Digital Design

Diploma
Associate Degree
Bachelor Degree

Term 1 Subjects

Design Principles (DES1014)

Design principles is a subject that investigates design techniques using colour, shapes, text, textures and communication including the essential skills to communicate ideas visually. An important foundation of knowledge regarding design will allow you to learn and experiment with a variety of tools and techniques that are fundamental to graphic design.

You are encouraged to develop conceptual ideas that can be utilised across whatever relevant media you choose, to produce a coherent body of design work. You will learn how to rationalise conceptual designs, be involved in constructive criticism activities in a professional and productive manner, and develop your own voice through exploration of design knowledge and theory.

Creative Drawing (DES1020)

In this subject students will be introduced to the basics of drawing. They will learn the elements of all art creation such as: line, form, colour, texture, value and shape. Students will learn different creative drawing styles using various techniques. Students will also be challenged to venture out of their comfort zones and broaden their understanding of styles and mediums, as well as develop their knowledge of theory and research in successful creative drawing.

Digital Images (DES1013)

In this subject students examine theory, research and practice in Digital Images. Students will learn the basic skills and knowledge needed to create digital graphics. They will learn to use industry standard pixel, vector and layout based tools. They will also learn how these tools are integrated into wider digital practice. Students apply theory and evidence-based practice into designing sequences and enhancing images.

Communication Design Theory (DES1002)

In this subject, students will develop an understanding of the underlying principles of communication. They will look at theories from ancient rhetoric to modern persuasion as it appears in media, technology, social and political interaction. They will learn how to use these theories to solve communication design problems.

Term 2 Subjects

Design Thinking and Process (DES1003)

In this subject students will learn design theory and will understand the concepts of design thinking and design processes. Through a framework of Design Thinking and Process, they will learn how to apply and critique these ideas across a range of contexts. Students learn how to develop their own creative process by exploiting the best methods to become aware and self reflective practitioners.

Intro to Web (INT1012)

This subject teaches the basic skills of writing HTML5, XHTML and CSS by hand. You will learn the fundamental skills to create web-sites and also learn the principles of good web design. Industry standard practices will be taught such as using proper naming conventions, manipulating and optimising images for the internet, writing basic web-pages using divs and CSS, providing navigation and creating interactive, functioning web-sites.

Shooting & Editing (DES1050)

In this subject, students focus on shooting and editing. The key focus of the subject is on fusing three elements: photography, cinematography and editing. In engaging with best practice and widely used industry techniques, Shooting & Editing challenges students to take a quick glimpse of screen production. A key learning outcome is that students produce their own material, photographs and videos, and edit them for multiple modern screen media platforms.

Interface & Experience Design (DES1060)

This subject teaches students how to design, implement and evaluate user interfaces to meet predefined quality characteristics of functionality. They will also learn to create a user centric experience for web and application design. Concepts, theories and technologies underlying the methods and techniques are introduced and explained as required. Students apply all that they have learned to develop and implement a user interface for a business system.

DIPLOMA EXIT – Students may graduate at this point with a Diploma of Digital Design

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AIT
Creative Technology Educators

Term 3 Subjects

Intro to Print & Publication Design (DES1070)

In this subjects students will learn the fundamentals of print technology, the aesthetics of print, and how print functions as a medium. They will learn how to control elements like colour systems and paper type to get 'as expected' print results from both office printers and professional print shops. Students will learn to evaluate the value of print within a screen based project.

Digital Pathways (MED1001)

In this subject students will learn the pathways art has taken, influenced by remarkable individuals, culture, philosophy and historical events, to get to its contemporary forms. Students will develop an informed and knowledgeable vocabulary which will give them the ability to critique, discuss and review a wide range of visual culture and contemporary art practices. These tools and insights will enable students to better understand, and use contemporary aesthetics in digital media.

Typography (DES1071)

In this subject students will learn about the functionality and aesthetics of typography. They will be introduced to essential typographic terms and technologies. They will also develop an understanding of the application of typography. The course material will be examined in reference to the latest academic scholarship and research in the field of typography.

Elective 1

Students may choose an elective from the approved elective subject list.

Term 4 Subjects

Prototype Illustration (DES1030)

In this subject students will be introduced to the foundation of prototype drawing. They will learn the understructure on how to construct everyday objects and organic objects using traditional drawing techniques and digital construction method.

Students will learn how to design a pitch suitable for clients and they are encouraged to become accustomed to a workspace where critique and review are part of the work flow.

Elective 2

Students may choose an elective from the approved elective subject list.

Motion Graphics (ANIT1050)

In this subject students learn the skills required to create motion graphics. Students will learn how to deconstruct logos, build 2d characters, and prepare them for animation in Adobe After Effects and Cinema 4D . They will be taught how to work in 2.5d with a variety of files, and make an animation that serves to entertain and inform.

Information Design (INT1150)

This subject provides students with an introduction to information design, its principles and techniques. Students will learn how to create meaningful and engaging visualisations of complex data and otherwise difficult to understand concepts. Students also apply and demonstrate their knowledge across a range of techniques.

ASSOCIATE DEGREE EXIT – Students may graduate at this point with an Associate Degree in Digital Design

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Term 5 Subjects

Advertising & Brand Design (DES1081)

In this subject students examine advertising practice from a historical perspective then move into case studies of contemporary practice. The principals of brand identity and idea creation are placed into context alongside ethics and best practices.

Typography for Screen & Motion (ANI1051)

This subject brings together earlier discussions and theories of typography in related subjects and introduces students to kinetic typography. Students utilize digital tools to create motion graphics that incorporate animated text for TV, Film and the web. They must work from a brief and create a complete animated title sequence. The subject is underpinned by critical scholarship on Typography and Motion Graphics.

Design Practice & Ethics (DES1004)

In this subject students will become aware of their role as a designer within both a business, community and broader globalised context. They will learn both about legal and ethical considerations and responsibilities for their creative work practices.

Elective

Students may choose an elective from the approved elective subject list.

Term 6 Subjects

The Forge (PRO1001)

Under workplace-like pressure, students will learn to combine their knowledge, skills and attitudes to fulfill a professional brief. A key aim of the subject is to develop the student's speed and efficiency in a work environment. Quick multiple iterations of: brief, plan, execute, present, reflect will acculturate students into project based work. The subject also challenges students to experiment, to learn from both success and failure, to "know themselves", and to know how to work with others. Where possible, students are mentored, critiqued and assessed by industry professionals.

The Launchpad (PRO1010)

This subject helps students search for employment and prepare themselves for employment. It compliments "The Forge" explicitly teaching soft skills implicitly practiced in the projects.

BACHELOR OF INTERACTIVE MEDIA – Students will graduate at this point with a Bachelor Degree in Digital Design

Digital Design

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Associate Degree
Bachelor Degree

Bachelor of Digital Design
Course Structure

T1	Design Principles DES1014	Creative Drawing DES1020	Digital Images DES1013	Communication Design Theory DES1002
T2	Design Thinking and Processes – DES1003	Intro to Web INT1012	Shooting and Editing DES1050	Interface and Experience Design DES1060

Diploma Exit

T3	Digital Pathways MED1001	Intro to print and Publication DES1070	Typography DES1071	Elective 1
T4	Prototype Illustration DES1030	Elective 2	Motion Graphics ANI1050	Information Design INT1150

Associate Degree Exit

T5	Advertising and Brand Design DES1081	Elective 3	Typography for Screen and Motion ANI1051	Design Practice and Ethics DES1004
T6	The Forge PRO1001	The Forge PRO1001	The Forge PRO1001	The Launchpad PRO1010

Degree Completion

Electives:

Electives are subject to availability and certain electives have pre-requisites.

Film related
Costume Design DES1012
Screen Production FIL1034
Advanced Screen Production FIL3036
Production Design DES1010
Sets and Prop Design DES1011
Visual Effects (VFX) INT1024
Digital Audio Design FIL1020
Digital Illustration DES1021

Web Related:
Advanced Web INT1059
Foundation Programming CMP1041
Intro to Web INT1012

Animation related
Animation ANI1016
2D Animation ANI1017

Graphics related
Wayfinding & Environmental Design DES1090
Business Marketing & Design – DES1080
Installation and Exhibition Design DES10911

Game related
Game Development INT1029
2D Interactivity INT1028

Modelling related
Introduction to 3D ANI1006
3D Modeling ANI1027

Miscellaneous
Creative Copywriting WRI1001

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AIT — Creative Technology Educators

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PRO1025 **THE LAUNCH PAD**	An introduction to what's required for employment and prepare themselves for employment. It is also meant to compliment "The Forge" explicitly teaching soft skills implicitly practiced in the projects.
DES1012 **ELECTIVE** **COSTUME DESIGN**	Costume design as an important part of the visual language of screen based media. Students will explore the history of costume design in film, animation and game design through a series of lectures, films and game play. Students will develop the necessary skills to interpret scripts and bring to life screen stories through the art of costume design, telling a story through the look of the characters and using shape and form to convey concepts in relationship to the body.
DES1090 **ELECTIVE** **WAYFINDING & ENVIRONMENTAL DESIGN**	In this subject, students will learn the principles of way finding, signage systems and environmental graphic design. A variety of teaching modes are used including through a series of lectures, field trips, projects, presentations, peer and lecturer feedback and case studies. Students apply and adapt knowledge and skills and develop their critically about how 3D space and signage can be best used in an architectural space. A variety of teaching modes are used including through a series of lectures, field trips, projects, presentations, peer and lecturer feedback and case studies.
DES1091 **ELECTIVE** **INSTALLATION & EXHIBITION DESIGN**	This subject aims to explore designing for digital video and graphic installations. Focusing mainly on the collaboration of different forms of images, photography, film and technology, it will explore practical examples of contemporary interactive visual installations in different context and environment. Students will develop skills to plan the production of an installation, apply observation, analysis and visualization skills. Students will create a digital interactive exhibition, apply concept development, design principles, sound and editing skills in the production of a digital visual installation.
INT1028 **ELECTIVE** **2D INTERACTIVITY**	In this subject students learn the fundamentals of programming by making. Throughout the subject students must utilise problem solving, programming logic and calculations to create fun and exciting interactive projects. A range of theories and research findings on 2D interactivity are included to ensure students gain a solid grounding in important models and tools needed to address common design challenges.
ANIT1006 **ELECTIVE** **INTRODUCTION TO 3D**	Students will learn the basic underlying principles required to create their first 3D models and animations. Students will learn using industry standard software: 3D interface navigation, basic 3D tools and techniques, character design, modeling tools, texturing, lighting, animation and rendering methods.
ANI1027 **ELECTIVE** **3D MODELLING**	In this subject students will learn modelling and sculpting techniques to create organic and inorganic 3d models. They will also work with advanced 3d techniques and texturing. An important component of the course is learning about industry standard workflows and professional model presentation. Specific techniques that will be examined include: • Z-Brush • Advanced 3D techniques • Industry standard workflows • Organic and inorganic modelling • Texturing

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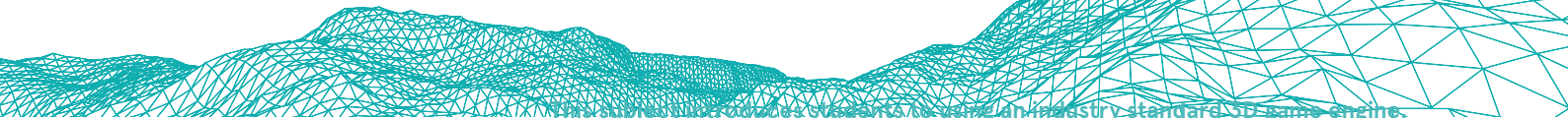
INT1029

ELECTIVE — Game Development

This subject introduces students to using an industry standard 3D game engine. Students will use this software for developing future games and major projects. The subject involves learning object oriented programming to design and develop interactive games. On successful completion of this subject, students will be able to operate a game engine proficiently to develop simple 3D games, become familiar with programming fundamentals and most importantly develop their problem solving skills.

INT1026

ELECTIVE — Virtual Worlds

This subject introduces students to the principles of digital environment design including interactive games, virtual simulations, and architecture. Students learn to create with an industry standard software, which includes tools to design and create immersive virtual environments. Academic theory is drawn upon to explore level design and architectural principles. Through this course, students gain a deeper understanding to recognise environmental logic, thereby creating visual appeal to support gameplay mechanics and flow.

ANI1016

ELECTIVE — Animation

In this subject, students will learn the processes used in animation. They will explore the basic concepts, and craft of character design and character animation, timing, movement, composition and background art. These concepts will be drawn from traditional methodologies and will be applied using stop motion. Students will develop critical, conceptual and practical skills appropriate to creating animation.

ANIT1017

ELECTIVE — 2D Animation

2D animation introduces students to a range of introductory skills for creating both basic and sophisticated animations. Students will learn how to develop and effectively use timeline based animation. Students will also learn the use of frames and frame-by-frame animation, keyframing, importing and exporting images, drawing inside the development software, point based animation, tweening, animation on paths, effective walk cycles, nesting animations and the use of sound. While building both academic and , students will expand their range of drawing skills and also enhance their ability to create considered, well designed animations for use as assets or as standalone elements in design for film, web, or other interactive media.

WRI1001

ELECTIVE — Creative Copy Writing

Students will be introduced to the art and practice of copywriting for TV, Radio, Web, and Print. They will write advertorial copy for products and services across industries including; arts, finance, medicine, law and mining to name a few. Structure, rhetoric, persuasion and character will all be addressed with a focus on using language economically to entertain, inform and persuade. Students will respond to a writers briefs and use interpretive, creative and analytical skills to create high quality, stylized writing for targeted audiences using a diverse range of mediums.


INT1024

ELECTIVE — Visual Effects

In this subject students learn the basic skills required to create visual effects in industry standard software. Students learn how to composite multiple pieces of footage and add visual effects to live action shots. They also learn a range of technical skills including tracking, stabilization, and the mixing of practical effects to create a complete shot. Scholarly evidence and research findings are drawn upon to support students' knowledge of the discipline.

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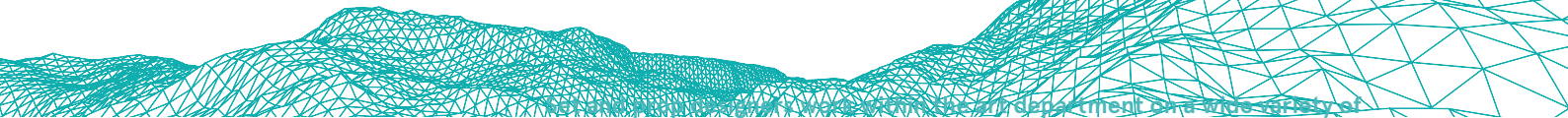
DES1011
ELECTIVE

Sets & Prop Design

productions which include but are not limited to films, games, theatre, television commercials or events. Set designers are responsible for creating appropriate environments within a variety of productions. Props designers bring or create cultural artefacts to scenes. Props design is often about sourcing items or designing and creating them from scratch. Sets are often drawn by designers and then created by carpenters and technicians to create artificial worlds inside a theatre or film studio. Both disciplines translate digitally as these roles are clearly defined in games and digital spaces as well.

INT1029
ELECTIVE

Digital Audio Design

In this subject the student will be introduced to the creative and technical aspects of sound in digital media. Students will get experience in recording sound, processing sound, and implementing it in a range of contexts. Students will learn to apply sound design principles which enhance and compliments communication, meaning and emotion in their works.

INT1059
ELECTIVE

Advanced Web

In this subject students advance their skills in web design. In drawing on theories and research on advanced web development, students engage with complex information and tasks to to create dynamic web pages. Using Javascript and PHP together, students create functions like e commerce and content management. Methods in web security is an important topic in this subject, and students leave the subject with a strong theoretical and practical foundation to delve into advanced web projects.

DES1022
ELECTIVE

Concept Art

In this subject students will learn how to use research to create new characters, creatures and environment required by a brief. They will learn to iterate their work to a successful conclusion. Students will use a range of techniques to flesh out characters, creatures and environment. They will become accustomed to a workspace where collaborative work approaches are encouraged, critique and review are part of the work flow.

FIL3034
ELECTIVE

Screen Production

In this subject students learn about digital screen production skills informed by industry practice. Including skills in direction, editing, production, lighting and sound. Students will critically review and analyse a range of techniques in screen production, arrive at solutions through evidence-based research, and further their technical skills in screen production.

FIL3036
ELECTIVE

Advanced Screen Production

In this subject students examine Advanced Screen Production. Through a series of techniques and tools, students work on producing a high quality film. Students approach the subject through the lens of screen editing and using common academic framework, theories and research to develop versatility and skill in their production repertoire. The subject is highly intensive and encourages team-work, time management and project management skills.

DES1010
ELECTIVE

Production Design

A production designer works with film directors or creative directors to interpret scripts and creative briefs, and is responsible for the overall look of a film, game, theatre play, television commercial or event. Students in this subject will learn the use of semiotics, understand mise-en-scene and genre in order to visualise appropriate designs for screen productions. Students will learn how to interpret a script or creative brief. They will then to plan and design the look of the space. Finally they will have opportunity to draw or photograph a digitally rendered or dressed space based on their designs.