DGTL12004 *Print Design*
Term 1 - 2024

Profile information current as at 26/06/2024 01:18 pm

All details in this unit profile for DGTL12004 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

This unit of study imparts skills and knowledge for print design and publishing. Using industry-standard Adobe InDesign software, you will learn how to create engaging, professional-quality page layouts and publish them for print or digital delivery. Through a series of practical projects, you will learn how to apply visual design principles to produce documents that communicate effectively. Your newly acquired skills will enable you to create, preflight and publish a broad range of documents including books, brochures, newsletters, magazines, advertisements and stationery.

Details

Career Level: *Undergraduate*
Unit Level: *Level 2*
Credit Points: *6*
Student Contribution Band: *8*
Fraction of Full-Time Student Load: *0.125*

Pre-requisites or Co-requisites

Prerequisite: Minimum of 36 credit points Students who have completed COMM12030 Desktop Publishing may not enrol in this unit.
Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure (Higher Education Coursework)](.).

Offerings For Term 1 - 2024

- Brisbane
- Bundaberg
- Cairns
- Mackay
- Online
- Rockhampton

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](.)

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

Regional Campuses

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

Metropolitan Campuses

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Practical Assessment**
Weighting: 50%
2. **Practical Assessment**
Weighting: 50%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the University's Grades and Results Policy for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the CQUniversity Policy site.
You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the CQUniversity Policy site.

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Students, staff

Feedback

Maintain and update existing video resources

Recommendation

Where possible, practical video tutorials will be reviewed and updated annually to ensure up-to-date content is available to students.

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Apply visual design principles to produce documents that communicate effectively
2. Create engaging page layouts using industry-standard software tools
3. Preflight and publish page layouts for print or digital delivery.

Not applicable

Alignment of Learning Outcomes, Assessment and Graduate Attributes

— N/A Level	○ Introductory Level	○ Intermediate Level	● Graduate Level	○ Professional Level	○ Advanced Level

Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes		
	1	**2**	**3**
1 - Practical Assessment - 50%	●	●	●
2 - Practical Assessment - 50%	●	●	●

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes		
	1	**2**	**3**
1 - Communication	●	●	●
2 - Problem Solving	●	●	●
3 - Critical Thinking	●	●	●
4 - Information Literacy	●	●	●

Graduate Attributes	Learning Outcomes		
	1	2	3
5 - Team Work	•	•	•
6 - Information Technology Competence	•	•	•
7 - Cross Cultural Competence	•	•	
8 - Ethical practice	•	•	
9 - Social Innovation			
10 - Aboriginal and Torres Strait Islander Cultures			

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Practical Assessment - 50%	•	•	•	•	•	•	•	•		
2 - Practical Assessment - 50%	•	•	•	•	•	•	•	•		

Textbooks and Resources

Textbooks
DGTL12004

Prescribed

Adobe InDesign Classroom in a Book (2024 release)
Edition: 1st (2024)
Authors: Tina DeJarld, Kelly Kordes Anton
Adobe Press
San Jose , California , United States of America
ISBN: 978-0-13-826391-1
Binding: eBook
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Supplementary

Bring Your Own Laptop Online Tutorial Package (Special Student Price)
Authors: Scott, D
BYOL
Auckland , NZ
Binding: Website Link
DGTL12004

Supplementary

Graphic Design for Everyone: Understand the Building Blocks So You Can Do It Yourself
Edition: 1st edn (2019)
Authors: Caldwell, C
DK Publishing
London , England
ISBN: 9780241343814
Binding: Hardcover
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Supplementary

THE NON-DESIGNER'S DESIGN BOOK: DESIGN AND TYPOGRAPHIC PRINCIPLES FOR THE VISUAL NOVICE
Edition: 4th (2015)
Authors: Williams, R
Peachpit Press
San Francisco , CA , United States of America
ISBN: 978-0133966152
Binding: eBook

View textbooks at the CQUniversity Bookshop

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Adobe Acrobat Pro (Adobe Creative Cloud student subscription recommended)
- Adobe Acrobat Reader (free browser plug-in)
- Adobe InDesign CC (Adobe Creative Cloud student subscription recommended)
- Adobe Photoshop CC (Adobe Creative Cloud student subscription recommended)
- Adobe Creative Cloud subscription (student price) is recommended as it provides access to all required Adobe products, including Typekit (Adobe Fonts).
- Microsoft Teams
- Portfolium

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 7th Edition (APA 7th edition)](#)
For further information, see the Assessment Tasks.

Teaching Contacts

Michelle Roberts Unit Coordinator
m.roberts@cqu.edu.au

Schedule

Week 1 - 04 Mar 2024

Module/Topic	Chapter	Events and Submissions/Topic
1. Introduction to Print Design		

Week 2 - 11 Mar 2024

Module/Topic	Chapter	Events and Submissions/Topic
2. Design Principles		

Week 3 - 18 Mar 2024

Module/Topic	Chapter	Events and Submissions/Topic
3. Working with Type		

Week 4 - 25 Mar 2024

Module/Topic	Chapter	Events and Submissions/Topic
4. Pages and Layout		

Week 5 - 01 Apr 2024

Module/Topic	Chapter	Events and Submissions/Topic
5. Working with Graphics and Tables		

Vacation Week - 08 Apr 2024

Module/Topic	Chapter	Events and Submissions/Topic

Week 6 - 15 Apr 2024

Module/Topic	Chapter	Events and Submissions/Topic
6. Working with Colour		

Week 7 - 22 Apr 2024

Module/Topic	Chapter	Events and Submissions/Topic
7. Corporate Identity		**Written and practical Portfolio** Due: Week 7 Monday (22 Apr 2024) 11:55 pm AEST

Week 8 - 29 Apr 2024

Module/Topic	Chapter	Events and Submissions/Topic
8. Working with Printers		

Week 9 - 06 May 2024

Module/Topic	Chapter	Events and Submissions/Topic
9. Design Briefs and Pitches		

Week 10 - 13 May 2024

Module/Topic	Chapter	Events and Submissions/Topic

10. Finding Inspiration

Week 11 - 20 May 2024

Module/Topic	Chapter	Events and Submissions/Topic
11. Preflight and Packaging		

Week 12 - 27 May 2024

Module/Topic	Chapter	Events and Submissions/Topic
12. The End and the Beginning		

Review/Exam Week - 03 Jun 2024

Module/Topic	Chapter	Events and Submissions/Topic
		Identity Package Due: Review/Exam Week Monday (3 June 2024) 11:55 pm AEST

Exam Week - 10 Jun 2024

Module/Topic	Chapter	Events and Submissions/Topic

REQUIRED RESOURCES
You must have access to the following resources for this unit.
UNIT WEBSITE
The unit website provides essential resources for the unit such as a Study Guide and an online discussion forum. It can be accessed at moodle.cqu.edu.au
TEXTBOOK
You will need to obtain a copy of the prescribed textbooks. Details are provided in this unit profile. A free, digital edition of the textbook is available.
STUDY GUIDE
The weekly Study Guide will direct you to all the essential readings and exercises for each unit module. The Study Guide is available from the unit website in Adobe Portable Document Format (PDF).
eREADING LIST
An eReading List will be available for this unit from the unit website. This list will provide easy access to readings, book chapters, videos and other resources.
DISCUSSION FORUM via TEAMS
An online discussion forum will be provided through the unit website for discussing matters that relate to the unit. The discussion forum is the primary means of support for online students who want assistance with tutorial exercises and assignments. This discussion forum will be hosted in Microsoft Teams - all students will be automatically enrolled/added to the team created for the unit. Microsoft Teams can be easily accessed online - however, students may prefer to download the app for convenient access.
PORTFOLIUM
Students will complete each item and submit it through Portfolium. Links to this will be available on the unit website. Video tutorials have been created to demonstrate how to do this – they will also be available from the unit website. Marking in Portfolium: Submitting your weekly items in Portfolium will allow your tutor to provide an indicative result (not an official result) and feedback on your submission. The final result will be an average of these and will be supplied to students after final submission through Moodle. These marks will be moderated to ensure consistency of marking across all campuses.
ADOBE INDESIGN CC
You will need Adobe InDesign CC, a popular software application for page design, layout and publishing. InDesign CC is available in the on-campus digital media labs. It can also be purchased at a discounted education price as part of an Adobe Creative Cloud subscription from the Adobe website at www.adobe.com.au. A free 7-day trial version of InDesign can be downloaded from www.adobe.com/downloads. The version of Adobe InDesign CC will not be updated in the computer labs during the term - so applications on personal accounts may be newer.
ADOBE PHOTOSHOP CC
You will need Adobe Photoshop CC, a popular software application for image editing. Photoshop CC is available in the on-campus digital media labs. It can also be purchased at a discounted education price as part of an Adobe Creative Cloud subscription from the Adobe website at www.adobe.com.au. A free 7-day trial version of Photoshop can be downloaded from www.adobe.com/downloads. The version of Adobe Photoshop CC will not be updated in the computer labs during the term - so applications on personal accounts may be newer.
ADOBE ACROBAT READER
You will need Adobe Acrobat Reader, a free program that lets you view, navigate and print PDF documents like the Study Guide. Adobe Acrobat Reader can be downloaded from the Adobe website at www.adobe.com.

Assessment Tasks

1 Written and practical Portfolio

Assessment Type
Practical Assessment

Task Description
This assignment requires you to submit

1. **Part A:** Responses to weekly Loves and Loathes exercises.
2. **Part B:** A collection of Print Designs that have been created in response to weekly design briefs.
3. **Part C:** Responses to weekly Critical Thinking exercises.

Part A: Loves and Loathes (10 marks)

Developing a critical design eye is essential. Each week students will be asked to find and share a print design item that they love or loathe. Where practical, these should be physical items that you can touch as well as see. Internal students may bring these to class to share, while online students may share these on the unit website.
Study Guides for Weeks 1 to 6 provide specific items for you to include.

Part B: Print Designs (30 marks)

During weeks one to six you will complete a new design as explained by the design brief in the Study Guide for that week. The designs will directly relate to that week's learnings, and students will be able to test their skills as well as receive constructive feedback during class (or online).
Study Guides for Weeks 1 to 6 provide specific items for you to include.

Part C: Critical Thinking Exercises (10 marks)

These exercises are designed to help you develop your understanding of design theory and reinforce your learning. The responses to these should be approximately 200 words and must contain references and a reference list (including referencing the Study Guide) that complies with the prescribed APA style.
Study Guides for Weeks 1 to 6 provide specific items for you to include.
Please refer to the unit website for the assignment details.

Assessment Due Date
Week 7 Monday (22 Apr 2024) 11:55 pm AEST

Return Date to Students

2 weeks after submission

Weighting
50%

Assessment Criteria
The assessment criteria for this assignment are presented in the following table. Penalties will be applied for late submission and for failing to comply with the assignment's requirements.

Criteria	Marks
Loves and Loathes • Weekly task completed • Image of item provided • Item is a real, physical item, not an internet item • Explanation of choices – discussion shows strong personal reflection	10
Critical Thinking Exercises • Weekly task completed • Image included (if required) • Level of engagement with concepts • Degree of critical reflection • Referencing is in accordance with the APA 7th Edition (a grade higher than a Credit cannot be achieved without using the correct referencing style)	10
Print Designs Each print design will be assessed individually through Portfolium against the following criteria to create a combined overall score. • Weekly design brief completed • Packaged InDesign file submitted • Print Design item based on design brief provided • Level that each design meets design criteria for that week • Overall standard of design • Applies concepts previously learnt (excluding Week 1) **Note**: failure to provide a properly packaged InDesign file for each item will result in no marks being allocated for that week – it is the student's responsibility to ensure they understand fully how to package files in InDesign.	30
Penalties • Late submission (2.5 marks per day overdue)	
Total	**50**

Referencing Style

- [American Psychological Association 7th Edition (APA 7th edition)](#)

Submission
Online

Submission Instructions
Please refer to the unit website for assignment submission instructions.

Learning Outcomes Assessed

- Apply visual design principles to produce documents that communicate effectively
- Create engaging page layouts using industry-standard software tools
- Preflight and publish page layouts for print or digital delivery.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Team Work
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

2 Identity Package

Assessment Type
Practical Assessment

Task Description
This assignment requires you to submit

1. **Part A:** an **identity packag**e consisting of print-ready designs for a client created with Adobe InDesign; and
2. **Part B:** a **client report** that explains your design choices.

Part A: Identity Package

Students are required to use Adobe InDesign CC to produce an Identity Package for a real client as per the client brief supplied. Each of these items should work together and relate to each other visually. These designs are for a real client, and submissions that attain a High Distinction standard will be presented to the client for consideration. If selected, the successful designs may be printed for use by the client.
The final Identity Package designs are required to be print ready and students should ensure that they have a good understanding of what this will require for each item.

Part B: Client Report

Students are required to prepare a short report for the client to present and explain the final designs.
The report should have headings, and concise descriptions (not essay style). Students should illustrate their discussion points as appropriate (i.e. include images to support your statements).
The following headings are provided as a guide; however, you may include additional content, or change the order/grouping of this content:

1. Overview of designs(provide images and brief description of each design)
2. Design considerations
3. Visual corporate identity
4. Print Options and budget

Please note that the design of the Client Report will also contribute to students' overall marks, and should showcase the skills they have developed in InDesign to date.
Note: These designs are for a real client, and submissions that attain a High Distinction standard may be presented to the client for consideration. If selected, this report will form part of the pitch to the client so you need to consider this when completing the report.
Please refer to the unit website for the assignment details, including the design briefs for the identity package and associated resources.

Assessment Due Date
Review/Exam Week Monday (3 June 2024) 11:55 pm AEST

Return Date to Students

2 weeks after submission

Weighting
50%

Assessment Criteria
The assessment criteria for this assignment are presented in the following table. Penalties will be applied for late submission and for failing to comply with the assignment's requirements. (note: Detailed marking rubrics for the Identity Package and Report are available via Portfolium. These rubrics provide examples of what is required to achieve at each grade level.)

Criteria	Marks
Draft and Peer Feedback • Draft submitted • Peer feedback provided • Critical reflection provided	5
Part A: Identity Package Level of application and skill demonstrated for each design in the following areas • Typography • Graphic elements • Layout design • Design principles • Colour scheme Level or degree technical skills meet the following • InDesign Packaged folders included for each Identity Package item/design • Submissions meet document setup and technical specifications • Each document meets required preflight and output requirements • Technical skill and proficiency demonstrated using InDesign **Note:** Failure to provide a properly packaged folder using the InDesign packaging tools will result in a mark of 0 for that Identity Package Item. **Note:** A detailed rubric for each criterion is available to students via Portfolium	30
Part B: Client Report Level or degree report meets the following: • Report format • Written in the third person, client centred • No spelling or grammatical errors • Addresses all required topics • Includes appropriate supporting images • Demonstrates understanding of theoretical concepts • Demonstrates consideration of audience, purpose and context • Demonstrates consideration of visual corporate identity • Correctly referenced • Well designed (in InDesign) **Note:** A detailed rubric for each criterion is available to students via Portfolium	15
Penalties • Images or graphic elements have been created or manipulated outside of InDesign (5 marks) (Except for converting to CMYK/300PPI or Greyscale/300PPI in Photoshop) • Late submission (2.5 marks per day overdue)	
Total	**50**

Referencing Style

- [American Psychological Association 7th Edition (APA 7th edition)](#)

Submission
Online

Submission Instructions
Please refer to the unit website for assignment submission instructions.

Learning Outcomes Assessed

- Apply visual design principles to produce documents that communicate effectively
- Create engaging page layouts using industry-standard software tools
- Preflight and publish page layouts for print or digital delivery.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking

- Information Literacy
- Team Work
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the **Student Academic Integrity Policy and Procedure**. This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?
A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?
A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?
For academic advice and guidance, the Academic Learning Centre (ALC) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?

Be Honest
If your assessment task is done by someone else, it would be dishonest of you to claim it as your own

Seek Help
If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)

Produce Original Work
Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem