

# Cultural Studies (CSG)

CUVGRD501A Research visual communication history and theory

Diploma of Graphic Design (CUV50311)

## Assessment Matrix



**VICTORIA UNIVERSITY**  
MELBOURNE AUSTRALIA

### Assessment Tasks

<b>CUVGRD501A Research visual communication history and theory</b>
Task 1. Essay (writing and research skills)
Task 2. Participation & Online Discussion
Task 3. Personal Manifesto Project
Task 4. Fluxkit (group project)

<b>Summary of evidence sources for the unit (or cluster):</b>				
This statement should summarise the types of assessments being used in this unit or cluster ( Use √ or ● )				
<b>CUVGRD501A Research visual communication history and theory</b>	<b>Assessment Task 1 Essay</b>	<b>Assessment Task 2 Participation Online</b>	<b>Assessment Task 3 Personal Manifesto</b>	<b>Assessment Task 4 Fluxkit (group)</b>
1. Select focus for research				
1.1 Select a focus for visual communication research based on specific needs and perspectives	√	●	●	●

1.2 Challenge own assumptions and preconceptions about the research process and potential information sources	√	•	•	•
1.3 Select relevant historical and contemporary sources for investigation	√	•	•	•
2. Conduct critical analysis				
2.1 Identify and investigate issues and ideas in the development of visual communication	√	•	•	•
2.2 Evaluate ways in which meanings, messages and information are communicated in both a historical and contemporary content	•	•	•	√
2.3 Seek out and compare the critical views of others in chosen area of inquiry	•	•	•	√
2.4 Allow the process of analysis to take exploration of issues in new and potentially unintended directions	•	•	•	√
3. Present ideas about visual communication history and theory				
3.1 Develop substantiated opinions and ideas about visual communication history and theory	•	•	√	•
3.2 Make informed contributions to professional discussions of visual communication practice as a result of research	•	•	•	√
3.3 Present ideas in writing with clarity and accuracy	•	•	√	•
4. Develop own practice from research				
4.1 Determine potential for integration of research findings into own work	•	•	√	•

4.2 Relate visual communication history and theory to business practice considerations	•	•	√	•
4.3 Recognise connections and associations between history, theory and contemporary practice	•	√	•	•
4.4 Develop relevant ideas about how research impacts on own professional practice and its future direction	•	√	•	•
<b>Critical Aspect of Evidence</b>				
Evidence of the ability to: <ul style="list-style-type: none"> <li>• select appropriate research focus based on professional needs</li> <li>• draw ideas and information from research to guide professional practice</li> <li>• present clear ideas in writing</li> <li>• communicate in an informed way about visual communication history and theory.</li> </ul>				
<b>Required Skills</b>				
<ul style="list-style-type: none"> <li>• communication skills to: <ul style="list-style-type: none"> <li>○ articulate ideas about visual communication history and theory</li> <li>○ present complex information and ideas in writing</li> </ul> </li> <li>• literacy skills to interpret varied information sources dealing with potentially complex ideas</li> <li>• initiative and enterprise skills to use, challenge and adapt research to develop own professional practice</li> <li>• planning and organising skills to set up and undertake a research process</li> <li>• learning and self-management skills to use the research process as a professional development tool.</li> </ul>				
<b>Required Knowledge</b>				
<ul style="list-style-type: none"> <li>• ways of selecting a meaningful individual research focus to support professional practice</li> <li>• history of visual communication and key milestones in its development</li> <li>• contemporary trends and practices in visual communication</li> <li>• impacts of technology on visual communication, in historical and contemporary contexts</li> <li>• fundamental components of visual communication</li> <li>• opportunities offered by history and theory in terms of value to a developing professional practice in visual communication</li> <li>• intellectual property issues and legislation and how they relate to the research process.</li> </ul>				