VISUAL COMMUNICATION DESIGN

Visual Communication Design is distinct in its study of visual language and the role it plays in communicating ideas, solving problems, and influencing behaviours. Students learn how to manipulate type and imagery when designing for specific contexts, purposes, and audiences. They choose and combine manual and digital methods, media and materials with design elements and principles. In doing so, students learn how aesthetic considerations contribute to the effective communication and resolution of design ideas, and how an understanding of visual language, its role and potential is the foundation of effective design practice. Students explore how designers visually communicate concepts when designing messages, objects, environments and interactive experiences. They work both together and independently to find and address design problems, making improvements to services, systems, spaces and places experienced by stakeholders, both in person and online. Students employ a design process together with convergent and divergent thinking strategies to discover, define, develop and deliver design solutions. Drawings are used to visually represent relationships, ideas and appearances, while models and prototypes are produced for the purposes of testing and presentation. Students participate in critiques, both delivering and receiving constructive feedback and expanding their design terminology.

Unit 1
Finding, Reframing and Resolving Design Problems

AREAS OF STUDY:

- Reframing design problems

- Solving communication design problems

- Design's influence and influences on design

OUTCOMES:

On completion of this unit, students should be able to:

1. Use human-centred cresearch methods to reframe a design problem and identify a communication need.

2. Create visual language for a business or brand using the Develop and Deliver stages of the VCD design process.

3. Develop a sustainable object, considering design's influence and factors that influence design.

ASSESSMENT:

See Unit 2

Unit 2
Design Contexts and Connections

AREAS OF STUDY:

- Design, place and time

- Cultural ownership and design

- Designing interactive experiences

OUTCOMES:

On completion of this unit, students should be able to:

1. Present an environmental design solution that draws inspiration from its context and a chosen design style.

2. Apply culturally appropriate design practices and an understanding of the designer's ethical and legal responsibilities when designing personal iconography.

3. Apply the VCD design process to design an interface for a digital product, environment or service.

ASSESSMENT:

S or N based on the demonstrated achievement of the outcomes specified.