

Cultural Studies (CSG)

CUVGRD501A Research visual communication history and theory
Diploma of Graphic Design (CUV50311)

Assessment Matrix



Assessment Tasks

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

Summary of evidence sources for the unit (or cluster): This statement should summarise the types of assessments being used in this unit or cluster (Use √ or ●)				
CUVGRD501A Research visual communication history and theory	Assessment Task 1 Essay	Assessment Task 2 Participation Online	Assessment Task 3 Personal Manifesto	Assessment Task 4 Fluxkit (group)
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	•	√	•	•
Critical Aspect of Evidence				
Evidence of the ability to: <ul style="list-style-type: none"> • select appropriate research focus based on professional needs • draw ideas and information from research to guide professional practice • present clear ideas in writing • communicate in an informed way about visual communication history and theory. 				
Required Skills				
<ul style="list-style-type: none"> • communication skills to: <ul style="list-style-type: none"> ○ articulate ideas about visual communication history and theory ○ present complex information and ideas in writing • literacy skills to interpret varied information sources dealing with potentially complex ideas • initiative and enterprise skills to use, challenge and adapt research to develop own professional practice • planning and organising skills to set up and undertake a research process • learning and self-management skills to use the research process as a professional development tool. 				
Required Knowledge				
<ul style="list-style-type: none"> • ways of selecting a meaningful individual research focus to support professional practice • history of visual communication and key milestones in its development • contemporary trends and practices in visual communication • impacts of technology on visual communication, in historical and contemporary contexts • fundamental components of visual communication • opportunities offered by history and theory in terms of value to a developing professional practice in visual communication • intellectual property issues and legislation and how they relate to the research process. 				