



HUMANITIES

FAST TRACK YOUR DEGREE WITH SUMMER SCHOOL IN 2012

SCHOOL OF DESIGN AND ART

Need to catch up on a unit you have missed? Or perhaps you want to lighten your load during the following year. Why not take advantage of SoDA's Summer School Program this January. The School will be offering an assortment of units at varying levels. Students may study up to 2 units during the Summer School period. This will allow some students to reduce their load to 3 units during the regular semester time. SoDA's Summer School is fully HECS funded. Classes commence on the 3rd of January 2012 and run through until mid-February. Due to the condensed nature of the program, students will be required to attend two classes per week, for six weeks.

Enrolments for the 2012 SoDA Summer School will open for online enrolment on the 10th of November 2011. The following pages list the units of offer in the 2012 SoDA Summer School Program.





The following units will be available in the January-February 2012 Summer School program.*

312001 - Design Practice 172

Lab: 2x 4 hours weekly for 6 weeks

Through a series of practical design projects and exercises, held within a digital environment, this unit introduces students to industry standard design technologies and software. Students will learn skills in Adobe Photoshop and InDesign.

**There are no prerequisites for this unit.*

310132 - Design Studio 172

Tut: 2x 4 hours weekly for 6 weeks

This unit introduces students to the design process as undertaken by those within the fields of Creative Advertising & Graphic Design. Through a series of practical projects, research reports and presentations, students will be introduced to creative practices through the production of innovative and appropriate design solutions.

** Prerequisite unit: Design Practice 172*

311485 - Drawing 191

Studio: 1x 6 hours weekly for 6 weeks

An exploration of the elements and principles of the visual language. Students are encouraged to develop the formal, conceptual, analytical, experimental and expressive use of this language. Through set projects students examine the effectiveness of various solutions by testing possibilities and experimenting with a range of appropriate media.

**There are no prerequisites for this unit.*

313303 - Illustration Design 271

Tut: 2x 3 hours weekly for 6 weeks

Illustration practice involves the exploration and development of ideas by using a wide range of skills, techniques and processes. Throughout this unit students are encouraged to experiment with as many different techniques as possible. This enables students to convey messages in appropriate and effective ways to a series of design briefs.

**There are no prerequisites for this unit, though it is assumed student has basic drawing skills.*

310131 - Design Elements 191

Lec/Tut: 2x 3 hours weekly for 6 weeks

This unit challenges ways of seeing as it explores conceptual image development through concept, content and composition with both illustrative and photographic techniques. This is taught through separate visualising and photography modules.

**There are no prerequisites for this unit.*

311927 - The Design Experience 100

Tut: 2x 3 hours weekly for 6 weeks

Design is a fundamental human activity that is conducted in many varied ways. This unit investigates design as an intellectual activity that produces material artefacts aimed at changing existing situations into preferred ones. It offers interdisciplinary, practice-based inquiry into design using case-study methodology, and provides a critically-reflective base for exploring and engaging with design culture.

**There are no prerequisites for this unit.*

12944 - Art Visual Research 291 (Drawing)

Workshop: 1x 6 hours weekly for 6 weeks

This unit is designed to develop skills in the visual arts through processes, techniques and research concepts relevant to contemporary art practice. You will develop research methodologies that will support and strengthen your investigation in contemporary art practice.

**There are no prerequisites for this unit.*

313304 - Design Photography 271

Lec/Tut: 2x 3 hours weekly for 6 weeks

Facilitates opportunities for students to develop an introductory understanding of both the technical application of the photographic medium and its use and function within design and modern society. Seeks to introduce students to a range of design photographic production conventions, with a focus on studio-based commercial photography.

**There are no prerequisites for this unit, though it is assumed student has basic photographic skills.*

* Please note that only units with viable class sizes will run. If you would like to study something in the SoDA Summer School Program, please register your interest early by emailing your details, along with the units you would like to study, to Sarah Norman-Brown: s.norman-brown@curtin.edu.au

If you have any enquiries regarding the Summer School Program or the units themselves, please contact the 2012 Summer School Coordinator, Yolanda Stapleton: y.stapleton@curtin.edu.au



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312003 - Brand Identity 271

Lec/Tut: 2x 4 hours weekly for 6 weeks

This unit deals with the concept and design of 'The Brand' and its role within Creative Advertising and Graphic Design communication.

** Prerequisite unit: Design Practice 172*

303954 - Studio Textiles Surface Design 292

Tut/Studio: 2x 3 hours weekly for 6 weeks

Creation of a high level of understanding in graphics and textiles as underpinned by the theory and practice of design. In this unit students will develop a brand and create a selection of screen printed artefacts.

**There are no prerequisites for this unit, though it is assumed student has basic drawing skills.*

311364 - History of Art & Design 291

Lec/Tut: 2x 3 hours weekly for 6 weeks

Concepts in Contemporary Art - Theoretical perspectives that underpin historical twentieth century and contemporary art practice with a focus on different international and Indigenous perspectives.

**There are no prerequisites for this unit.*

10010 - Design Reflective Practice 392

Tut: 2x 3 hours weekly for 6 weeks

In this unit, students undertake a negotiated project of their choosing. Though documentation of the process and self reflection students are to analyse their creative practices to better understand their proficiency and discrepancies. After concluding the project students are to write a reflective report.

**There are no prerequisites for this unit, though it is assumed students have a firm understanding of the design process.*

312005 - Brand Communication 272

Tut: 2x 4 hours weekly for 6 weeks

An exploration into the design of brand and marketing communication, using a variety of platforms including traditional and emerging media.

** Prerequisite unit: Design Practice 172*

312245 - Fashion Design & Illustration 292

Tut: 2x 3 hours weekly for 6 weeks

This unit explores the processes of fashion design and illustration through 2 dimensional media. It provides an introduction to the principles of designing garments for the body and the 2 dimensional presentation of ideas.

**There are no prerequisites for this unit.*

306957 - Graphic Design Practice 291-2

Tut: 2x 3 hours weekly for 6 weeks

Encompasses poster design, corporate identity, packaging and editorial design. The work will be project based with four design projects. The principal objectives of each project will be research, interpretation and development of original and innovative solutions to set design briefs.

** Prerequisite unit: Design Practice 172*

306962 - Graphic Design Practice 391-2

Lab: 2x 6 hours weekly for 3 weeks

This is a project-based unit with 10 in-class design projects undertaken in a digital environment. Students are briefed at the commencement of each session and then produce relevant design solutions within the laboratory session. Includes corporate identity, promotion, packaging and publication.

** Prerequisite unit: Design Practice 172*

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