

Visual Communication & Design

Units 1-2

Visual Communication is an essential part of our everyday world as it is a way of expressing ideas, information and opinions. As part of the Visual Communication Design study, students will create innovative solutions to a wide range of design problems.

Visual Communication and Design has a career focus directed towards Communication Design (graphic design, digital and web design, advertising, book illustration, typographic design, package design, logo design and brand identity), Environmental (architectural design, interior design, landscape design, set design and exhibition design) and Industrial Design (product design and furniture design).

UNIT 1

Students are introduced to the diversity of Visual Communication to develop an understanding of the design elements and principles and technical, freehand, observational and computer generated drawing. Students will explore concepts using both freehand drawing and digital applications. Through an investigation of design styles, students will develop an understanding and appreciation of visual communications by professionals.

LEARNING ACTIVITIES

Observational, conceptual, technical and freehand drawing and rendering, computer generated designs and application of the elements and principles of design, media, materials and methods.

KEY SKILLS REQUIRED

Manual and/or digital methods to create drawings for different purposes; technical drawing, design elements and principles, media, materials and methods to draw and render forms and analysis of connections between past and contemporary visual communications.

ASSESSED TASKS

A practical folio including a variety of tasks using the design process, a written task based on past, contemporary, social and cultural factors, and an end of semester written examination.

UNIT 2

This unit focuses on the application of visual communication design knowledge, design thinking and drawing methods to create visual communications to meet specific purposes in designated design fields.

Students develop, explore and experiment with a range of media, methods and materials to develop ideas which relate to Environmental, Industrial and Communication Design. They use the design process and apply skills learnt in Unit 1 to further develop their understanding of how typography and imagery are used in Communication Design. Students explore concepts, work with type and images and develop final presentations using both freehand drawing and computer programs.

LEARNING ACTIVITIES

Observational, conceptual, technical and rendered drawings, digital presentations, model making and the application of the design process from design brief through to final presentations.

KEY SKILLS REQUIRED

Technical drawing to complete final presentations through the use of two and three dimensional methods; techniques to create final presentations using computer programs; use of type and imagery and the design process to complete creative visual communications.

ASSESSED TASKS

Practical folio including tasks based on Environmental, Industrial or Communication Design, including final presentations using type, imagery and technical drawing methods and an end of Semester written exam.

Visual Communication Design

Units 3-4

Visual Communication is an essential part of our everyday world as it is a way of expressing ideas, information and opinions. As part of Visual Communication Design, students will gain an understanding of the process of professional design and will use and create their own visual concepts and develop innovative solutions to a wide range of design problems. Visual Communication has a career focus directed towards Communication, Environmental and Industrial Design. Please check prerequisites subjects for specific career pathways.

UNIT 3

In this unit, students gain an understanding of the process designers employ to structure their thinking and communicate ideas with clients, target audiences, other designers and specialists. Through practical investigation and analysis of existing visual communications, students gain insight into how the selection of methods, media and materials, and the application of design elements and design principles, can create effective visual communications for specific audiences and purposes. They investigate and experiment with the use of manual and digital methods, media and materials to make informed decisions when selecting suitable approaches for the development of their own design ideas and concepts. Students use their research and analysis of the process of visual communication designers to support the development of their own designs. They establish a brief for a client and apply design thinking through the design process. They identify and describe a client, two distinctly different needs of that client, and the purpose, target audience, context and constraints relevant to each need. The brief and research underpin the developmental and refinement work undertaken in Unit 4.

LEARNING ACTIVITIES

Folio tasks of freehand, technical and digital drawing; written reports based on the analysis of visual communications within the design industry and design brief, research and generation of ideas.

KEY SKILLS REQUIRED

Analysis; understanding of the design industry and design brief, freehand and digital drawing.

ASSESSED TASKS

Visualisation, development drawings and final presentations from different design fields. A design brief, research and generation of ideas and written reports.

UNIT 4

In this area of study students focus on the design process stages of the development of concepts and refinement. Using separate design processes, students develop and refine design concepts that satisfy each of the communication needs of the brief established in Unit 3. When selecting ideas to develop as concepts, students must ensure that ideas for each communication need are discernibly different in intent and presentation format. Students manipulate and apply design elements and design principles to create concepts that attract the interest of their target audience and convey the messages, ideas and information required to satisfy the brief.

LEARNING ACTIVITIES

Design folio containing a range of drawings, development and refinement of concepts and two final visual communication presentations.

KEY SKILLS REQUIRED

Understanding of the design process, design thinking techniques, manual and digital methods, and trialling media and materials using a range of design elements and principles.

ASSESSED TASKS

A folio containing concepts, refinement and the production of final visual communication presentations, evaluation and delivery of final presentations and an end of year examination.

VCAA ASSESSMENT – The overall Study Score will consist of:

School Assessed Coursework Unit 3 (25%), Unit 3 & 4 School Assessed Task (40%), written examination in November (35%).