MMST11003 *Visual Design Fundamentals*
Term 2 - 2024

Profile information current as at 02/07/2025 11:00 am

All details in this unit profile for MMST11003 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 will introduce you to fundamental principles and elements of visual design and how these can be applied in digital environments. You will develop an understanding of design as a visual language, become immersed in design thinking, and become proficient in visual communication for digital production. As you develop skills with industry-standard software tools such as Adobe Illustrator and Adobe Photoshop, you will work individually and collaboratively to create innovative solutions to design problems.

Details

Career Level: *Undergraduate*
Unit Level: *Level 1*
Credit Points: *6*
Student Contribution Band: *10*
Fraction of Full-Time Student Load: *0.125*

Pre-requisites or Co-requisites

There are no requisites for 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 2 - 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 and Written Assessment**
Weighting: 30%
2. **Practical and Written Assessment**
Weighting: 70%

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 Informal discussions with Digital Media team colleagues

Feedback

Course content should include more discussion of intellectual property and ethical issues around generative AI and design.

Recommendation

Update and expand content relating to intellectual property and ethical issues around generative AI and design.

Feedback from Informal discussions with Digital Media team colleagues

Feedback

Adobe Illustrator now incorporates a standardized way of working with generative AI. This method should be covered in the Unit teaching materials and the use of generative AI should be incorporated into one of the assessable exercises.

Recommendation

Use of Adobe Illustrator's AI tools will be taught. One of the assessable exercises will be modified to require students work with generative AI in Illustrator.

Unit Learning Outcomes

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

1. apply fundamental principles and elements of visual design in digital environments
2. communicate effectively with others in the process of design and presentation
3. develop innovative visual design solutions which combine form and function
4. create visual designs using digital technologies and industry-standard software tools

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	4
1 - Practical and Written Assessment - 30%	●	●	●	●
2 - Practical and Written Assessment - 70%	●	●	●	●

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4
1 - Communication	∘	∘	∘	∘

Graduate Attributes	Learning Outcomes			
	1	2	3	4
2 - Problem Solving	•	•	•	•
3 - Critical Thinking	•	•	•	
4 - Information Literacy				•
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 and Written Assessment - 30%	•	•	•	•		•				
2 - Practical and Written Assessment - 70%	•	•	•	•		•				

Textbooks and Resources

Textbooks

There are no required textbooks.

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Adobe Illustrator CC
- Adobe Photoshop CC

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

Brendan Murphy Unit Coordinator
b.murphy@cqu.edu.au

Schedule

Week 1: Design Elements, Art and Design Movements - 08 Jul 2024

Module/Topic	Chapter	Events and Submissions/Topic
Design Elements, Art and Design Movements	Readings provided on Moodle	Design Portfolio Exercise 1 Workbook Exercise 1

Week 2: Principles of Design - 15 Jul 2024

Module/Topic	Chapter	Events and Submissions/Topic
Principles of Design	Readings provided on Moodle	Design Portfolio Exercise 2 Workbook Exercise 2

Week 3: Processes and Tools - 22 Jul 2024

Module/Topic	Chapter	Events and Submissions/Topic
Processes and Tools	Readings provided on Moodle	Design Portfolio Exercise 3 Workbook Exercise 3

Week 4: Abstraction through Simplification - 29 Jul 2024

Module/Topic	Chapter	Events and Submissions/Topic
Abstraction through Simplification	Readings provided on Moodle	Design Portfolio Exercise 4 Workbook Exercise 4 **Workbook and Portfolio part 1** Due: Week 4 Friday (2 Aug 2024) 11:59 pm AEST

Week 5: Abstraction through Repetition - 05 Aug 2024

Module/Topic	Chapter	Events and Submissions/Topic
Abstraction through repetition	Readings provided on Moodle	Design Portfolio Exercise 5 Workbook Exercise 5

Vacation Week - 12 Aug 2024

Module/Topic	Chapter	Events and Submissions/Topic
		Break week

Week 6: Abstraction through line and shape - 19 Aug 2024

Module/Topic	Chapter	Events and Submissions/Topic
Abstraction through line and shape	Readings provided on Moodle	Design Portfolio Exercise 6 Workbook Exercise 6

Week 7: Abstraction using letterforms - 26 Aug 2024

Module/Topic	Chapter	Events and Submissions/Topic
Abstraction using letterforms	Readings provided on Moodle	Design Portfolio Exercise 7 Workbook Exercise 7

Week 8: Value - 02 Sep 2024

Module/Topic	Chapter	Events and Submissions/Topic
Value	Readings provided on Moodle	Design Portfolio Exercise 8 Workbook Exercise 8

Week 9: Colour - 09 Sep 2024

Module/Topic	Chapter	Events and Submissions/Topic

Colour	Readings provided on Moodle	Design Portfolio Exercise 9 Workbook Exercise 9

Week 10: Adobe Firefly and Working with AI assets - 16 Sep 2024

Module/Topic	Chapter	Events and Submissions/Topic
Applying abstraction	Readings provided on Moodle	Design Portfolio Exercise 10 Workbook Exercise 10 Discuss your draft work so far with your class

Week 11: Non-objective shape, textures and gradients - 23 Sep 2024

Module/Topic	Chapter	Events and Submissions/Topic
Non-objective shape, textures and gradients	Readings provided on Moodle	Design Portfolio Exercise 11 Workbook Exercise 11

Week 12: Review - 30 Sep 2024

Module/Topic	Chapter	Events and Submissions/Topic
Review		Review: seek feedback on your Portfolio and Workbook exercises

Review/Exam Week - 07 Oct 2024

Module/Topic	Chapter	Events and Submissions/Topic
		Submit Assessment Item 2 on the due date
		Workbook and Portfolio Part 2 Due: Review/Exam Week Monday (7 Oct 2024) 11:59 pm AEST

Assessment Tasks

1 Workbook and Portfolio part 1

Assessment Type
Practical and Written Assessment

Task Description
Please refer to the learning resources on the Unit Moodle site for a full breakdown of assessment requirements.
The first assignment requires you to submit your responses to the following:

- Workbook activity 1
- Design Portfolio exercise 1
- Workbook activity 2
- Design Portfolio exercise 2
- Workbook activity 3
- Design Portfolio exercise 3

Use of Generative Artificial Intelligence agents (Gen AI)
Within this assessment, the use of Microsoft Copilot, Chat GPT or other Gen AI agents is as follows:

- Gen AI may only be used as specified in the assignment instructions in Moodle.

Assessment Due Date
Week 4 Friday (2 Aug 2024) 11:59 pm AEST

Return Date to Students
Week 7 Tuesday (27 Aug 2024)

Results and feedback will be returned via Moodle

Weighting
30%

Assessment Criteria
The Design Portfolio exercises account for 20 of the 30 marks. The Workbook activities account for the other 10.
Your marker will mark each element out of 10, and from this calculate a total mark out of 30.
The following criteria will be used in marking each element:
Design Portfolio Exercises:
9-10 An exemplary design that represents a thoroughly professional and creative response to the set task
7-8 A sound design that successfully responds to the set task but has an awkward finish or does not demonstrate significant creativity
5-6 A design that meets the requirements of the set task but in a basic manner that does not reflect a sophisticated application of basic design principles
3-4 A generally relevant but inadequate response that disregards some relevant design principles or does not meet all of the set requirements
1-2 A result that is not clearly relevant but touches on some aspects of the set task.
Workbook activities:
9-10 An exemplary response to the set question. Discussion and/or analysis demonstrates very sophisticated understanding and skilful application of design principles and course material
7-8 A sound response to the set question. Discussion and/or analysis demonstrates very sound understanding and skilful application of design principles and course material
5-6 A basic response to the set question. Discussion and/or analysis demonstrates understanding and application of design principles and course material with little depth or sophistication
3-4 A generally relevant but inadequate response that does not demonstrate clear understanding of the set question
1-2 An attempt to carry out the required discussion or reflection that does not significantly engage with concepts from the course or is unclear.

Referencing Style

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

Submission
Online

Submission Instructions
Submit a .docx fie containing your responses to the Design Portfolio and Workbook exercises as specified above. Graphical elements must be inserted into the Word document as screen snips or .png files.. Also submit a zip file containing the original .ai and .psd files. If this file is too large to upload to Moodle you may use a service such as Google Drive. If you do, include the link in your .docx file.

Learning Outcomes Assessed

- apply fundamental principles and elements of visual design in digital environments
- communicate effectively with others in the process of design and presentation
- develop innovative visual design solutions which combine form and function
- create visual designs using digital technologies and industry-standard software tools

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence

2 Workbook and Portfolio Part 2

Assessment Type
Practical and Written Assessment

Task Description
Please refer to the learning resources on the unit Moodle site for a full breakdown of assessment requirements.
You must complete all Design Portfolio and Workbook exercises.
This assignment requires you to:

- submit your responses to all Workbook activities from the period Week 4 to Week 11
- submit your responses to all Design Portfolio exercises from the period Week 4 to Week 11

Seventy marks are allocated for this assessment piece. They are distributed as follows:

- all Workbook exercises: 20 marks

- all Design Portfolio exercises: 45 marks
- Class participation - based on your Lecturer's assessment of your participation in class discussion OR the presentation of your draft Assessment Item Two in class or via Zoo in a week 10 seminar: 5 marks.

Use of Generative Artificial Intelligence agents (Gen AI)
Within this assessment, the use of Microsoft Copilot, Chat GPT or other Gen AI agents is as follows:
- Gen AI may only be used as specified in the assignment instructions in Moodle.

Assessment Due Date
Review/Exam Week Monday (7 Oct 2024) 11:59 pm AEST

Return Date to Students
Exam Week Friday (18 Oct 2024)

Marks and feedback will be returned via Moodle.

Weighting
70%

Assessment Criteria
Design Portfolio Exercises
Each Design Portfolio will be marked out of ten. These marks will be converted to a total mark out of 45
Each Design Portfolio Exercise is marked out of ten. The marker will appropriately scale these marks so that you will be given a mark out of 55 that represents your overall mark for the Design Portfolio component
9-10 An exemplary design that represents a thoroughly professional and creative response to the set task
7-8 A sound design that successfully responds to the set task but has an awkward finish or does not demonstrate significant creativity
5-6 A design that meets the requirements of the set task but in a basic manner that does not reflect a sophisticated application of basic design principles
3-4 A generally relevant but inadequate response that disregards some relevant design principles or does not meet all of the set requirements
Workbook
17 - 20 The workbook is of an exemplary standard. Discussion and/or analysis demonstrates sophisticated understanding and skilful application of design principles and course concepts throughout.
15- 16.5 The workbook is of a very good standard. The majority of the responses demonstrate sound understanding and skilful application of design principles and course concepts.
13 - 14.5 The workbook is of a good standard. The majority of the responses demonstrate sound understanding and skilful application of design principles. Concepts from the course and textbook have been applied correctly in a majority of cases.
10 - 12.5 The workbook is of an acceptable standard. The majority of the responses demonstrate understanding and application of design principles and the responses answer the set tasks.
0 - 9 The workbook is significantly incomplete or does not demonstrate an ability to understand and apply course concepts.
Seminar participation / Class Participation
Up to one mark will be given for each of the following points:

- Student participated in seminar in week 10
- Student's draft Portfolio showed an appropriate level of development
- Student explained their designs using appropriate course concepts
- Student answered questions from their peers using appropriate course concepts
- Student asked questions of others that demonstrated a good understanding of course concepts.

If students are not able to present their work in Week 10, their Lecturer will award equivalent marks based on their participation in class discussion (face-to-face or online) as they develop their designs for Assessment Item 2.

Referencing Style

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

Submission
Online

Submission Instructions
Submit a .docx fie containing your responses to the Design Portfolio and Workbook exercises as specified above. Graphical elements must be inserted into the Word document as screen snips or .png files.. Also submit a zip file containing the original .ai and .psd files. If this file is too large to upload to Moodle you may use a service such as Google Drive. If you do, include the link in your .docx file.

Learning Outcomes Assessed

- apply fundamental principles and elements of visual design in digital environments
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Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence

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