



**UNSW**  
SYDNEY

Australia's  
Global  
University

# Built Environment

BEIL0001

Graphic Design for the Built Environment



Course Outline – Term 1 & 3, 2020

## Disclaimer

Information within this document is subject to change. The full and most accurate course outline will be available in Moodle closer to the start of the term in which the course is offered.

## 1. COURSE STAFF

<b>Course Contact</b>	Colin Rowan
<b>Email</b>	<a href="mailto:c.rowan@unsw.edu.au">c.rowan@unsw.edu.au</a>

## 2. COURSE DETAILS

<b>Credit Points</b>	6 units of credit (uoc)
<b>Workload</b>	Approx. 150 hours including class contact hours, weekly individual and group online learning activities, readings, class preparation, and assessment activities.
<b>Teaching Times and Location</b>	Find details in timetable <a href="http://www.timetable.unsw.edu.au">http://www.timetable.unsw.edu.au</a>

## Description

This elective is open to students in the Architecture, Interior Architecture, Landscape Architecture, Industrial Design, Computational Design, Construction Management and Planning disciplines. The seamless integration of the products of graphic design into commercial and urban spaces, at both the intimate and public scales, is expected of Built Environment designers. This course aims to give students the skills to attempt a basic level of graphic design and to become familiar with the wide range of graphic techniques and materials available. At the end of the course the student will understand techniques for integrating graphic materials into buildings and be able to brief a graphic designer for the most complex of tasks. Material covered in the course will include the basics of typography, layout design and colour. Techniques for printing, including those for incorporating images into a range of building materials will be introduced. In addition, topics such as digital reproduction technologies, digital and colour systems, paper engineering, diagram design and three-dimensional graphic representation will be included. Concepts of corporate identity and marketing within the context of the exhibition/public space/corporate environment will be dealt with. Discussion in class will include topics such as Venturi's "Building as Duck". Students will undertake a range of activities including exercises in interdisciplinary project management and planning. This provides the students with the opportunity to observe the delineation of responsibilities of other disciplines statement of duties which are applied to the major way-finding assignments worth 40% of their final marks.

## Aims

The seamless integration of the products of graphic design into commercial and urban spaces, at both the intimate and public scales, is expected of architects and designers. This course aims to give students the skills to attempt a basic level of graphic design and to become familiar with the wide range of graphic techniques and materials available.

## Course Learning Outcomes (CLOs)

At the successful completion of this course, you will be able to:

1. understand techniques for integrating graphic materials into buildings and be able to brief a graphic designer for the most complex of tasks;
2. understanding basics of typography, layout design and illustration;
3. understanding the techniques for printing, including those for incorporating images into a range of building materials; and
4. understanding digital reproduction technologies, digital and analogue colour systems, paper engineering and three-dimensional graphic representation.

## 3. ASSESSMENT

Assessment task	Weight	CLOs Assessed
1. Assignment-Layout design	30%	2
2. Assignment-Visual identification logo design	20%	2, 4
3. Project-Diagram design	10%	1, 4
4. Project-Building identification and directional signage	40%	1

## 4. COURSE IMPROVEMENT AND FEEDBACK

Feedback from students is an integral part of improving courses and teaching approaches. One of the primary mechanisms of feedback is myExperience, which we strongly urge all students to complete at the end of term. Course convenors use the feedback to make ongoing improvements to the course. This is communicated in Moodle in the myFeedback Matters page.