ARTS

Visual Communication Design
10VCD

SUBJECT DESCRIPTION:

This course leads directly into VCE Visual Communication Design. Students will use the design process to respond to the brief. They will learn how to research, generate ideas, develop and refine concepts that will be used in final presentations. Students will develop a brand identity and design a product that will be drawn digitally and cut out with the CO2 laser cutter. The skills learnt would lean towards careers in Industrial Design, Communication Design, Logo Design, Graphic Design, Web Design, UX Design, Package Design. Design thinking skills are highly valued in a wide range of industries.

In this unit, students will study:

- The design process
- How to interpret a brief
- How to generate ideas in response to a brief
- How to create unique drawings in Adobe Illustrator
- How to create packaging nets
- How to construct final presentations

VCE SUBJECT LINKS

Visual Communication Design, Cert III in Creative & Digital Media

THIS SUBJECT ENHANCES LEARNING IN:

VCE Visual Communication Design, Art Creative Practice, Art Making & Exhibiting, Product Design & Technology, VET

ASSESSMENT:

- Skill development folio
- Design process folio
- Final presentations
- Exam

Visual Communication Design (Digital)
10VDD

SUBJECT DESCRIPTION:

Visual Communication Digital Design focuses on the communication and industrial design from the Visual Communication Design study. Students will learn how to use computer software to practice a range of creative drawing techniques. Students will respond to a brief using the design process to generate ideas, create packaging nets, print and construct final presentations. Students will have access to the large format printer to create the final presentations. The skills learnt would lean towards careers in Industrial Design, Communication Design, Logo Design, Graphic Design, Web Design, UX Design, Package Design. Design thinking skills are highly valued in a wide range of industries.

In this units, students will study:

- How to creatively use vector graphics software Adobe Illustrator
- The design process
- How to interpret a brief
- How to generate ideas in response to a brief
- The use of manual and digital drawing methods

VCE SUBJECT LINKS

Visual Communication Design, Cert III in Creative & Digital Media

THIS SUBJECT ENHANCES LEARNING IN:

VCE Visual Communication Design, Art Creative Practice, Art Making & Exhibiting, Product Design Technology.

ASSESSMENT:

- Skill development folio
- Design process folio
- Final presentations
- Exam