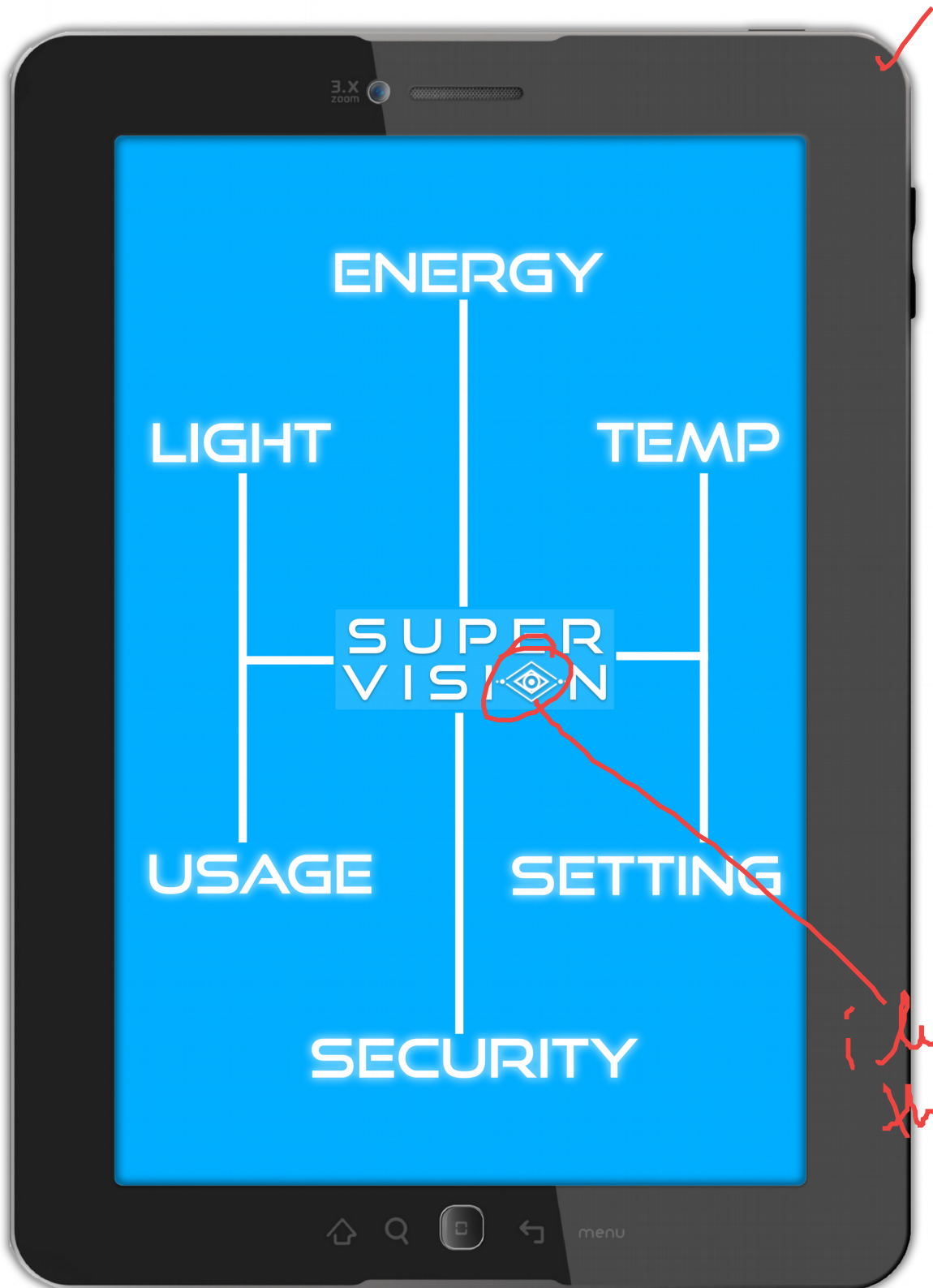


# -1X SETTING





# -6X DIFFERENT LOCATIONS



*i like this*

3.X  
zoom

# LIGHT



- LIVING ROOM -----|-----
- KITCHEN -----|-----
- BASEMENT |-----
- FRONTYARD ---|-----
- BACKYARD ---|-----
- ATTIC |-----
- BEDROOM -----|-----
- BATHROOM |-----



3.X  
zoom

TEMP



18%

AIR CONDITIONER



HEATER



menu



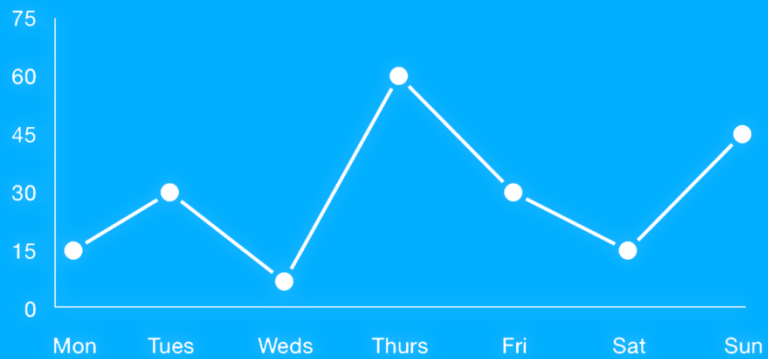
3.X  
zoom

# USAGE

ELECTRICITY | GAS | WATER

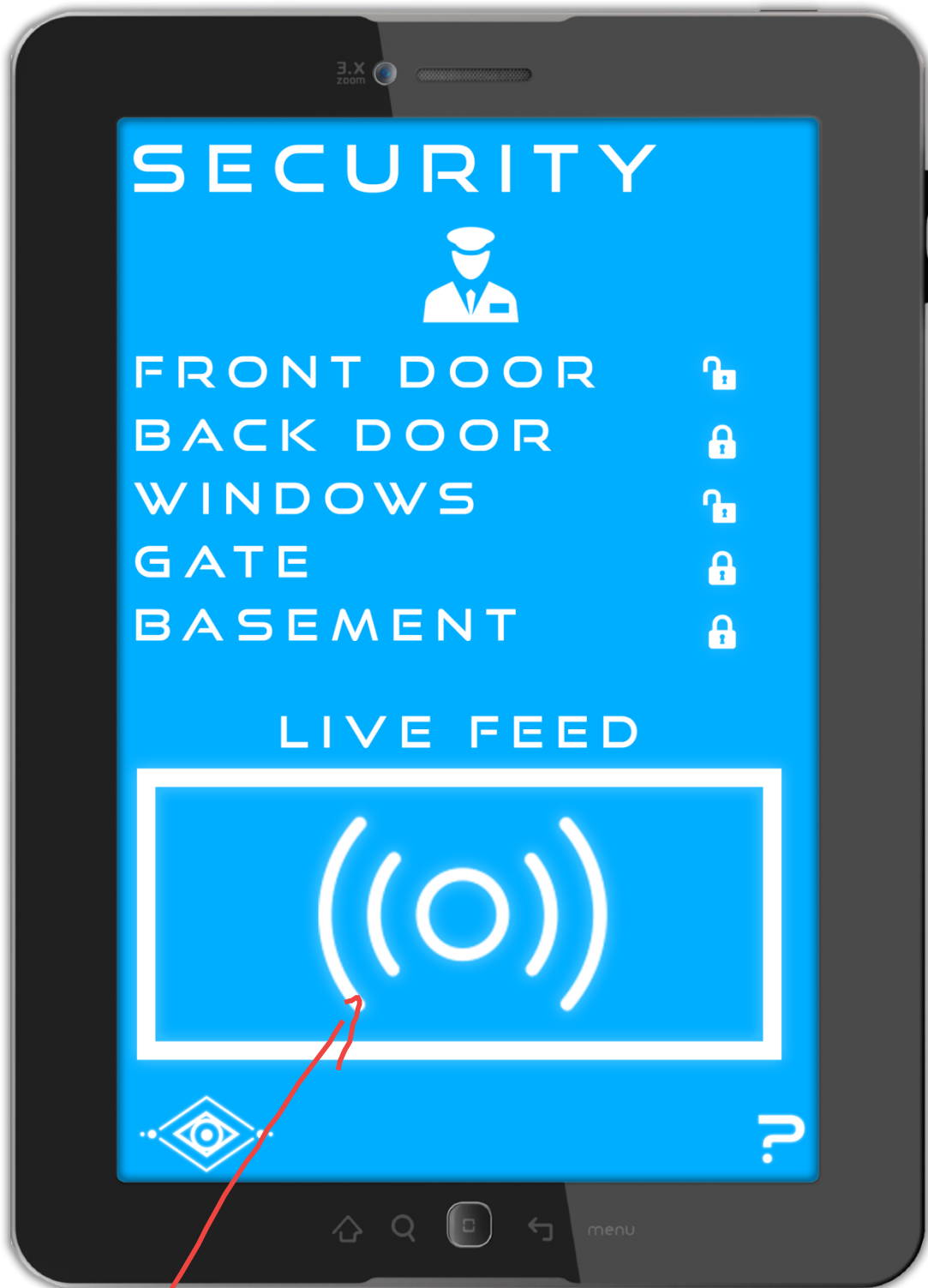
JAN | FEB | MAR | APR | MAY | JUN  
JUL | AUG | SEP | OCT | NOV | DEC

WEEK #1 | WEEK #2  
WEEK #3 | WEEK #4



home search home back menu

✓ great ideas



i am assuming this is a live video feed

## Assessment Item 5 - Reflect & Rationalise

### Rationale

Write a 500 word rationale that details why you made the decisions which lead to your final design. This should not just be a list of the steps you took but should rather give understanding to why you're design decisions were an appropriate and well thought out solution to the brief.

### Reflection

You are also required to write a 500 word reflection which details your process and what you learnt through the various stages of the project. You should touch on your understanding of why the design process is important, what you felt you did well during the project and what you could improve on next time.

### Deliverables:

- Rationale (500 words)
- Reflection (500 words)

Your rationale and reflection are due by the end of **Session 19**

**Complete**

Due date:

✓  
That's fine

excellent

First of all I had variety of ideas and plans for my final design and in order to make a choice, I sketched a number of wireframes and compared them. Eventually, I didn't chose any of wireframes but instead I combined bits and pieces of them to form my final design. The main theme of my projected design is mainly following the tech vibe and the company's identity. Then I ended up with the colour combination of blue and white and a light simple structure of contents. I have decided to make the format simple and understandable due to the required client service for a family friendly smart controller that would allow anyone to use it and understand the components.

### Reflection

Firstly, getting to know what the project/task is all about. Finding out the details of requirements that needed to be perform. Making a client service paper was the very first step, highlighting the details for the job and reference as when I started designing. The job was just a graphic design /app design one which could be easily understand as visual art work. The next thing was researching some visual reference materials of app design examples from the web. In this process, I tried to understand the elements that goes into the design which I kept in mind to add to my personal ideas/designs. Next step was ideation, the process of making/sketching my ideas. I have sketched a variety of wireframes for different app design. I had a little bit of struggle with this process because I slowly started to lose ideas by the time I'm nearly finish. Some designs have gotten repetitive. Then for the final step, I chose to take and combined some elements from the collection of wireframes and form a final format of my final design. As I started my development, I briefly sketch a wireframe for my final design and went to Photoshop to do the digital version. Throughput the making in Photoshop, I occasionally change and improved some things that weren't in the sketch. After all of that, I finalised all the design until I was happy with them.

I was happy  
also  
Well Done

