

## In Progress

Please note that this Unit Profile is still in progress. The content below is subject to change.



# MMST11003 *Visual Design Fundamentals* Term 2 - 2025

Profile information current as at 22/11/2024 10:13 pm

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 - 2025

- 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

Information for Class and Assessment Overview has not been released yet.

This information will be available on Monday 19 May 2025

## 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

Information for Unit Learning Outcomes has not been released yet.

This information will be available on Monday 19 May 2025

## Alignment of Learning Outcomes, Assessment and Graduate Attributes

Information for Alignment of Learning Outcomes, Assessment and Graduate Attributes has not been released yet.

This information will be available on Monday 19 May 2025

## Textbooks and Resources

Information for Textbooks and Resources has not been released yet.

This information will be available on Monday 23 June 2025

## Academic Integrity Statement

Information for Academic Integrity Statement has not been released yet.

This unit profile has not yet been finalised.