



## **Multimedia Design - Course Outline & Subject Descriptions**

### **Bachelor of Arts (Visual Communication)**

Raffles Course Code: KVC001 | CRICOS Course Code: 060730B

#### **COURSE OUTLINE**

##### **Semester 1**

GD060	Graphic Design and Communication
GD061	Graphic and Multimedia Studio
AC007	Computing for Design
CC142	Ideas and Thought

##### **Semester 2**

GD059	Applied Graphics and Imaging
CT054	Multimedia
DN019	Drawing, Design Principles and Colour Theory
CC143	Visual Communication

##### **Semester 3**

CT055	Motion Graphics
CT056	Information and Interface Design
CC145	History of Visual Communication Elective

##### **Semester 4**

CT057	Advanced Motion Graphics
CT058	Game On
CC144	Design Meaning and Culture Elective

#### **Associate Degree Exit Point**

##### **Semester 5**

CT059	New Media and Interactive Environments
CC139	Major Project Part 1
BU055	Business Communication Elective

##### **Semester 6**

CC141	Internship
CC140	Major Project Part 2

##### **Electives**

Please check with Student Services about the availability of each elective in a given semester.

CT060	Sight for Sound
CT061	Digital Video and Audio
CT062	3D Lighting and Texturing
CT063	Animation
CT064	3D Studies
CT069	Compositing and Special Effects
CT070	Understanding Programming
DM007	Accounting for Designers
FD078	Millinery
FD079	Couture Techniques
FD080	Applied Fashion Design Workshop
FD081	Advanced Pattern Making and Garment Construction
FM006	Fashion Merchandise
GD069	Graphic Construction
ID068	Furniture Design
ID069	Exhibition Design
JD008	Body Adornment
JD009	Explorations of the Set Jewel
PD009	Constructing Prototypes
PH035	Photography Essentials
PH044	Photojournalism
PH045	Advanced Retouching
TV039	Cine
TV042	Understanding Acting
TV046	Post Production

## **SUBJECT DESCRIPTIONS**

All subjects are worth 6 credit points unless stated otherwise.

### **Core Subjects**

#### **Computing for Design | AC007**

The aim of this subject is to develop students' computing skills in the areas of drawing, image manipulation, and digital presentation.

#### **Ideas and Thought | CC142**

This subject seeks to introduce students to philosophy, culture and visual art. It discusses the interrelatedness of key philosophical, cultural and artistic ideas and encourages a scholarly way of thinking. Providing an overview of some of the major historical periods it focuses on an influential thinker of each age.

#### **Drawing, Design Principles and Colour Theory | DN019**

This subject aims to give students a foundation and understanding of the design principles, colour theory and colour forecasting essential to the field of design.

#### **20<sup>th</sup> Century Design and Culture | DN0020**

The aim of this subject is to understand the historical, cultural, social and economic factors that have influenced development of design in the 20<sup>th</sup> century.

#### **Design Research Interactive Systems | DN021**

This subject aims to give students an introduction to all interactive systems (Human Factors and Ergonomics) that affect the design process, design research and design practice.

#### **Sustainable Design | DN022**

The aim of this subject is to give students an awareness of the importance of designing for sustainability in addition to providing a valuable knowledge of current sustainable technologies, materials, design innovation and practitioners.

#### **Design and Subculture | DN023**

This subject explores a range of subcultures and their transition historically into mainstream culture through design.

#### **Design and Business Management | DM006**

This subject will give students an appreciation of what it is like to be part of a commercially based organisation and recognise that management is a generic process that underpins all human activity.

#### **Design Futures | DN024**

The aim of this subject is to develop and advance the working methodology of design students as they prepare to enter the professional industry.

#### **Visual Communication | CC143**

Students will study recent theories of perception, cognition and communication. They will then apply these theories to design their own works. The aim is for students to be able to communicate to an audience effectively.

**Design Meaning and Culture | CC144**

This subject allows students to investigate contemporary design in relation to its cultural context. The subject gives them the knowledge and skills to analyse the interaction between design and various cultural and social values.

**Major Project | Part 1 | CC139**

This subject introduces students to a range of academic and professional research methods appropriate to visual communicators. Students will develop, present and negotiate an innovative project proposal and marketing strategy and prepare a self-initiated brief. The purpose of this brief is to create a blueprint for the student's Major Project to be finalised in the subject CC140 Major Project Part 2.

**History of Visual Communication | CC145**

This subject will investigate the origins of visual communication and aspects of its pre-twentieth century history. Students will research the major art movements, the evolution of advertising, and the visual aspects of fashion, architecture and graphic design.

**Business Communication | BU055**

This subject introduces students to the theory and practice of effective communication in the business environment. It covers the dynamics of group and individual interaction and the preparation and presentation of written and verbal communications to demonstrate ability in communicating information at a professional level.

**Major Project | Part 2 | CC140 – 18 credit points**

This subject will enable students to integrate their cognitive, creative, practical and technical capabilities to manage a major, self-generated project. Working independently or collaboratively, students will produce a major project as evidence of professional expertise in their major area of study.

**Major Research Project | DN026 – 18 credit points**

This subject provides an opportunity for students to complete a sustained piece of research and to develop their skills of independent writing and research.

**Major Studio Project | DN027 – 18 credit points**

This subject provides an opportunity for students to design and realise a significant series or body of design work.

**Internship | CC141**

This subject will give students an opportunity to investigate a selected workplace in their chosen discipline. This structured internship requires students to undertake formal negotiation with the host workplace and to submit written reports.

**Industry Experience | DN025**

This subject provides an opportunity for students to experience the work place and to contribute professionally within the design industry.

## **Elective Options**

### **Sight for Sound | CT060**

The aim of this subject is to investigate ways in which music and sound have been interpreted into the visual realm.

### **Digital Video and Audio | CT061**

The aim of this subject is to give students technical competency and knowledge of digital video and audio production.

### **3D Lighting and Texturing | CT062**

This subject will develop 3D modelling skills through a detailed study of traditional lighting and texturing techniques and apply these to 3D modelling and rendering.

### **Animation | CT063**

This subject concentrates on the principles and techniques common to all animation. Students will also get experience in a number of specific animation methods. They will also learn drawing techniques appropriate to animators.

### **3D Studies | CT064**

This subject concentrates on the basic principles and concepts of 3D modelling, lighting and animation. Students will also learn and gain practice with an industry standard software package.

### **Compositing and Special Effects | CT069**

This subject will show students how to use compositing software to combine still images, live action and computer generated imagery. This subject will teach students how to use industry standard software to create artificial worlds or to put artificial objects into the real world.

### **Understanding Programming | CT070**

This subject gives students a basic understanding of programming and computer science, so that they can work more effectively in collaborative environments. Students will get a deeper understanding of computers, networks and fundamental programming concepts. They will also look at the technical issues of game construction.

### **Accounting for Designers | DM007**

This subject introduces basic, modern, financial and managerial accounting theory and practice and how those practices affect the work of the designer. Students develop a clear understanding of how and why accounting data is used to help make decisions in organisations.

### **Millinery | FD078**

This subject provides students with the knowledge and skills to design and construct fashion headpieces and trims for hats using a variety of materials and techniques.

### **Couture Techniques | FD079**

This subject explores the conceptual design and technical development of couture garments.

### **Applied Fashion Design Workshop | FD080**

This subject enables learners to explore more advanced applied design techniques. While the primary focus is upon couture draping techniques, other fashion applications such as fabric manipulation, fabric technology and embroidery are explored to support concurrent major projects in the school of fashion design.

**Advanced Pattern Making and Garment Construction | FD081**

This subject enables learners to produce patterns and construct garments for fashion design applications in the industry using advanced pattern making and garment construction techniques.

**Fashion Merchandise | FM006**

This subject will provide the learner with knowledge and skills required to manage store merchandising, visual merchandising, housekeeping and pricing policies.

**Graphic Construction | GD069**

The aim of this subject is to encourage students to utilise graphic making alternatives to digital and computer based image making.

**Furniture Design | ID068**

The aim of this subject is to introduce students to furniture design, including the history of style, materials and construction techniques.

**Exhibition Design | ID069**

This subject introduces students to designing exhibition spaces. The student will outline the project scope for a designated space including planning, costing, sourcing and negotiating. Then they will design the designated space.

**Body Adornment | JD008**

This subject explores the historical and conceptual design and technical development of body adornment.

**Explorations of the Set Jewel | JD009**

Students will explore the history of stone setting and its adaptation into contemporary jewellery and then design and develop an innovative setting solution.

**Constructing Prototypes | PD009**

Students will research, and re-design an existing design or develop a new design project and construct a resolved prototype of it.

**Photography Essentials | PH035**

This subject introduces the initial process of image capture using digital photographic cameras and equipment and concentrates on the functions and use of digital 35mm SLR cameras.

**Photojournalism | PH044**

This subject introduces the role and responsibilities of a photographer working within the complex field often referred to as either: photojournalism, reportage, social documentary, press photography, street and celebrity photography.

**Advanced Retouching | PH045**

Students will be given a variety of challenging briefs. The focus will be on producing high quality digital images that show a creative vision, individuality and to explore the endless possibilities of photographic retouching and image manipulation made possible through modern technology.

**Cine | TV039**

Students will learn about the broad range of equipment and techniques used to capture the moving image. They will learn about camera lenses and their uses and limitations. They will also gain practical experience in capturing digital moving images.

**Understanding Acting | TV042**

This subject familiarises students with the skills of the actor. Students can use their knowledge of these skills, as a director, to guide actors or as an animator, to create life-like and believable characters.

**Post Production | TV046**

This subject will give students experience in the post-production aspects of digital media. While this subject will focus on the editing process, students will grade and export material for distribution.

**Multimedia Design Major**

**Graphic Design and Communication | GD 060**

The aim of this subject is to introduce students to the fundamentals of graphic design as it relates to both print and multimedia.

**Graphic Design and Multimedia Studio | GD061**

The aim of this subject is to allow students to connect design history, theory and research methods with the practice and processes of graphic design and multimedia.

**Applied Graphics and Imaging | GD059**

The aim of this subject is to advance students' computer graphic skills.

**Multimedia | CT054**

The aim of this subject is to advance the understanding and application of multimedia design as it relates to both online and offline environments.

**Motion Graphics | CT055**

The aim of this subject is to introduce students to a range of skills, techniques and concepts that will allow for the production of motion graphics and animation.

**Information and Interface Design | CT056**

The aim of this subject is to expand the skills and knowledge of multimedia design students with regard to ordering and presenting complex information in an appropriate digital format.

**Advanced Motion Graphics | CT057**

The aim of this subject is to further develop the ability and skills of students in producing innovative motion graphic designs.

**Game On | CT058**

The aim of this subject is to explore and push the limits of digital interactivity, with a focus on the gaming experience.

**New Media and Interactive Environments | CT059**

The aim of this subject is to investigate the possibilities of producing interactive spatial and temporal digital works using the skills and knowledge gained throughout the course.