

VICTORIA UNIVERSITY OF WELLINGTON
Te Whare Wananga o te Upoko o te Ika a Maui



Faculty of Commerce and Administration

School of Information Management

**MMIM 553/COMM505
01/2005**

Communication and Design

Contact Details	
Paper Coordinator:	Mary Tate Room EA 234, Easterfield Building, Kelburn Pde, Kelburn Campus Ph:- 463 5265 Email: mary.tate@vuw.ac.nz
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Programme Coordinator:	Mary Braun Room 1130 Easterfield Bldg Kelburn Pde Kelburn Campus Ph:- 463 5457 e-mail :- mary.braun@vuw.ac.nz
Dates:	Wednesdays 23 Feb – 23 March 2005 AND Saturday 19 March 9:00 – 12:00 Wednesdays 13 April – 18 May
Times:	17:40 – 19:30 (except for the Saturday workshop, see above)
Venue:	Railway Building 315

Course Objectives:

This course will explore the nature and principles of visual communication. We will examine theories of visual communication in general and explore the particular case of new media, notably the Internet. This course will examine some of the theoretical background to communicating through design, with reference to a range of disciplines including mathematics, art, science, psychology, and relevant organisational and social factors. Students will be introduced to some relevant skills and techniques, and tools for designing and developing communications using new media, although the course will focus primarily on the general principles of design.

Learning Outcomes:

By the end of this course students should have an understanding of:

1. Basic principles of visual communication
2. Basic elements of visual design
3. An understanding of how elements of design create and communicate effects for the viewer
4. Basic principles of visualization and visual language
5. Basic principles of hypermedia
6. Basic principles of usability

And a theoretical understanding of how these principles can be applied to the design of new media, especially the Internet, in a business context. In addition, we will consider issues and approaches for managing multi-disciplinary communication and design projects

Paper Content and schedule:

Modules will more or less equate to lectures, depending on progress made each week.

1. Course overview and housekeeping. Key concepts of communication and design
2. Design Basics: basic components and principles, and how we perceive them
3. More basics: Colour. Typography, and the technology of digital images
4. Introduction to the design process and managing multi-disciplinary communication and design projects
5. Workshop – developing conceptual designs for visual artifacts
6. Modern art and design. Effects and meanings and how they are communicated through design
7. Narrative, hyperspace and hypermedia
8. Visualization and notation
9. Ergonomics and usability
10. Cognitive models for communication and design
11. Industry applications
12. Industry applications

Resource Materials:

Extensive use will be made of the Internet to obtain current material. Student assignments will also be prepared from information available in the library and on the Internet, but care should be taken to ensure that only authoritative sources are used. Where necessary or appropriate readings will be handed out to students. Use will also be made of the teaching and communications potential available through Blackboard software on the VUW website.

It is expected that students will have ready access to a personal computer as well as Internet access. This will be necessary for receiving and sending course-related email, for accessing the course web site on Blackboard, and for other similar purposes.

Course website:

Full course details and course materials are, or will be, available on Blackboard at :

<http://blackboard.vuw.ac.nz>

Course assignments

The course assessments must be submitted to the Course Convenor for marking on the dates specified. The format for submissions and details of what is required for each assignment are given in the course

assignments document. All assignments will contribute to the course mark of each student, according to the assessment ratio given below.

Assessment:

Course assessment will be based on:

Weekly exercises (best 4 of 7)	20%
Communication and Design Project Proposal	5%
Communication and Design Project Conceptual Design	10%
Communication and Design Project Presentation	5%
Communication and Design Project	50%
<u>Reflection</u>	<u>10%</u>
TOTAL	100%

Weekly exercises (20%)

For weeks 2,3,4, 5, 6 and 9, and the design workshop, a short exercise relating to the topic that week will be set. The best four of these will contribute 5% each to the final grade.

Due: The following week, in class, or by e-mail to Mary before the class

Communication and Design project overview (5%)

Due: Friday 11 March (week 3)

Communication and Design project conceptual design (10%)

Due: Friday 15 April (week 6)

Communication and Design project presentation (5%)

Due: In-class, weeks 10-11

Communication and Design Project (essay and visual communication) (50%)

Due: 27 May (end of week 12)

Communication and Design Project reflection (10%)

Due: 27 May (end of week 12)

Mandatory Course Requirements (Terms):

1. Completion of all assessments as specified
2. A weighted average of 50% across all assessments

Grading standards:

Letter Grade	Number grade	Approx Dist'n *	Simple Description	More Complete Description **
A+	Over 84	4%	Outstanding	Far exceeds requirements, flawless, creative
A	80-84	10%	Excellent	Polished, original, demonstrating mastery
A-	75-79	14%	Very Good	Some originality, exceeds all requirements
B+	70-74	22%	Good	Exceeds requirements in some respects
B	65-69	26%	Satisfactory	Fulfills requirements in general
B-	60-64	18%	Acceptable	Only minor flaws. Unoriginal
C+	55-59	4%	Pass	Mistakes, recapitulation of course material
C	50-54	2%	Minimum pass	Serious mistakes or deficiencies
D	40-49	1%	Unacceptable	Little understanding, poor performance
E	00-39	1%	Fail	Below the minimum required

* This is the hypothetical percentage of students that would attain the various levels of performance, over several repetitions of the course, under similar conditions. It is recognized that the distribution in a particular course, particularly with small enrolment, may differ markedly from the long-term distribution.

** The lecturer will develop a more complete or specific description of the meaning of the various levels of performance based upon the specific nature of the assessment in a course. For example, performance may be determined by the qualities of a written report, a classroom presentation, or work in a group project. The words used to describe these kinds of assessments will obviously vary.

Remote Students:

In accordance with our agreement with students completing the MCOM degree, this course will be able to be completed by students studying remotely. Powerpoint slides and associated notes will be made available on the Blackboard site. Synchronous distance access using Chatterbox will be available while class sessions are in progress.

Technical requirements:

1. The MINIMUM requirement is: Windows 98, 2000 or XP; an internet connection via modem dial-up at 33.6-56kbps; a soundcard installed with either speakers & microphone or headset with microphone.
2. RECOMMENDED configuration is: Windows 2000 or XP; broadband internet connectivity (Jet-stream, ADSL or cable); soundcard installed with either speakers & microphone or headset with microphone.
3. No MAC or LINUX (virtual PC may work but is not supported)
4. Note that corporate firewalls can have the required internet ports blocked, if this becomes an issue send details of the problem to simconferencing@vuw.ac.nz <<mailto:simconferencing@vuw.ac.nz>> for further assistance.
5. Refer to www.sim.vuw.ac.nz/conferencing <<http://www.sim.vuw.ac.nz/conferencing>> for detailed information & requirements, and getting started. Login is required.

Other requirements for remote students:

1. We strongly recommend attendance at the workshop on Saturday 19 March, as there is no distance alternative to this class.
2. Remote students will need to make alternative arrangements with agreement of the course coordinator to deliver their project presentations

Assignment Submission:

Format of assignments:

1. Indicative word count 7,000 words, or by negotiation with the course co-coordinator if the primary deliverable is a visual artifact.
2. All essays are to be submitted electronically -- as an email attachment. All essays will also be returned to students electronically to the email address from which the document was originally sent (unless the student clearly indicates an alternative return address).
3. Ensure that your name, student ID number and the assignment title are on the title page of the Assignment.
4. Do not save the document as a "read only" document. The lecturer will insert comments into the electronic document.
5. Essays will only be accepted in the Microsoft Word document format, unless with prior approval of lecturer.

6. Assignments should not consist merely of assertions by the writer. All assertions or expressions of opinion by the student should be endorsed by, or contrasted with authoritative material discovered during research, or supported by good arguments. Grades will depend upon your finding and citing academically reputable sources that agree with the viewpoints adopted, and also identifying contrary opinions where they exist. Grades will also depend on the quality of the arguments that you develop. Typically, essays of this size will accrue at least a full page (20 or 30) of entries in the reference list at the back of the assignment.

7. Quotations from other people's work should be brief (no more than a sentence or two) and clearly delineated, and all references to other people's work should conform to the APA Style Guide, which can be found in the reference section of the Library. There are a number of web sites that give examples of how the APA guide is applied.

Assignment Word Counts

Word counts are intended as a guideline for the approximate size of the required work, and are not normally a factor in marking unless the variance is large. Appendix material does not count toward the required assignment length. Please refer to the Writing Guide for information on writing, bibliographic and citation methods and standards that you are required to use.

Penalties for Lateness

In keeping with standards of professionalism appropriate to this programme, it is expected that deadlines will be honoured. In fairness to students who complete work on time, work submitted after the due date/ time will incur penalties for lateness. The penalty is up to 5 % of the report's grade per day (or part thereof) late. Unusual or unforeseeable circumstances (eg serious illness, family bereavement) may lead to a waiver of this penalty but need to be discussed with the paper coordinator as soon as possible, and substantiated by documentary evidence.

General University Requirements:

Students should familiarize themselves with the University's requirements, particularly those regarding assessment and course of study requirements, and formal academic grievance procedures, contained in the Statutes of the Calendar and read the requirements of this paper outline in that context. The Statute on Conduct ensures that members of the University community are able to work, learn and study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute contains information on what conduct is prohibited and what steps can be taken if there is a complaint.

The Statute on Conduct is published on the University's website (<http://www.vuw.ac.nz/publications/calendar>) or may be viewed at the Reserve Book Room in the University Library.

Grievances:

If you have any academic problems with your course, you should talk to the lecturer concerned or, if you are not satisfied with the result of that meeting, see the Head of School, or the Associate Dean (Students) of your Faculty.

Communication of Additional Information

The primary means of communication for additional information about this course will be in-class announcements, and use of the announcements facility in the Blackboard site. Students are expected to check the Blackboard site regularly.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly those regarding assessment and course of study requirements, and formal academic grievance procedures.

Student Conduct and Staff Conduct

The Statute on Student Conduct together with the Policy on Staff Conduct ensure that members of the University community are able to work, learn, study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute on Student Conduct contains information on what conduct is prohibited and what steps can be taken if there is a complaint. For queries about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor. This Statute is available in the Faculty Student Administration Office or on the website at: www.vuw.ac.nz/policy/StudentConduct.

The policy on Staff Conduct can be found on the VUW website at: www.vuw.ac.nz/policy/StaffConduct.

Academic Grievances

If you have any academic problems with your course you should talk to the tutor or lecturer concerned or, if you are not satisfied with the result of that meeting, see the Head of School or the Associate Dean (Students) of your Faculty. Class representatives are available to assist you with this process. If, after trying the above channels, you are still unsatisfied, formal grievance procedures can be invoked. These are set out in the Academic Grievances Policy which is published on the VUW website:

www.vuw.ac.nz/policy/AcademicGrievances.

Academic Integrity and Plagiarism

Academic integrity is about honesty – put simply it means **no cheating**. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. Plagiarism is **prohibited** at Victoria.

The University defines plagiarism as follows:

Plagiarism is presenting someone else's work as if it were your own, whether you mean to or not.

'Someone else's work' means anything that is not your own idea, even if it is presented in your own style. It includes material from books, journals or any other printed source, the work of other students or staff, information from the Internet, software programmes and other electronic material, designs and ideas. It also includes the organization or structuring of any such material.

Plagiarism is not worth the risk.

Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct (www.vuw.ac.nz/policy/studentconduct) and may be penalized severely.

Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- suspension from class or university
- cancellation of your mark for an assessment or a fail grade for the course.

Find out more about plagiarism and how to avoid it, on the University's website at: www.vuw.ac.nz/home/studying/plagiarism.html.

Students with Disabilities

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities an equal opportunity with all other students to demonstrate their abilities. If you have a disability, impairment or chronic medical condition (temporary, permanent or

recurring) that may impact on your ability to participate, learn and/or achieve in lectures and tutorials or in meeting the course requirements, then please contact the Course Coordinator as early in the course as possible. Alternatively you may wish to approach a Student Adviser from Disability Support Services to confidentially discuss your individual needs and the options and support that are available. Disability Support Services are located on Level 1, Robert Stout Building, or phoning 463-6070, email: disability@vuw.ac.nz. The name of your School's Disability Liaison Person can be obtained from the Administrative Assistant or the School Prospectus.

Student Support

Staff at Victoria want students' learning experiences at the University to be positive. If your academic progress is causing you concern, please contact the relevant Course Co-coordinator, or Associate Dean who will either help you directly or put you in contact with someone who can.

The Student Services Group is also available to provide a variety of support and services. Find out more at www.vuw.ac.nz/st_services/ or email student-services@vuw.ac.nz.

VUWSA employs two Education Coordinators who deal with academic problems and provide support, advice and advocacy services, as well as organising class representatives and faculty delegates. The Education Office is located on the ground floor, Student Union