Graphics and Contemporary Society
ADAD0901 | 6 Units of Credit

Overview

The graphic image has emerged as a prevailing form of communication in everyday life as a result of the shift from textual models, which represented the lingua franca for discourses in the arts, culture and media, to one of visual experience. This 'pictorial turn' has been spearheaded by the emergence of new digital technologies available to the masses in the creation, display and rapid transmission of the image to wider audiences via the Internet, film, photography, print and video.

The course introduces topical issues in contemporary graphic design and its significance in society, including communicating identities, designing for national and global audiences, graphics as strategic communication between the client and the public, and design as social policy. As a social activity, the graphic communication of image and text engages critical reflection in the production and consumption of cultural knowledge, particularly the process of meaning making in national iconography, product advertising and editorial design.

This fully online course comprises a series of integrated lectures, learning activities and assessment tasks that inform your ability to analyse and interpret the graphics in the world around you. You will apply this knowledge in the creation of a series of your own graphic design responses to progressively challenging briefs that enable you to explore the relationship between image and cultural interpretation and identity. You will have the chance to discuss ideas and graphic design solutions with your peers and lecturer, encouraging critical reflection, group interaction and collaborative development of ideas and projects.
Faculty
Faculty of Art & Design

School
School of Art & Design

Study Level
Postgraduate

Offering Terms
Term 1

Campus
Paddington

Delivery Mode
Fully online

Indicative contact hours
4

Timetable
Visit timetable website for details
Course Outline

To access course outline, please visit:

ADAD0901 Course Outline
Fees

Commonwealth Supported Students  $836
Domestic Students  $3870
International Students  $4650

DISCLAIMER
Please note that the University reserves the right to vary student fees in line with relevant legislation. This fee information is provided as a guide and more specific information about fees, including fee policy, can be found on the fee website.

For advice about fees for courses with a fee displayed as "Not Applicable", including some Work Experience and UNSW Canberra at ADFA courses, please contact the relevant Faculty. Fees for courses delivered through UNSW Global are published and charged by UNSW Global and thus appear as "Not Applicable" on this site.

Where a Commonwealth Supported Students fee is displayed, it does not guarantee such places are available.
Pre-2019 Handbook Editions

Access past handbook editions (2018 and prior)

Pre-2019 Handbook Editions