

Subject Descriptions

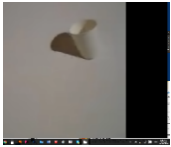
GRAPHIC DESIGN

Latrobe College of Art & Design
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	CUA50720 Diploma of Graphic Design 1st year No prerequisites are needed to enter 1st-year Diploma subjects.
	GRAPHICS & LAYOUT This study unit runs for a 2.75-hour session over a 12-week term (with a one-week midterm break). Students can enrol and complete this unit as a single-term class if they wish. Study unit: 28 Graphics & Layout A comprehensive introduction to Adobe Creative Suite's Illustrator and InDesign, the most fundamental software programs used in the digital, design, and creative industry. Comprehensively covered are the production of digital images and graphics creation including text & layout. Through projects and tutorials, students build a solid tool kit for use in designing outcomes of a professional standard. Students produce a body of creative work to contemporary design standards. Unit of Competency covered: CUAGRD411 - Research and Apply Graphic Design Techniques
	DESIGN COMMUNICATION This subject is made up of two separate study units. Each unit runs for a 2.75-hour session over a 12-week term (with a one-week midterm break). Students can enrol at any stage during the year and complete a single-term class if they wish. Two study units complete the design communication requirements for the CUA50720 Diploma of Graphic Design. Study units: 30 Design Communication Graphics 31 Design Communication Typography This subject introduces students to design principles, including colour, hierarchy, balance and alignment. Emphasis is placed on the use of symbolic language and archetypes to build effective communication through strong visual narratives. Tutorials, projects and in-class exercises facilitate a thorough understanding of communication design basics. Typography is a language unique to communication design, and in this subject, students gain typesetting skills along with a passion for the rich history and technical artistry of type. Students are encouraged to build a sound tool kit for the effective use of type as a fundamental aspect of design. Units of Competency covered: CUAGRD514 Create and manipulate graphics CUADES413 Develop and extend design skills and practice CUAGRD503 Produce typographic design solutions
	DESIGN THEORY & PRACTICE This study unit runs for a 2.75-hour session over a 12-week term (with a one-week midterm break). Students can enrol and complete this unit as a single-term class if they wish. Study unit: 32 Design Theory & Practice This subject gives students the opportunity to engage with the dynamic scope of contemporary design theory and historical design movements. Students gain a strong foundation on which to build their own unique visual language and make informed decisions in creative environments. With a strong focus on professional practice, students gain exposure to briefing and consultation processes, along with insights into creative studio management. Case studies and design trends are explored via current local and international design studios and campaigns. Units of Units of Competency covered: CUAGRD501 Research visual communication history and theory CUAGRD516 Develop graphic design practice to meet industry needs

	CONCEPT, BRANDING & IDENTITY This subject is made up of two separate study units. Each unit runs for a 2.75-hour session over a 12-week term (with a one-week midterm break). Students can enrol at any stage during the year and complete a single-term class if they wish. Two study units complete the branding requirements for the CUA50720 Diploma of Graphic Design. Study units: 35 Concept and Development 36 Branding and Identity These two subjects are designed to aid creative outcomes and develop professional visual communication skills. Students explore creative thinking techniques and apply knowledge to create effective branding through a series of tailored design briefs. Branding and identity design are core disciplines in the creative industry. Students learn what it takes to create a successful client-focused brand that effectively communicates with a target audience. Creative projects range from identity application and collateral design to exploring the complexities of re-branding a business. Units of Competency covered: BSBCRT413 Collaborate in creative processes BSBCRT512 Originate and develop concepts CUAGRD617 Develop Graphic Designs for Branding and Identity
	PUBLISHING & PACKAGING This subject is made up of two separate study units. Each unit runs for a 2.75-hour session over a 12-week term (with a one-week midterm break). Students can enrol at any stage during the year and complete a single-term class if they wish. Two study units complete the Publishing and Packaging requirements for the CUA50720 Diploma of Graphic Design. Study units: 35 Publishing & Packaging W (Winter, June term) 36 Publishing & Packaging S (Spring, September term) These two term subjects explore the print-based disciplines of design industry. Students gain skills in publication design utilising grid layouts, typesetting and design principles to create dynamic compositions. Contemporary case studies are drawn on for inspiration and inform unique project outcomes ranging from magazine layouts to collateral design. The fundamental aspects of packaging design are explored through creative project work and backed up with tutorials centred on contemporary printing methods. Students learn how to translate creative concepts into professional 3D packaging outcomes. Units of Competency covered: CUAGRD502 Produce graphic designs for 2-D and 3-D applications CUAGRD515 Design and manipulate complex layouts CUAPPR513 Present a body of own creative work
	SEEING COLOUR This study unit runs for a 2.75-hour session over a 12-week term (with a one-week midterm break). Students can enrol and complete this unit as a single-term class if they wish. Study unit: 40 Seeing Colour This subject will give the student an opportunity to understand and produce images using the visible spectrum accurately. Students equip themselves with an array of technology to build a workflow and understand colour from image capture to screen calibration. Students will become versed in temperature, colour correction, filtration, tonal reproduction, and luminance, as well as turn colour images successfully into high-quality monochrome. Unit of Competency covered: CUAPHI523 - Employ colour management in a digital imaging workplace

	DRAWING & MIXED MEDIA This study unit runs for a 2.75-hour session over a 12-week term (with a one-week midterm break). Students can enrol and complete this unit as a single-term class if they wish. Study unit: 7 Drawing & Mixed Media Layers A (Autumn, February term) In this subject, students explore fundamental and expanded methods of drawing. Centred on developing observational skills, representational form and encouraging confidence with different materials. This subject encourages versatile manipulation of the design space. Students will also draw from a professional life model. Materials may include wet and dry media, biro, charcoal, graphite, chalk pastel, ink, collage, paint, digital image and photography. Unit of Competency covered: CUAACD531 - Refine drawing and other visual representation tools
	WEB DESIGN This study unit runs for a 2.75-hour session over a 12-week term (with a one-week midterm break). Students can enrol and complete this unit as a single-term class if they wish. Study unit: 37 Web Design Web and User Interface Design is constantly evolving. It is now essential that communication designers have an understanding of how design translates to a web environment. In this subject, students gain a basic understanding of web design along with CMS and SEO principles. A rich variety of case studies are investigated with a view to identifying what works well and what makes life difficult for the user in the ever-growing arena of the web. Through exposure to the latest web trends and with step-by-step guidance, students can design and build a basic workable website to a professional standard. Units of Competency covered: CUADIG413 Create user interfaces SIRXOSM005 Develop a basic website for customer engagement
	DESIGN STUDIO This study unit runs for a 2.75-hour session over a 12-week term (with a one-week midterm break). Students can enrol and complete this unit as a single-term class if they wish. Study unit: 29 Design Studio The field of visual elements relevant to graphic designers is expanded upon in this subject. Practice with artistic processes develops a greater ability to solve design problems and generate innovative outcomes. This subject develops the skills & senses, broadening the range of ideas available to the designer. Artists' practices are investigated such that the designer might connect and develop their own artistic sensibility. Elements such as colour, surface, space & time will be explored. The projects in this course utilise hands-on techniques such as material research collection, hand lettering and typographical printmaking, image cropping and juxtaposition, and layout for a small book. Very practical processes create a tangible vehicle for the unexpected ideas generated during this course and allow space for a truly original voice for the designer. Unit of Competency covered: CUAACD523 - Make mixed media artworks

	DIGITAL & MOVING IMAGE This subject is made up of two separate study units. Each unit runs for a half-day per week over a 12 week term, and can be enrolled in any order or as a single unit of study, if chosen. Two study units complete this subject in the Diploma of Visual Art. Study units: 26 Digital Moving Image W (Winter, June term) 27 Digital Moving Image S (Spring, September term) Digital & Moving Image aims to introduce students to the world of digital art technologies as a creative tool. It covers basic video / digital production techniques and experimentation– as applied in the creative industries. It can be used by visual artists, graphic designers, animators, photographers, as well as students new to the digital medium, to get off the ground in the world of digital art. This unit is taught as a series of tutorials and practical projects designed to introduce students to a variety of digital art production and video editing techniques including basic editing, simple film making techniques, green screening, animating in iMovie and digital image manipulation techniques in Adobe Photoshop. Unit of Competency covered: CUADIG519 - Investigate technologies for the creation of digital art
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