Visual Communication and Design

Unit 1

Areas of Study and Outcomes

These include instrumental drawing, learning about 3-D drawing techniques and technical drawing. There is also an emphasis on freehand drawing and rendering skills. There will also be an application of those skills in layout and design exercises, including research and analysis.

Assessment

Work will be set and negotiated. Folio work will demonstrate an understanding of design principles, drawing and design techniques. There will be an emphasis on the design process as well as the quality of finished work.

Unit 2

Areas of Study and Outcomes

There will be an emphasis on applying learnt skills and analysis of graphic design principles and visual communication as well as a research component.

Assessment

The presentation and completion of set and negotiated work will be the basis of assessment. The folio work and workbook/visual diary will be an important consideration.